
VALLEY BROADCASTING & COMMUNICATIONS INC.

WAXM-FM/WLSD AM

Quarterly Issue 4th Qtr 2023

During the 4th 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 4th Quarter of 2023.

QUARTERLY ISSUES

WAXM FM

WLSD AM/FM

DATES: OCTOBER 2023

ISSUE: 45TH ANNUAL WISE FALL FLING

WE ANNOUNCED THAT THE 45TH ANNUAL FALL FLING WOULD TAKE PLACE ON OCTOBER, 14TH AND 15TH FROM 10 AM UNTIL 6 PM EACH DAY. WHERE WERE TO BE VENDORS, MOUNTAIN ROSE VINEYARD TOURS, AND ALZHEIMER'S WALK AND SO MUCH MORE.

QUARTERLY ISSUES

WAXM FM

WLSD AM/FM

DATES: OCTOBER 2023

ISSUE: RAM EVENT

WE ANNOUNCED THAT RAM WOULD BE HOLDING A FREE TWO-DAY CLINIC ON OCTOBER 7TH AND 8TH IN GRUNDY, VIRGINIA WITH DOORS OPENING EACH DAY AT 6AM FREE DENTAL, VISION, AND MEDICAL SERVICES WOULD BE PROVIDED ON A FIRST COME, FIRST SERVE BASIS. THE NUMBER TO CALL FOR MORE INFORMATION WAS 865-579-1530/

QUARTERLY ISSUES

WAXM FM

WLSD AM/FM

DATES: OCTOBER 2023

ISSUE: HIRING EVENT

WE ANNOUNCED THAT TRANSAMERICA WOULD BE HOSTING A HIRING EVENT TO BE HELD ON WEDNESDAY, OCTOBER 11TH FROM 11 AM UNTIL 2 PM AT THE VIRGINIA CAREER WORKS CENTER LOCATED ON 251 RIDGEVIEW ROAD, SW IN WISE. THE JOBS THE WERE HIRING FOR WERE COMMISSION BASED WITH AN EARNING POTENTIAL BETWEEN \$40,000 AND \$100,000 DOLLARS.

QUARTERLY ISSUES

WAXM FM

WLSD AM/FM

DATES: OCTOBER 2023

ISSUE: NORTON'S SPOOKTACULAR HALLOWEEN
BASH

WE ANNOUNCED THAT THE CITY OF NORTON
WOULD HOSTING A SPOOKTACULAR
HALLOWEEN BASH ON SATURDAY, OCTOBER 21ST
FROM 5 UNTIL 8 PM AT THE NORTON EXPO
CENTER IN THE CITY OF NORTON. THERE WOULD
BE A CARVED PUMPKIN CONTEST, COSTUME
CONTEST, PIZZA AND POPCORN. FOR MORE
INFORMATION THE NUMBER TO CALL WAS 246-
679-0754

QUARTERLY ISSUES

WAXM FM

WLSD AM/FM

DATES: OCTOBER 2023

ISSUE: HOCUS POCUS AT PARK AVENUE THEATER

WE ANNOUNCED THAT THE PARK AVENUE THEATER IN NORTON, VIRGINIA WOULD BE HAVING THEIR ANNUAL SHOWING OF THE MOVIE HOCUS POCUS. THE EVENT WAS TO BE HELD ON OCTOBER 14TH AT 7 PM, WITH DOORS OPENING AT 6. THE PUBLIC WAS INVITED TO WEAR THEIR PAJAMAS OR HALLOWEEN COSTUMES. THE NUMBER TO CALL TO RESERVE A SEAT WAS 276-679-1901.

QUARTERLY ISSUES

WAXM FM

WLSD AM/FM

DATES: OCTOBER 2023

ISSUE: HIRING EVENT

WE ANNOUNCED THAT ADDUS WAS HAVING A HIRING EVENT ON OCTOBER, 25TH FROM 11AM UNTIL 2PM ON 251 RIDGEVIEW ROAD, WISE, VIRGINIA. PAY RANGE WAS FOR \$12.00 - \$15 AN HOUR. LOCATIONS HIRING WERE JONESVILLE, PENNINGTON GAP, ROSE HILL, AND BIG STONE GAP.

QUARTERLY ISSUES

WAXM FM

WLSD AM/FM

DATES: OCTOBER 2023

ISSUE: TRICK OR TREATING AT BIG GLADES

WE ANNOUNCED THAT THE TOWN OF WISE WAS HOSTING A TRICK OR TREATING EVENT AT BIG GLADES ON OCTOBER 28TH AT 5PM. THERE WOULD BE A COSTUME CONTEST, A PUMPKIN DECORATING CONTEST, AND A SHOWING OF THE SCOOBY DOO MOVIE. THE NUMBER TO CALL FOR MORE INFORMATION WAS 276-328-6013 EXT 202.

