



**Quarterly Issues/Programs List**

**WINC-FM**

**Apr-Jun 2019**

The following issues of concern to the community were addressed on **Valley Feedback**, a 12-minute program aired on WINC-FM at 5:45 Sunday mornings:

Date placed in public file 7/7/19.

1. Shenandoah National Park
2. 29<sup>th</sup> District Delegate Chris Collins
3. Shenandoah Apple Blossom Festival
4. American Lung Association
5. Virginia Department of Transportation
6. National Federation of Independent Business - Virginia
7. Museum of the Shenandoah Valley
8. Dulles Greenway Drive for Charity
9. Shenandoah Valley Battlefields Foundation
10. Virginia Health Department (Summer Safety)
11. Virginia Health Department (Disease Activity/Prevention)
12. Virginia Health Department (Stroke, Mental Health and Men's Health awareness)
13. Voices for Virginia's Children



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### **04/07 Shenandoah National Park**

SNP's Sally Hurlbert went over the seasonal reopening of facilities schedule including the visitor centers resuming five-days-per-week operation, some campgrounds already open with others coming online May first and renovations delaying the opening of Big Meadows Lodge this year. Hurlbert previewed National Park Week and how it kicks off with an entry fee waiver April 20<sup>th</sup>. She also promoted the other fee-free days this year. Hurlbert talked about how difficult winter was with ice storm damage bringing a several month closure to the southern part of Skyline Drive. She then touted the new Shenandoah National Park App, offered wildlife viewing advice and provided wildfire safety reminders.

### **04/14 Delegate Chris Collins**

29<sup>th</sup> District Republican Chris Collins recapped the one-day reconvened General Assembly session to handle Governor Northam's vetoes and amendments. He went into great detail on the I-81 improvement funding amendment. Collins explained the gas tax and other measures, provided insight on the timetable for project construction and offered his concerns about the plan including if enough money will be generated to cover the planned bond issue. Collins then commented on why a ban on handheld phones while driving amendment did not pass. He also talked about how unique the entire General Assembly session was with national media attention on the scandals involving the Governor, Lieutenant Governor and Attorney General.

### **04/21 Shenandoah Apple Blossom Festival**

SABF President Barry Carper promoted the April 26 - May 5 92<sup>nd</sup> Bloom. He talked about the excitement level for another festival and praised all the volunteers, sponsors and partners that make it happen. Carper explained how well the Shenandoah University Event Center serving as host site for many major events went last year and how year two includes the Sports Breakfast relocating there. He then promoted some new or changed events, touted the free offerings like the parades and fireworks and shared his personal favorites. Carper closed with how to get more festival information and promotion of the Official Souvenir Store & Ticket Outlet.

**04/28 American Lung Association**

The American Lung Association's Janice Nolen detailed the 2019 State of the Air report including national and local trends. She went over the local air quality grades, explained the risk unhealthy air presents and offered ways to help limit exposure to pollution as well as steps people can take to reduce pollution. Nolen then provided advocacy hopes and shared where to find the full report online as well as additional air quality information.

**05/05 Virginia Department of Transportation**

V-DOT's Ken Slack talked about work zone safety in the wake of the recent Work Zone Awareness Week. He shared work zone crash stats and detailed new portable rumble strips being used in active work zones. Slack also promoted Highway Safety Month including a focus on pedestrian safety. He then gave an update on how I-81 improvement projects will be moving forward now that the General Assembly has established dedicated funding. Slack also gave public input details regarding the annual update of the six-year transportation project funding program. He closed with a message about litter as the Transportation Secretary leads a statewide cleanup effort.

**05/12 National Federation of Independent Business – Virginia**

Virginia chapter director of the National Federation of Independent Business Nicole Riley appeared for National Small Business Week. She shared the current economic climate for small business owners as well as challenges they face. Riley went over issues of importance from this year's General Assembly session and also covered some national policy hopes. She also talked about small business optimism and reasons for very high levels the past couple years.

**05/19 Museum of the Shenandoah Valley**

The MSV's Director of Exhibitions Cory Garman previewed the Steinlen Cats exhibit, the about to open Tiffany Glass exhibit and other offerings. The MSV's Deputy Director of Community Relations Julie Armel gave the Gardens promotion with its season underway and offered an update on the Trails at MSV project to create a free city art park with trails and other offerings. She also plugged free admission on Wednesdays, volunteer opportunities and the summer Gardens at Night concert series.

**05/26 Dulles Greenway Drive for Charity**

The Dulles Greenway's Terry Hoffman thanked all that supported the 14<sup>th</sup> annual Drive for Charity, generating almost \$327,000. He explained how the all tolls donated event came about and broke down how the Greenway Scholarship program and seven local non-profits will use the funding, including new beneficiary Loudoun Hunger Relief to purchase and operate a mobile food unit. Hoffman also provided history of the private toll road, explained the VIP rewards program and offered an update on ongoing construction projects.

**06/02 Shenandoah Valley Battlefields Foundation**

Shenandoah Valley Battlefields Foundation CEO Keven Walker talked about the ongoing efforts to open the Winchester Battlefields Visitor Center. He explained what

the center will include, hopes for a summer opening and how to donate. Walker also talked about the new 200-year deal with Frederick County for the Old Courthouse and the Confederate Statue out front. He then shared accomplishments now that he has reached the five-year mark with the Foundation and his hopes for the coming years. Walker also promoted the upcoming Valley Conference, the SVBF website and a new college scholarship.

