

WSYD/WPAQ RADIO STATIONS
Mount Airy, NC
Quarterly Issues/Programs
3rd Quarter 2023 WSYD/WPAQ
Submitted by Kelly Epperson

Programs

News:

National news updates once per hour 6:00 am – 6:00pm Monday through Friday. Sixty seconds in duration.

Local, NC, & VA Regional news updates at 6:00am, 7:00am, 7:30am, 8:00am, 12:00pm, and 5:30pm Monday through Friday. Duration of 6-7 minutes.

Weather:

Updates 2 times per hour, Monday through Friday, 6:00 am – 6:00pm. One minute in duration.

**** Issues/Programs are Simulcast Over WSYD/WPAQ Radio****

Quarterly Issues

WSYD/WPAQ has determined that the following issues are important to the Mount Airy, Surry County, North Carolina community: Topics relating to

Program: “History Matters”

Date: Mornings (day may vary), 8:30am (Eastern) 4-5 times monthly

Program Length: Approx. 15 minutes

Focus: In “History Matters,” WSYD announcers talk with Emily Morgan, Guest Services Director for the Mount Airy Museum of Regional History. In these talks, Morgan updates listeners on museum programs, events and classes, plus opportunities to volunteer and advocate for the organization. The program also includes a weekly “Moment of History,” an opportunity to educate listeners on local, regional, national and world history.

Program Facilitator: Brack Llewellyn, Staff Announcer

Program: “The Pilot Mountain Minute”

Date: Two Wednesday mornings each month, 9:00am (Eastern) Twice monthly

Program Length: Approx. 15 minutes

Focus: In “The Pilot Mountain Minute,” WSYD announcers talk with Pilot Mountain Mayor Evan Cockerham. In these talks Mayor Cockerham updates listeners on the growing business climate, tourism efforts and economic development in the Town of Pilot Mountain.

Program Facilitator: Brack Llewellyn, Staff Announcer

Program: “The Mayberry Minute”

Date: Two Wednesday mornings each month

Program Length: Approx. 15 minutes

Focus: In “The Mayberry Minute,” WSYD announcers talk with Mount Airy Mayor Jon Cawley. In these talks, the mayor discusses matters, programs, plans and projects undertaken by the Mount Airy Board of Commissioners and other city agencies.

Program Facilitator: Brack Llewellyn, Staff Announcer

Program: “The Literate Minute”

Date: Each Wednesday morning, 11:30AM (Eastern)

Program Length: Approx 15 minutes 4-5 times monthly

Focus: In “The Literate Minute,” WSYD announcers talk with Rana Southern, Branch Librarian for the Mount Airy Public Library. In each program, Ms. Southern informs the listeners about upcoming events, programs, learning opportunities, author visits, new books and other resources (digital and published) at the Mount Airy Public Library. Listeners also learn how to support and advocate for the library and its programs.

Program Facilitator: Brack Llewellyn, Staff Announcer

Program: “Making Teens Aware of the dangers of alcohol, fentanyl, and other illegal substances”

Date: 7-1-23-9-30-23 Interview 7-14-23

Program Length: :30 PSA’s & 27 Minute Interview

Guest; Charlotte Reeves & Students from various Surry County Schools

Program Facilitator: Kelly Epperson

Focus: WPAQ/WSYD teamed up with the Surry County Office of Substance Abuse to air a variety of thirty second messages highlighting the dangers of vaping, alcohol, fentanyl, etc. A tiny amount can cause a fatal overdose. Alcohol and Drug use is on the rise in our coverage area. Actual Surry County Schools students voiced these announcements. WPAQ/WSYD simulcast a 27 minute interview with Charlotte Reeves on prevention, intervention, treatment and recovery. The interview told of ways that are being done to reach and keep students from using drugs.