QUARTERLY ISSUES

WAXM FM

WLSD AM/FM

DATES: NOVEMBER 2023

ISSUE: 2ND ANNUAL REMAX RALLY

WE ANNOUNCED THAT THE REMAX WOULD BE HOSTING THEIR 2ND ANNUAL EVENT TO RECOGNIZE AND HONOR AMERICA'S HEROES. ALL VETS, ACTIVE DUTY AND IMMEDIATE FAMILY WERE WELCOME TO JOIN AND ENJOY FOOD, MUSIC AND FUN. THIS WOULD TAKE PLACE ON SATURDAY, NOVEMBER 4TH FRO 11 AM UNTIL 4 PM AT THE COUNTRY CABIN II ON 6055 KENT JUNCTION RD IN NORTON, VIRGINIA.

QUARTERLY ISSUES

WAXM FM

WLSB AM/FM

DATES: NOVEMBER 2023

ISSUE: BENEFIT BREAKFAST

WE ANNOUNCED THAT THERE WOULD BE A BENEFIT BREAKFAST FOR ARIEL CLARK, A 3RD GRADER AT UNIO PRIMARY SCHOOL WAS SUFFERING FROM LEUKEMIA. THIS WAS TO TAKE PLACE ON SATURDAY, NOVEMBER 4TH FROM 8 AM UNTIL NOON AT THE APPALACHIA PENECOSTAL CHURCH ON 240 OAK STREET. THE COST WAS \$5 PER PLATE. ALL DONATIONS WOULD BENEFIT ARIEL AND HER FAMILY WITH THE INCREASING EXPENSES RELATED TO HER HEALTH CONDITION.

QUARTERLY ISSUES

WAXM FM

WLSD AM/FM

DATES: NOVEMBER 2023

ISSUE: RURAL KING FALL FESTIVAL

WE ANNOUNCED THAT THERE WOULD BE A FALL FESTIVAL HOSTED BY RURAL KING IN NORTON, VIRGINIA ON NOVEMBER 4TH AND 5TH FROM 10 AM UNTIL 9 PM EACH DAY. THERE WERE GOING TO BE RIDES, GAMES, FOOD, LOCAL VENDORS, FUN ACTIVITIES FOR THE KIDS AND MORE.

QUARTERLY ISSUES

WAXM FM

WLSD AM/FM

DATES: NOVEMBER 2023

ISSUE: KILLER BEAZ AT PARK AVENUE THEATER

WE ANNOUNCED THAT PARK AVENUE THEATER
WOULD BE HAVING COMEDIAN KILLER BEAZ FOR
A LIVE SHOW ON SATURDAY, NOVEMBER, 18TH AT
7 PM. TICKETS COULD BE PURCHASED AT THE
DOOR OR AT killerbeaz.com

QUARTERLY ISSUES

WAXM FM

WLSD AM/FM

DATES: NOVEMBER 2023

ISSUE: COMMUNITY THANKSGIVING MEAL

WE ANNOUNCED THAT TOWN OF LEBANON, RUSSELL COUNTY CHAMBER OF COMMERCE, CEDAR POINTE BAPTIST CHURCH, AND GET FANCY WOULD BE HOSTING A COMMUNITY THANKSGIVING MEAL AT THE LEBANON HIGH SCHOOL WITH DOORS OPENING AT 11:30 AM ON NOVEMBER 23RD. TRANSPORTATION AND FOOD DELIVERIES WOULD ALSO BE PROVIDED BY CALLING 276-254-0030 OR 276-701-2526.

QUARTERLY ISSUES

WAXM FM

WLSB AM/FM

DATES: NOVEMBER 2023

ISSUE: MCCLURE RIVER KIWANIS CLUB
CHRISTMAS TREE LIGHTING

WE ANNOUNCED THAT THE MCCLURE RIVER
KIWANIS CLUB CHRISTMAS TREE LIGHTING
WOULD TAKE PLACE ON THURSDAY, NOVEMBER
30TH AT 6PM IN MCCLURE, VIRGINIA. THERE
WOULD BE 200 TREAT BAGS FROM SANTA, FREE
HOT CHOCOLATE, COOKIES, AND FREE GIVE-
AWAYS. IF YOU WANTED TO DECORATE A TREE
YOU COULD EMAIL AT
mcclureriverkiwanis@gmail.com

