

VALLEY BROADCASTING & COMMUNICATIONS INC.  
WAXM-FM, WLSA-AM

2nd QUARTER 2021

WAXM & WLSA Continues to operate in the best public interest. Bringing the communities served local news, community events, breaking Weather updates, and so much more to better serve the listeners.

Here within this report you will find examples of our performance during the 2nd Quarter of 2021.

WAXM Special Programming

Wednesdays Bluegrass Connection & Front Porch Fellowship 6p-12m  
Thursdays Sports Extra 8p-9:30p; Weekly look at local & national sports  
Sundays Hymns from the Hills 6a-10a

## Quarterly Report

WAXM & WLSD ran the following announcements .

The Limestone Ruritan of Limestone Tennessee held fish fries on Friday's throughout the spring months..

The Millstone baptist church held a Vacation Bible school June 14-18

The Virginia Health Dept,. held Vaccine clinics around the region. June 5th- 22nd

The Promise Land held a public concert in Belfast Virginia June 12th

During the 2nd Quarter we ran various announcements for the Lonesome Pine Library, talking on the importance of community involvement in the library system, plus new book arrivals

WLSD aired remote broadcasts from Appalachia Virginia, promoting tourism for the community.

WAXM aired a remote broadcast from Big Stone Gap for a community birthday bash..

### WAXM Public Service Interviews

April 15,2021  
Keep Wise County Clean & Great American Clean-up.  
Gina Stanley/Greg Cross

Friday April 16 2021  
Town of Appalachia Town Council  
Travis Anderson, Chase Christian

June 02 2021  
Barbara Caruso  
100 years of the Kiwanis Club

June 17th 2021  
High Knob Music Festival  
Chris Jones

## WLSD PUBLIC SERVICE INTERVIEW

Organization: Mayor of Norton

Date & Time: 4-7-21 8:35am

Duration: 15 min.

Topic: City Council update

Guest: Joe Fawbush.

## WLSD PUBLIC SERVICE INTERVIEW

Organization: Mayor of Norton

Date & Time: 4-21-21 8:35am

Duration: 15 min.

Topic: City Council update

Guest: Joe Fawbush.

## WLSD PUBLIC SERVICE INTERVIEW

Organization: Mayor of Norton

Date & Time: 5-5-21 8:35am

Duration: 15 min.

Topic: City Council update

Guest: Joe Fawbush.

## WLSD PUBLIC SERVICE INTERVIEW

Organization: Mayor of Norton

Date & Time: 5-19-21 8:40am

Duration: 15 min.

Topic: City Council update

Guest: Joe Fawbush.

## WLSD PUBLIC SERVICE INTERVIEW

Organization: Kiwanis Club of Norton

Date & Time: 6-2-21 8:05am

Duration: 15 min.

Topic: Kiwanis Club of Norton 100th Anniversary

Guest: Barbara Caruso.

## WLSD PUBLIC SERVICE INTERVIEW

Organization: Mayor of Norton

Date & Time: 6-2-21 8:35am

Duration: 15 min.

Topic: City Council update.

Guest: Mayor Joe Fawbush.



## WLSD PUBLIC SERVICE INTERVIEW

Organization: High Knob Music Festival

Date & Time: 6-16-21 8:05am

Duration: 15 min.

Topic: High Knob Music Festival

Guest: Chris Jones.

## WLSD PUBLIC SERVICE INTERVIEW

Organization: Mayor of Norton

Date & Time: 6-16-21 8:35am

Duration: 15 min.

Topic: City Council update

Guest: Joe Fawbush.

## WLSD PUBLIC SERVICE INTERVIEW

Organization: Mayor of Norton

Date & Time: 6-29-21 8:40am

Duration: 15 min.

Topic: 4th of July

Guest: Joe Fawbush.

## WLSD PUBLIC SERVICE INTERVIEW

Organization: Mayor of Norton

Date & Time: 6-16-21 8:40am

Duration: 15 min.

Topic: High Knob Music Festival

Guest: Chris Jones.

## QUARTERLY ISSUES

WAXM FM

WLSD AM/FM

DATES: APRIL 2021

ISSUE: SHAWN STONE IN CONCERT

WE ANNOUNCED THAT SHAWN STONE WOULD BE GIVING A CONCERT AT THE OPRY/PARK AVENUE THEATER NEXT TO WAXM. THE TICKETS WERE \$10 EACH WITH "LIMITED SEATING". TICKETS WERE AVAILABLE FOR PURCHASE DURING RADIO STATION OFFICE HOURS, MONDAY THROUGH FRIDAY, 9AM UNTIL 5 PM. WE ALSO ANNOUNCED THAT TICKETS COULD BE PURCHASED AT THE DOOR AS WELL. THE NUMBER TO CALL FOR ADDITIONAL INFORMATION WAS 276-679-1901.