**06/09 Virginia Department of Health**

Lord Fairfax Health District Director Dr. Colin Greene spoke about matters of concern during summer including swimming safety, sun danger, severe weather, ticks/mosquitoes and more.

**06/16 Virginia Department of Health**

Lord Fairfax Health District Director Dr. Colin Greene returned to talk about rabies activity in area animals along with tips for protecting people and pets. He also discussed an uptick in Hepatitis A in Virginia with prevention advice. Greene then dispelled myths about vaccinations/immunizations.

**06/23 Virginia Department of Health**

Lord Fairfax Health District Director Dr. Colin Greene returned to talk about the recent Mental Health Awareness Month observation and the current Stroke Awareness Month and Men's Health Awareness Month.

**06/30 Voices for Virginia's Children**

Executive Director Margaret Holland detailed the new annual Kids Count report on child well-being. She shared Virginia's 10<sup>th</sup> best in the nation showing and detailed the state's rank on the 16 main indicators and the progress/change from the previous report. Holland then went over recommendations for lawmakers to make improvements. She closed with promotion of where to find the report and hopes for localities and non-profit use.



## Public Service Announcements



The following list details the beneficiaries of in-house produced Public Service Announcements for **April 2019**. In addition to the on-air promotion of events/activities, the beneficiaries also receive online promotion through the WINC FM Community Calendar.

- Blue Ridge Habitat for Humanity
- VA Tech Alumni Association – Shenandoah Chapter
- The Laurel Center
- Literacy Volunteers – Winchester Area
- Loudoun Heritage Farm Museum
- Purcellville Music & Arts Festival
- Shenandoah Valley Discovery Museum
- United Way of Northern Shenandoah Valley
- Stamp Out Hunger Food Drive
- Kernstown Battlefield Association
- Blue Ridge Singers
- Handley Regional Library



## Public Service Interviews



The following list details the beneficiaries/topics of the WINC Wake-Up Show's **Community Corner** segment for **April 2019**. The weekday on-air interview runs about three minutes and allows non-profits and others in the community to promote their mission and events during morning drive.

- FC Recycling
- Gowns for his Glory
- Front Royal Oratorio Society
- LFCC Follies
- The Laurel Center
- Winchester Senior Center
- Handley Regional Library
- Sustainability Matters
- Winchester Community Choir
- VA Tech Alumni Memorial Blood Drive
- Blue Ridge Singers
- ChildSafe Center
- United Way of Northern Shenandoah Valley
- Shenandoah Valley Discovery Museum
- Sadie's Smile Foundation
- Loudoun Community Cat Coalition
- Clarke County Historical Society



## Public Service Announcements



The following list details the beneficiaries of in-house produced Public Service Announcements for **May 2019**. In addition to the on-air promotion of events/activities, the beneficiaries also receive online promotion through the WINC FM Community Calendar.

- VFW Post 18
- Briggs Animal Adoption Center
- Shenandoah Shepherd Rescue
- Virginia State Arboretum
- Loudoun County Community Cat Coalition
- Community Foundation of Loudoun and Northern Fauquier Counties
- Middleburg Arts Council
- The Laurel Center
- United Way of Northern Shenandoah Valley
- Front Royal Chamber of Commerce
- North Mountain Volunteer Fire and Rescue
- Superhero 5K Run/Walk
- Jefferson Medical Center
- Winchester National Cemetery
- Western Loudoun Artist Studio Tour
- Handley Regional Library
- Cedar Creek & Belle Grove National Historical Park
- Delaplane Strawberry Festival
- Winchester Salvation Army



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- Sterling Playmakers
- ECHO (Every Citizen Has Opportunities)
- Sacred Heart Summer Camps
- Front Royal Women's Resource Center
- Stamp Out Hunger Food Drive
- Literacy Volunteers – Winchester
- Epilepsy Foundation of Virginia
- State Arboretum Garden Fair
- Loudoun County Chamber of Commerce
- Front Royal-Warren Chamber of Commerce
- Dulles Drive for Charity
- Spotted Lanternfly Quarantine
- Museum of the Shenandoah Valley
- Winchester Day Preschool
- Newtown Heritage Festival
- Winchester Salvation Army
- ARC of the Northern Shenandoah Valley
- Northern Shenandoah Civitan Club
- National Sporting Library & Museum
- Blue Ridge Wildlife Center





## Public Service Announcements



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- Shenandoah Astronomical Society
- Winchester SPCA
- Handley Regional Library
- Top of Virginia Honor Flight
- The Laurel Center
- American Cancer Society Relay for Life
- Clarke County Parks & Rec
- Virginia Department of Health
- National Safety Council
- Bright Futures Frederick-Winchester
- United Way of Northern Shenandoah Valley
- Round Hill Ruritan
- Briggs Animal Adoption Center



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- Bicycle Safety
- Loudoun County Fire & Rescue
- Falconry Program
- Winchester Rotary Club
- Wounded Warrior Program
- Mathias Fun Run
- Middletown Summer Events
- Heroes on the River
- Old Town Winchester
- Patsy Cline Historic House
- Just Love Community Fair
- Loudoun Community Cat Coalition
- Winchester Kids & Cops Camp
- Handley Regional Library
- A Place To Be
- Frederick County Recycling
- Bright Futures Frederick-Winchester