QUARTERLY ISSUES

WAXM FM

WLSD AM/FM

DATES: NOVEMBER 2023

ISSUE: GINGERBREAD HOUSE CONTEST

WE ANNOUNCED THAT THE TOWN OF WISE WAS HOSTING A GINGERBREAD HOUSE CONTEST SPONSORED BY SYLED UNIFORMS AND MORE ON NOVEMBER 27TH AT 6 PM AT BIG GLADES IN WISE, VIRGINIA. THE CONTEST WOULD TAKE PLACE DURING THE TREE LIGHTING EVENT. PRE-REGISTERING WAS ENCOURAGED BY EMAILING NATASH PROULEX @ nproulex@townofwise.org

QUARTERLY ISSUES

WAXM FM

WLSD AM/FM

DATES: NOVEMBER 2023

ISSUE: TOWN OF WISE DECK THE GLADES

WE ANNOUNCED THAT THE TOWN OF WISE WAS HOSTING THEIR DECK THE GLADES EVENT ON NOVEMBER 18TH FROM NOON UNTIL 4PM. YOU COULD GET YOUR BUSINESS, ORGANIZATION, STUDENT CLUB OR FAMILY TOGETHER AND HELP DECORATE BIG GLADES FOR CHRISTMAS. TO RESERVE YOUR SPOT, YOU WERE ENCOURAGED TO EMAIL nproulex@townofwise.org

QUARTERLY ISSUES

WAXM FM

WLSD AM/FM

DATES: NOVEMBER 2023

ISSUE: HIRING EVENT

WE ANNOUNCED THAT THE HAMPTON INN WAS HOSTING A HIRING EVENT IN WISE VIRGINIA ON 251 RIDGEVIEW ROAD, SW ON NOVEMBER 29TH FROM 10 AM UNTIL 2 PM. JOB OPENINGS INCLUDED FRONT OFFICE MANAGER, FRONT DESK AGENTS, NIGHT AUDITOR, BREAKFAST ATTENDANT, AND HOUSEKEEPING.

QUARTERLY ISSUES

WAXM FM

WLSD AM/FM

DATES: DECEMBER 2023

ISSUE: SHOP WITH A COP

WE ANNOUNCED THAT THE NORTON SHERIFF'S DEPARTMENT WAS HAVING A RAFFLE ON A BLACKSTONE GRIDDLE WITH ACCESSORIES WITH PROCEEDS GOING TOWARDS THE "SHOP WITH A COP" PROGRAM. YOU COULD GO BY THE NORTON SHERIFF'S DEPARTMENT FOR CALL 276-679-5308 FOR MORE DETAILS. TICKETS WERE \$5 EACH OR FIVE TICKETS FOR \$20

QUARTERLY ISSUES

WAXM FM

WLSD AM/FM

DATES: DECEMBER 2023

ISSUE: CHRISTMAS PARADE SCHEDULE

WE ANNOUNCED THAT THE WISE COUNTY AND
CITY OF NORTON'S CHRISTMAS PARADE
SCHEDULES:

COEBURN, 12/1 6:30 PM

ST. PAUL, 12/2 6 PM

WISE, 12/2 2 PM

APPALACHIA, 12/2 6 PM

NORTON, 12/3 6 PM

POUND, 12/3 2 PM

QUARTERLY ISSUES

WAXM FM

WLSD AM/FM

DATES: DECEMBER 2023

ISSUE: LETTERS TO SANTA

WE ANNOUNCED THAT LETTERS TO SANTA
COULD BE DROPPED OFF AT ONE OF THE
FOLLOWING POWELL VALLEY NATIONAL BANK
OFFICES: JONESVILLE, PENNINGTON GAP,
DUFFIELD, BIG STONE GAP, WISE, AND ABINGDON
BY DECEMBER 15TH

QUARTERLY ISSUES

WAXM FM

WLSD AM/FM

DATES: DECEMBER 2023

ISSUE: POLAR EXPRESS SHOWING AT PARK AVENUE THEATER

WE ANNOUNCED THAT PARK AVENUE THEATER IN NORTON, VIRGINIA WOULD BE HAVING A SPECIAL SHOWING OF POLAR EXPRESS ON FRIDAY, DECEMBER 15TH AT 7:30 PM. TICKETS WOULD BE 20 DOLLARS EACH AND WOULD INCLUDE COCOA, COOKIES, A SOUVENIR MUG AND A VISIT FROM SANTA! TO RESERVE TICKETS YOU NEEDED TO CALL 276-328-4917.