
VALLEY BROADCASTING & COMMUNICATIONS INC.

WAXM-FM/WLSD AM

Quarterly Issue 1st Qtr 2023

During the 1st Quarter of 2023 WAXM & WLSD continued to operate in the best interest of our broadcast communities.

The stations air local news Monday thru Friday 3 times daily on air and online.

A monthly update with the Attorney General of Virginia airs each month.

A monthly update with local city leaders airs each month.

WAXM & WLSD covered local and regional High School Sports including weekly sports broadcast highlighting the youth of the area.

The stations air multiple prerecorded PSA's from different local and national agencies.

All on air shifts highlight local events, PSA's, blood drives and job fairs as a part of their daily on air duties.

National News is provided by Salem Radio Network for hourly updates on a national level.

Here within you will find more about our performance during the 1st Quarter of 2023.

QUARTERLY ISSUES

WAXM FM

WLSD AM/FM

DATES: FEBRUARY 2023

ISSUE: JOB FAIR

WE ANNOUNCED THAT THERE WOULD BE A JOB FAIR FOR A TRUCKING COMPANY CALLED FREIGHT TRANSPORTATION SERVICES. THIS WAS TO TAKE PLACE ON FEBRUARY 2ND, FROM 10 AM UNTIL 2 PM AT THE VIRGINIA CAREER WORKS, NORTON CENTER.

QUARTERLY ISSUES

WAXM FM

WLSD AM/FM

DATES: FEBRUARY 2023

ISSUE: ANNUAL CELEBRATION SERVICE

WE ANNOUNCED THAT THERE WOULD BE A CELEBRATION SERVICE (20TH ANNUAL,) WITH DONALD AND TAMMY HARDING PERFORMING. THIS WOULD TAKE PLACE ON FEBRUARY 18TH AT 6 PM AT THE JW ADAMS PERFORMING ARTS CENTER IN POUND, VIRGINIA.

GIVING = LIVING

WAXM

WLSR

Dear Public Service Director,

Our nation's blood and plasma supply dropped to historic lows during the COVID-19 pandemic, disrupting our health care system and impacting people who rely on these products for surgeries, childbirth, cancer treatments, serious injuries, blood disorders, rare diseases, and more. While some areas of the country have seen improvement, other areas are still struggling to meet the demand.

To ensure the U.S. has a steady, ongoing supply of blood and plasma, the U.S. Department of Health and Human Services recently launched the *Giving = Living* campaign. The campaign uses powerful stories from people who have received blood transfusions and people who use plasma-based therapies to underscore why donating is so important and to encourage Americans to donate regularly.

I am writing to ask for your help. By airing our impactful radio PSAs, you can motivate people across the country to roll up their sleeves and donate. The more people who donate, the more lives we can save.

We have four English radio PSAs available:

Please note that while most cities and states across the country have blood donation centers, not every state has a plasma donation center. As you contemplate which PSAs to air, please take a look at our locators to ensure there is a donation center in your community.

- Blood Locator: hhs.gov/givingequalsliving/giveblood/start-donating
- Plasma Locator: hhs.gov/givingequalsliving/giveplasma/start-giving

Thank you in advance for your support. For more information about *Giving = Living* visit hhs.gov/givingequalsliving.

Sincerely,

Ann Aikin
Communication's Director
Office of Infectious Disease and HIV/AIDS Policy

OASH | Office of
Infectious Disease
and HIV/AIDS Policy



WLSO 3883-14

February 7, 2023

WAXM - 3883 - Fatherhood

Dear Traffic Manager:

The Ad Council has sent you **Fatherhood Involvement** PSAs digitally via **Extreme Reach**.

Never Stop Being a Dad

Dedication means showing up for your kids, even when it's not easy. Air radio PSAs that showcase the diverse experiences of real dads who share a commitment to being there for their children through parenting highlights and challenges. These stories of perseverance can help give all fathers confidence to keep going.

Log in to approve and download this important campaign message and show your support by running these PSAs in donated media space. **Thank you.**

The Ad Council Fatherhood Involvement

Spot Name	Length	AD-ID	Expiration Date	Language
Durrell	:60	CNFI0742000	6/14/23	English
Frank	:60	CNFI0651000	9/22/23	English
Joseph	:60	CNFI0741000	6/14/23	English
Marvin	:60	CNFI0652000	9/22/23	English
Durrell	:30	CNFI0739000	6/14/23	English
Frank	:30	CNFI0653000	9/22/23	English
Joseph	:30	CNFI0740000	6/14/23	English
Marvin	:30	CNFI0654000	9/22/23	English
Durrell	:15	CNFI0738000	6/14/23	English
Frank	:15	CNFI0655000	9/22/23	English

