



Quarterly Issues/Programs List
WINC-FM
Jul-Sep 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 9/30/19.

1. Handley Regional Library System
2. Winchester Recycling
3. AARP Virginia
4. Winchester Public Schools
5. Shenandoah County Public Schools
6. Frederick County Public Schools
7. Clarke County Public Schools
8. Loudoun County Public Schools
9. Lord Fairfax Community College
10. Shenandoah University
11. Shenandoah Apple Blossom Festival
12. Virginia Department of Emergency Management
13. United Way of Northern Shenandoah Valley



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

07/07 Handley Regional Library System

Director John Huddy shared how the new HRL website has been received and promoted the Summer Reading Program. He also detailed the most popular services being offered including video games now available for checkout at all three branches. Huddy also previewed some looming services including click at home and print at the library. He closed by sharing volunteer needs and how to stay up to date with the system's busy event calendar.

07/14 Winchester Recycling

City of Winchester Recycling Coordinator Michael Neese provided an update on market driven changes impacting multiple area recycling programs. He shared the factors at play and the changes being implemented (loss of glass recycling and some plastic types). Neese also detailed the city switching to two new vendors at added expense and two regional studies underway in hopes of finding a long term solution. He then shared recycling dos and don'ts and promoted Reduce and Reuse.

07/21 AARP Virginia

AARP Virginia Associate State Director Brian Jacks shared the mission of the organization and the benefits to members and non-members. He promoted the AARP Fraud Network offering scam alerts and related concerns. Jacks also talked about rising prescription drug costs and efforts to curb the trend, the importance of advance planning for caring for older parents and drive smart courses to help seniors stay sharp behind the wheel. He closed by sharing the benefits of volunteering and available opportunities.

07/28 Winchester Public Schools

Superintendent Jason Van Heukelum previewed the new school year starting for students August 8th. He promoted the weekend prior Stuff the Bus school supply drive and how partner Bright Futures has been helping local students in need. Van Heukelum commented on City Council's action to reduce the size of the Winchester School Board and on the voter referendum in November to change the panel from appointed to elected. He also shared enrollment projections, provided an update on the

Innovation Center project, promoted the expansion of the dual language program, detailed ongoing free school meals for elementary students and commented on teacher and support staff pay raises.

08/04 Shenandoah County Public Schools

Superintendent Mark Johnston talked about the reasons behind the division's earliest in the region start date, shared enrollment projections and provided an update on facilities/capacity. He also explained the Empower 2024 strategic plan, commented on higher pay helping reduce teacher turnover rates and offered advice for parents to stay involved with their child's education. Johnston closed with promotion of the division's revamped website and all schools fully accredited at opening for the second straight year.

08/11 Frederick County Public Schools

Superintendent David Sovine previewed the new school year including overcrowding issues at all levels while updating the new Jordan Springs Elementary and Aylor Middle School replacement construction projects. Sovine also detailed the Inspire 2025 Strategic Plan and the FCPS 101 Community Engagement Program. He then talked about salary competitiveness efforts and stressed the importance of parental engagement. Sovine also promoted Bright Futures helping students in need and shared some recent accolades including Sherando High named the state's best technology education program and the division recognized for excellence in workforce readiness.

08/18 Clarke County Public Schools

Superintendent Chuck Bishop discussed the new school year including a slight reduction in enrollment allowing for a closure to the upper Cooley Elementary campus. Bishop also discussed salary competitiveness efforts, detailed division proudest accomplishments since his tenure began in 2014 and priorities for the future. He also talked about a focus on parental and community engagement and thanked the Clarke County Education Foundation for assistance. Bishop closed by touting new bus routes and plugged multiple ways to stay in touch with division news and happenings.

08/25 Loudoun County Public Schools

Superintendent Eric Williams talked about the opening of school with enrollment continuing to climb and two new schools this year. He also touted the new crop of teachers including some being graduates of the division and having participated in the teacher cadet program. Williams highlighted security upgrades including the secure vestibules project. He shared success in the newly released state Standards of Learning test results, touted a new website and covered the importance of parental engagement and several ways to stay involved. Williams also promoted the elimination of credit card processing fees for meals, athletic fees, student parking and more.

09/01 Lord Fairfax Community College

President Kimberly Blosser gave an update as the college kicked off fall courses. She shared how LFCC's slight enrollment increase is bucking the trend of declining

enrollment at most community colleges. Blosser promoted the growing number of transfer agreements with four-year schools and several new degree programs and certificate offerings. She provided an update on the construction of a Page County center and how the Fauquier campus is expanding and seeing a bit bigger increase in student enrollment compared to the main Middletown campus. Blosser promoted workforce solutions and the small business development center, the campus food bank and the LFCC Foundation-owned Subway restaurant's catering ability and general hours.

09/08 Shenandoah University

President Tracy Fitzsimmons reported the largest incoming class in university history and discussed expectations for significant growth over the coming years. She highlighted several new degree programs, detailed the new e-sports arena and associated degrees, shared further plans for the old armory building and commented on the success of the Wilkins Athletics and Events Center. Fitzsimmons then talked about academic success, how the future is shaping up for Shenandoah University, financial aid availability and how to best stay up to date with open to public arts, athletics, lectures and other offerings.