# QUARTERLY ISSUES

WAXM FM

WLSD AM/FM

DATES: APRIL 2021

## ISSUE: PRE-K REGISTRATION

WE ANNOUNCED PRIMARY AND ELEMENTARY SCHOOLS IN WISE COUNTY WITH KINDERGARTEN CLASSES WERE TAKING APPLICATIONS FOR THE 2021-2022 PRE-K PROGRAMS. STUDENTS WERE TO BE THREE OR 4 YEARS OLD ON OR BEFORE SEPTEMBER 30, 2021 TO BE ELIGIBLE FOR THE PROGRAM. DOCUMENTS NEEDED WERE CHILD'S BIRTH CERTIFICATE AND INCOME VERIFICATION. ADDITIONAL INFORMATION WAS MADE AVAILABLE BY CALLING THE PRINCIPAL OR GUIDANCE COUNSELOR AT THE NEAREST PRIMARY OR ELEMENTARY SCHOOL OR THE TITLE 1 OFFICE AT THE WISE COUNTY SCHOOL BOARD OFFICE (276-328-8017).

# QUARTERLY ISSUES

WAXM FM

WLSD AM/FM

DATES: MAY 2021

ISSUE: LOYALTY DAY

WE ANNOUNCED THAT MOUNTAIN EMPIRE POST 8652 VETERANS OF FOREIGN AFFAIRS WERE HAVING THEIR FOURTH ANNUAL LOYALTY DAY PARADE WHICH WAS TO TAKE PLACE ON SATURDAY, MAY 1<sup>ST</sup>, 2021 AT 6PM IN COEBURN, VIRGINIA. ALL VETERANS AND FIRST RESPONDERS WERE WELCOME TO PARTICIPATE.

## QUARTERLY ISSUES

WAXM FM

WLSD AM/FM

DATES: MAY 2021

### ISSUE: MCDONALD'S HIRING

WE ANNOUNCED THAT SEVERAL MCDONALD'S RESTAURANTS WERE LOOKING TO HIRE 10,000 PEOPLE IN OHIO, WEST VIRGINIA, KENTUCKY, EASTERN TENNESSEE AND WESTERN PENNSYLVANIA- AS WELL AS NEARLY 600 PEOPLE IN THE KNOXVILLE, TENNESSEE AREA. JOB SEEKERS WERE TOLD THAT THEY COULD VISIT [mcdonalds.com/careers](https://www.mcdonalds.com/careers) TO LEARN MORE AND APPLY AT A RESTAURANT NEAR THEM.



# QUARTERLY ISSUES

WAXM FM

WLSD AM/FM

DATES: JUNE 2021

ISSUE: BIG STONE GAP TOWN-WIDE  
CELEBRATION

WE ANNOUNCED THAT FREEDOM CHEVROLET IN BIG STONE GAP WOULD BE HOSTING A TOWN-WIDE CELEBRATION ON JUNE 4<sup>TH</sup> FROM 11 AM UNTIL 5 PM TO HONOR THE LATE JORDAN BARNETTE. THERE WOULD BE SILENT AUCTIONS, FOOD TRUCKS, LIVE ENTERTAINMENT AND MORE. SOME OF THE PROCEEDS WERE TO BENEFIT SPECIAL NEEDS CLASSROOMS IN WISE COUNTY, VIRGINIA.

# QUARTERLY ISSUES

WAXM FM

WLSD AM/FM

DATES: JUNE 2021

ISSUE: LINCOLN ROAD COFFEE LOUNGE COURT  
YARD BLOCK PARTY

WE ANNOUNCED THAT LINCOLN ROAD COFFEE  
LOUNGE IN NORTON, VIRGINIA WOULD BE  
HOSTING A COURTYARD BLOCK PARTY. THEY  
WERE HAVING LIVE MUSIC ON THE DECK AS  
WELL AS FOOD, SPIRITS, AND COFFEE AND CORN  
HOLE TOURNAMENTS.

# QUARTERLY ISSUES

WAXM FM

WLSD AM/FM

DATES: JUNE 2021

ISSUE: 34<sup>TH</sup> ANNUAL BEST FRIEND FESTIVAL

WE ANNOUNCED THAT NORTON'S ANNUAL BEST FRIEND FESTIVAL WOULD TAKE PLACE FROM JUNE 6<sup>TH</sup> UNTIL JUNE 12<sup>TH</sup>. DAILY ACTIVITIES WERE ANNOUNCED EACH DAY.

# QUARTERLY ISSUES

WAXM FM

WLSD AM/FM

DATES: JUNE 2021

ISSUE: FREE COVID 19 VACCINATION SHOTS

WE ANNOUNCED THERE WERE FREE COVID 19 VACCINATION SHOTS AVAILABLE AT VARIOUS LOCATIONS AND ON CERTAIN DAYS THROUGHOUT THE MONTH OF JUNE SPONSORED BY THE LENOWISCO HEALTH DISTRICT VIRGINIA DEPARTMENT OF HEALTH. THE NUMBER TO CALL FOR MORE INFORMATION WAS 276-328-8000.

# QUARTERLY ISSUES

WAXM FM

WLSD AM/FM

DATES: JUNE 2021

ISSUE: REHAB 5K HERO'S RUN

WE ANNOUNCED THAT NORTON COMMUNITY HOSPITAL IN NORTON WOULD BE HOSTING A REHAB 5K HERO'S RUN TO BENEFIT CHIEF JAMES LANE ON SATURDAY, JUNE 26. RACE WAS TO START AT 8AM BEGINNING AT THE NORTON FARMER'S MARKET BUILDING.