PLEASE NOTE: The attached material designates an expiration date for each PSA. Because of the SAG/AFTRA labor contracts and the agreement with the talent, the material cannot be aired after the expiration date. Airing the PSAs after the expiration date may subject the sponsor, agency, and possibly your organization and its principals to additional talent fees, penalties and damages; as well as legal action regarding claims of right by the relevant talent. All Rights within the PSAs are owned by the Advertising Council or the named Sponsors. Sale of sponsorship to any other party is prohibited. PSAs may only be placed in donated media, and may not be used in any manner that would imply an association with any commercial enterprise. You cannot, for example, exhibit the PSA with corporate logos appearing in conjunction with it. No cropping, editing or modifications are permissible.



WAXM 3883-Colon
Cancer

WLSD 3883-05

Dear Public Service/Community Service Director:

With early detection via screening, colorectal cancer is one of the most preventable cancers and is highly treatable. "But", due to hectic lifestyles or just "stuff", many Americans push off their screenings. In fact, only about 1/3 of eligible adults are getting colorectal cancer screenings, as recommended.

Don't let "but, stuff" get in the way of your screening. Because - when it comes to screening, tomorrow can't wait.

That's why the Colorectal Cancer Alliance (the Alliance) has launched a new TV & Radio public service announcement (PSA) to educate the public about the importance of colorectal cancer screenings. On-time screening – beginning at age 45 - is essential to catch it early and is the No. 1 way to prevent it. In fact, localized colorectal cancer (the earliest stage) has a 91% survival rate with treatment.

Colorectal cancer often develops silently, without symptoms, and in 2023 alone, an estimated 153,020 people will be diagnosed with colorectal cancer in the U.S. and an estimated 52,550 will die — making this disease the second-leading cause of cancer deaths. Most cases are diagnosed in people over age 50, however, the incidence rate of young-onset colorectal cancer is rising and for people under 50 years old, the incidence rate is now increasing by 1.5% every year.

And, Black Americans have the highest mortality rate and second-highest incidence rate of colorectal cancer in the U.S. In fact, Black Americans are both 35% more likely to die from colorectal cancer and 20% more likely to develop it than non-Hispanic whites.

Please air the attached English :15s, :30 and :60 TV PSAs soon and as often as possible to increase awareness about the importance of colorectal cancer screenings – to improve cancer outcomes and save lives!

And, because a diagnosis of colorectal cancer can be devastating, treatment can be a whirlwind, and survivorship can be fraught with physical and mental side effects, the Alliance and its trained experts want to help you take control of your colorectal cancer journey with [BlueHQ.org](https://www.bluehq.org), a free support service for patients and caregivers.

The Colorectal Cancer Alliance is the largest nonprofit organization committed to ending colorectal cancer. Working with our nation of passionate allies, we diligently support the needs of patients and families, caregivers and survivors; eagerly raise awareness of preventive screening; and continually strive to fund critical research. We are fiercely determined to end colorectal cancer within our lifetime.

To learn more or find patient support, visit [Colorectal Cancer Alliance](https://www.colorectal.org) or call 877-422-2030.

Please contact our team at psa@boombroadcast.com or at (609) 748-7411 if you require this PSA in another format/delivery method.

With gratitude,
Amy Ganderson



WAXM ~~3885~~
3885_Caregivers

WLSN 3885-03

February 14, 2023

Dear Traffic Manager:

The Ad Council has sent you **Caregiver Assistance** PSAs digitally via **Extreme Reach**.

Care for Yourself and Your Loved Ones

There are 48 million unpaid family caregivers in the United States, with more than 6.5 million serving as Veteran or military family caregivers. In honor of Mental Health Awareness Month this May, run PSAs encouraging family caregivers nationwide to visit [AARP.org/caregiving](https://www.aarp.org/caregiving) to access a free guide with tips on how to care for their loved ones and themselves.

Log in to approve and download this important campaign message and show your support by running these PSAs in donated media space. **Thank you.**

The Ad Council Caregiver Assistance

Spot Name	Length	AD-ID	Expiration Date	Language
Heroes	:60	CNCG0524000	10/31/23	English
Roxana's Story	:60	CNCG0715000	12/09/24	English
Take A Minute	:60	CNCG0663000	02/17/24	English
Heroes	:30	CNCG0525000	10/31/23	English
Roxana's Story	:30	CNCG0716000	12/09/24	English
Take A Minute	:30	CNCG0664000	02/17/24	English
Care for Yourself	:15	CNCG0662000	02/17/24	English
Heroes	:60	CNCG0528000	10/31/23	Spanish
Roxana's Story	:60	CNCG0717000	12/09/24	Spanish
Heroes	:30	CNCG0529000	10/31/23	Spanish
Roxana's Story	:30	CNCG0718000	12/09/24	Spanish

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WAXM - 3883 - VAPING

WLSD - 3884 - 08

February 16, 2023

Dear Traffic Manager:

The Ad Council has sent you **Youth Vaping Prevention** PSAs digitally via **Extreme Reach**.

