
VALLEY BROADCASTING & COMMUNICATIONS INC.

WAXM-FM & WLSD-AM

Quarterly Issue 2nd Qtr 2023

During the second quarter of 2023 WAXM and WLSD continued to operate in the best interest of our broadcast communities.

The stations air local news Monday through Friday three 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 air each month.

WAXM and WLSD covered local and Regional High School sports including Weekly Sports Broadcast highlighting the Youth of our region.

The stations air multiple pre-recorded public service announcements from different local and National agencies.

All on air shifts highlight local events, PSAs, 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 the national level.

Here within you will find more about our performance during the second quarter of 2023.

QUARTERLY ISSUES

WAXM FM

WLSD AM/FM

DATES: APRIL 2023

ISSUE: NORTON EASTER EGG HUNT

WE ANNOUNCED THAT THERE WOULD BE AN EASTER EGG HUNT AT NORTON CITY PARK WHICH WOULD INCLUDE A CAKE WALK, KID'S EASTER OUTFIT CONTEST, FREE GOODIES AND CRAFTS, INFLATABLES, FOOD VENDORS AND PICTURES WITH THE EASTER BUNNY. THIS WAS TO TAKE PLACE ON SUNDAY, APRIL 2 @ 3PM.

QUARTERLY ISSUES

WAXM FM

WLSD AM/FM

DATES: MAY 2023

ISSUE: USPS FILL A BAG, HELP FEED FAMILIES

WE ANNOUNCED THAT THE USPS WOULD COLLECT NON PARISHABLE FOODS ON THE SECOND SATURDAY IN MAY. PARTICIPANTS WERE TO LEAVE A BAG WITH THE NON PARISHABLE ITEMS NEXT TO THEIR MAIL BOXES. THE FOOD WOULD BE DISTRIBUTED TO LOCAL FOOD BANKS.

QUARTERLY ISSUES

WAXM FM

WLSD AM/FM

DATES: MAY 2023

ISSUE: CRUISE-IN SPONSORED BY MELT IT

“MELT IT” A LOCAL BUSINESS SPONSORED A CRUISE-IN AT 132 PLAZA ROAD, SW, WISE, VIRGINIA ON MAY 11TH FROM 6-9 PM. THERE WAS A RAFFLE, CORNHOLE, AND PATRONS WERE ENCOURAGED TO SHOW OFF THEIR CARS AND MOTORCYCLES.

QUARTERLY ISSUES

WAXM FM

WLSD AM/FM

DATES: MAY 2023

ISSUE: WHAT'S HAPPENING

WHAT'S HAPPENING IN WISE COUNTY IS A SCHEDULE OF LOCAL EVENTS THAT WE ANNOUNCE. THEY WILL USUALLY COVER SEVERAL DAYS AT A TIME. EVENTS INCLUDED: ADULT ABUSE AWARENESS LUNCHEON, A SIP N PAINT, ANNUAL GOLF TOURNEY, BLOCK PARTY, COMMUNITY BABY SHOWER, AND MORE.

QUARTERLY ISSUES

WAXM FM

WLSD AM/FM

DATES: JUNE 2023

ISSUE: VIRGINIA KENTUCKY DISTRICT FAIR

WE ANNOUNCED THE SCHEDULE OF EVENTS FOR THE 2023 VIRGINIA KENTUCKY DISTRICT FAIR. EVENTS INCLUDED CONTESTS, BULL RIDING, BEER GARDENS, JEEPALOOZA, TALENT SHOWS, BEAUTY PAGEANTS, LIVE ENTERTAINMENT AND MORE.

QUARTERLY ISSUES

WAXM FM

WLSD AM/FM

DATES: JUNE 2023

ISSUE: ST. JUDE BENEFIT MOTORCYCLE RIDE

WE ANNOUNCED A ST. JUDE BENEFIT MOTORCYCLE RIDE TO TAKE PLACE ON JUNE 17TH AT 9 AM. THE RIDE WOULD LEAVE MCCLURE BALLFIELD AND GO TO LYNCH, KENTUCKY. THE PRICE WAS 10 DOLLARS PER RIDER. BREAKFAST WOULD BE PROVIDED. FOR MORE INFORMATION YOU COULD EMAIL mcclureriverkiwanis@gmail.com

QUARTERLY ISSUES

WAXM FM

WLSD AM/FM

DATES: JUNE 2023

ISSUE: FURBALL PROM

WE ANNOUNCED A FUNDRAISER FOR LOCAL ANIMAL RESCUE CALLED THE FURBALL ADULT PROM WHICH WOULD TAKE PLACE ON SATURDAY, JUNE 10 FROM 6P UNTIL 11P AT THE BIG STONE GAP VISITOR CENTER. CATERED BY LOCAL BUSINESSES TO HELP RAISE FUNDS FOR ANIMAL RESCUE.