Program: “Dangers of texting & Driving” Especially among our areas teens

Date: 7-12-23

Program Length: 15 minutes

Guests: Tina Beasley Northern Hospital of Surry County’s Manager of Volunteer Services

Program Facilitator: Kelly Epperson

Focus: WPAQ/WSYD Simulcast a 15 minute interview to help teens especially know the dangers of texting while driving. It’s illegal in NC to operate a motor vehicle with your eyes distracted by cell phones. Statistics show that serious and even fatal accidents among teens are on the rise in Surry County. One of the highlights of the interview was telling of an upcoming teen texting and driving trauma simulation/mock scenario on parking lots. In the interview Kelly & Tina told how this event was organized by Northern Regional Hospitals Camp-Med students interested in healthcare. One out of every four car accidents is caused by texting and driving. 21% of teen drivers involved in fatal car accidents are distracted by their cell phones.

Program: “Damaging Buried Utility Lines by Digging”

Date: 8-1-23-8-31-23

Program Length: 30 Second PSA’s

Guests: Visit NC811.org

Focus: WPAQ/WSYD ran thirty second PSA’s reminding our listeners to call 811 before digging. Locally statistics show an increase in the number of Surry County residents who have been damaging buried utility lines by digging. Excavators have not been calling 811 or waiting until the utilities have been marked before digging. Surry Communications provided the script that was read hourly during the entire month of August.

Program: “Coping with Alzheimer’s & Walk to end Alzheimer’s”

Date: 8-8-23-9-9-23 (8-8-23 Interview)

Program Length: Thirty Second Announcements & 17 Minute Interview

Guests: CEO Alzheimer’s Association Western Carolina Chapter Katherine Lambert VP of Communications, Alzheimer’s Association Western Carolina Chapter Christine John-Fuller

Focus: WPAQ/WSYD ran thirty second ads reminding our listeners to form teams and come out and walk to end Alzheimer’s on Saturday September 9, 2023 along with how to raise funds and awareness. WPAQ/WSYD broadcast from the event at Riverside Park interviewing loved ones who have family coping with Alzheimer’s along with airing the promise garden ceremony. On 8-8-23 Kelly Epperson interviewed CEO Katherine Lambert that covered all the details for participation in the walk in Mount Airy. A goal of \$75,000 was set for this year with funds coming primarily from the walk. Since Alzheimer’s disease is on the rise in our area the latest research & breakthroughs were discussed as well as giving information on early diagnosis and help and support hotline for those caregivers.

Program: United Fund of Surry County Rocks & Runs

Date: 8-9-23

Program Length: 23 Minute Interview

Guests: Melissa Hiatt- Executive Director of United Fund in Surry County, Tracie George Campaign Chair 2023-24, Darren Lewis Campaign Co-Chair 2023-24

Focus: WPAQ/WSYD conducted an in studio interview detailing the upcoming Surry County United Fund/ 5th Annual Rocks & Runs held on Saturday August 12 in downtown Mount Airy. The Surry County United Fund serves to strengthen and serve our community by helping meet the needs of our neighbors working with agencies to find solutions for crisis, senior medical and family and youth. These agencies like American Red Cross, the Shepherd’s House and the Salvation Army directly serve residents of Surry County. There are 26 agencies in all. We must help the SUF to reach its goal for 2023-24 of \$550,000. The Annual rocks & Runs event is a major contributor to reach the goal. During the interview details were given on how individuals and/or company teams can raise money while committing to health and fitness.

Program: “Your Father’s House-Drug Addiction Treatment Center for Men Elkin, NC”

Date: 9-7-23

Program Length: 15 Minute Interview

Program Facilitator: Jennie Lowry

Focus: WPAQ/WSYD conducted an interview with director John Creason of Your Father’s House Drug Addiction Treatment Center in Elkin NC. Announcer Jennie Lowry spoke with Creason about the alarming rate of local men abusing alcohol and drugs in our area. The listener’s learned about Your Father’s House and how they can offer support both financially and spiritually as this is a Christian based recovery house. Affected men on their way to recovery stay generally 6 months. Listeners were guided to a website for greater awareness yourfathershouse.org. The facility is in dire need of funding and greater awareness in order to continue serving.