#DoTheVapeTalk

Creative from the Ad Council's Youth Vaping Prevention campaign encourages parents to proactively talk to their kids about the long-term, negative health effects of vaping. The PSAs highlight the facts associated with the dangers of vaping, including possible irreversible lung damage. The PSAs also include a spot with dancer, social media influencer and anti-vaping activist Russell Horning, "The Backpack Kid," capitalizing on viral dance trends as a lead-in to a more serious topic, before encouraging parents to visit TalkAboutVaping.org for tips on when and how to #DoTheVapeTalk with their kids.

[Log in](#) to approve and download this important campaign message and show your support by running these PSAs in donated media space. **Thank you.**

The Ad Council
Youth Vaping Prevention

Spot Name	Length	AD-ID	Expiration Date	Language
Teen Drama	:30	CNVP0139000	8/8/23	English

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WAXM 3884 - Buzzed Driving

WLSD 3884 - 22.

February 9, 2023

Dear Traffic Manager:

The Ad Council has sent you **Buzzed Driving Prevention** PSAs digitally via **Extreme Reach**.

Buzzed Driving is Drunk Driving

Young men know the dangers of driving drunk, but often ignore the voice in their head telling them it's not okay to drive "buzzed." This campaign prompts young men to take responsibility for their decisions behind the wheel by reminding them to plan ahead and catch a sober ride when they are not okay to drive. Run these PSAs to let viewers know that driving buzzed can be just as dangerous as driving drunk, and that buzzed driving is drunk driving.

Log in to approve and download this important campaign message and show your support by running these PSAs in donated media space. **Thank you.**

The Ad Council
Buzzed Driving Prevention

Spot Name	Length	AD-ID	Expiration Date	Language	Target Audience
Love Fest	:30	CNDD0340000	5/21/23	English	Male Audience
Play-by-Play	:30	CNDD0338000	5/21/23	English	Male Audience
Love Fest	:15	CNDD0337000	5/21/23	English	Male Audience
Play-by-Play	:15	CNDD0339000	5/21/23	English	Male Audience

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WAXM
3884 - Tire Safety

WLSD 3883-18

Dear PSA Director,

NASCAR drivers know the importance of proper tire pressure and maintenance whether it's on the track or on the highway. Which is why top NASCAR drivers Austin Cindric and Ryan Blaney have joined forces with the **U.S. Tire Manufacturers Association** to urge drivers to check their tires once a month and before every long trip.

The **NEW** Public Service Announcement campaign urges your listeners to be diligent about their tire maintenance and to take the few minutes to ensure that their tires are properly inflated.

Your tires are the only thing that separate your vehicle from the road, yet quite often, they go unchecked by drivers. Only 15% of U.S. drivers properly check their tire pressure – that means that the majority of Americans are inflating their gas bills and increasing their risk for accidents. Properly inflated tires can save motorists time, improve gas mileage and increase tire longevity.

We would greatly appreciate your help by airing the PSAs as often as possible. They can be used throughout the year, as motorists should be checking their tire pressure at least once a month and before every long trip.

Additional campaign information is available here:

<http://psaconnect.c360m.com/ustma/>

Your usage of our PSAs is very important to us. Please use this website to provide us with your PSA airing information: <http://psa.c360m.com/?p=D142704>

Thank you for your consideration and for your airtime.

PUBLIC SERVICE INTERVIEW

Station: WAXM -FM

Organization: A6 Office of VA

Date & Time: 02-09-23

Duration: 5 mins

Topic: Updates In The Commonwealth

Guest: A6 Jason Miyares

PUBLIC SERVICE INTERVIEW

Station: WAXM - FM

Organization: Republican Party

Date & Time: 02-08-23, 830 AM

Duration: 5 mins

Topic: Circuit Court Clerk Primary

Guest: Dezarah Hall

PUBLIC SERVICE INTERVIEW

Station: WAXM

Organization: REPUBLICAN PARTY

Date & Time: FEB. 3 9 A.M.

Duration: 5 MINS.

Topic: CIRCUIT COURT CLERK PRIMARY

Guest: ROBERT ENGLAND