09/15 Shenandoah Apple Blossom Festival

Longtime SABF Executive Director John Rosenberger marked his retirement with a look back at festival changes, highlights and more during his tenure. Rosenberger recounted memorable celebrity guests and shared his favorite events. He revealed the enormous costs associated with putting on the event and detailed how security has evolved into a major component. Rosenberger also detailed what it will take for the festival to have a long and prosperous future. He also promoted how to stay up to date and the upcoming theme announcement for the spring 93rd edition and the soon following volunteer fair.

09/22 Virginia Department of Emergency Management

The VDEM's Jeff Caldwell promoted National Preparedness Month including the importance of Making a Plan, Building a Kit and Being Informed and offered advice to make sure everyone is ready for natural and other disasters. Caldwell promoted specific threats including hurricanes, tornadoes, earthquakes, flooding and terrorism facing the state and how to prepare for each. He also explained the update to the Commonwealth of Virginia Emergency Operations Plan.

09/29 United Way of Northern Shenandoah Valley

The UWNSV's Elise Stine-Dolinar and Nadine Pottinga shared the results of the annual Day of Caring including about 1,000 volunteers tackling 110 community service projects. The annual fundraising campaign also received a plug including where the money will go and how to make individual contributions or establish a workplace campaign. They also updated the Valley Assistance Network and how it has helped connect those in need with services. The upcoming ALICE Awareness Week was also promoted as well as how to volunteer and stay up to date with UWNSV happenings.



Public Service Announcements



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

- Shenandoah County Parks and Rec
- Cedar Creek & Belle Grove National Historical Park
- Friends of Handley Regional Library
- Clarke County Parks and Rec
- VFW Post 2123
- Shenandoah Valley Baptist Church Youth Fundraiser
- Blue Ridge Habitat for Humanity
- AARP Virginia
- United Way of Northern Shenandoah Valley
- Jefferson Medical Center Foundation
- Blue Ridge Hospice
- Cedar Creek & Belle Grove National Historical Park
- Blue Ridge Center for Therapeutic Horsemanship
- Lord Fairfax Health District
- Town of Middleburg
- Shenandoah Astronomical Society



Public Service Interviews



The following list details the beneficiaries/topics of the WINC Wake-Up Show's **Community Corner** segment for **July 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.

- Handley Regional Library
- Middletown Parade/Fireworks
- Virginia Cave Board
- Museum of the Shenandoah Valley
- Belle Grove Plantation
- Winchester Little Theatre
- United Way of Northern Shenandoah Valley
- Scouts of America – Shenandoah Area Council
- Winchester Area Temporary Thermal Shelter
- Old Town Winchester
- ARE - Aids Response Effort
- Top of Virginia Hockey Alliance
- Emergency Food and Shelter Program
- World Cube Association
- Mrs. Virginia
- Rise for Loudoun
- Shenandoah Arts Council



Public Service Announcements



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

- Winchester Area Temporary Thermal Shelter
- Winchester-Frederick-Clarke Civil War Weekend
- Spay Today
- Blue Ridge Arts Council
- United Way of Northern Shenandoah Valley
- Plane Crazy RCers
- Route 11 Yard Crawl
- Round Hill Ruritan
- Mobile Hope
- Leesburg 20K Hospital Fundraiser
- Winchester Veterans Dog Days of Summer
- Shenandoah Astronomical Society
- Handley Regional Library



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- Winchester-Frederick County Visitors Center
- Bright Futures Frederick-Winchester
- Shenandoah Valley Civil War Museum
- WATTS – Wizard of Oz Fundraiser
- Shenandoah Community Health
- Route 11 Yard Crawl
- Friends of Handley Regional Library
- Lord Fairfax Community College Campus Food Bank
- Police Benevolent Foundation
- Old Town Winchester
- State Arboretum
- Valley Chorale of Front Royal
- National Sporting Library & Museum
- Haymarket Music Fest
- Plane Crazy RCers
- Northern Shenandoah Valley Substance Abuse Coalition
- Museum of the Shenandoah Valley
- NW Works
- Froggy's Closet



Public Service Announcements



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- Briggs Animal Adoption Center
- Loudoun Abused Women's Shelter
- ARC of Northern Shenandoah Valley
- Franklin Performing & Visual Arts Center
- Shenandoah Valley Master Gardeners Association
- Area 13 Special Olympics
- Front Royal-Warren County Chamber of Commerce
- Northern Shenandoah Valley Substance Abuse Coalition
- Handley Regional Library
- United Way of Northern Shenandoah Valley
- Middleburg Arts Council
- Winchester Arts & Music Festival
- Epilepsy Foundation of Virginia
- Patriots Pride Day Middletown



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- Bright Futures Frederick-Winchester
- American Cancer Society Winchester
- ECHO (Every Citizen Has Opportunities)
- Epilepsy Foundation of Virginia
- Valley Health Community Safety Fair
- ARC of Northern Shenandoah Valley
- Quota International of Winchester
- Handley Regional Library
- Northern Shenandoah Valley Substance Abuse Coalition
- JWHS Band Boosters
- Reaching Out Now
- Winchester Salvation Army
- Shenandoah Area Agency on Aging
- Lord Fairfax Health District
- Loudoun United Cancer Awareness
- Community Foundation of Northern Shenandoah Valley
- Friends of Loudoun Mental Health
- Worlds of Work
- Virginia Youth Ballet