

WSYD/WPAQ RADIO STATIONS
Mount Airy, NC
Quarterly Issues/Programs
4th 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: Each Monday morning, 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 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: “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, 9:30am (Eastern) Twice monthly

Program Length: Approx. 15 minutes

Focus: In “The Mayberry Minute,” WSYD announcers talk live with Mount Airy mayor Jon Cawley. In these talks Mayor Cawley updates listeners on the growing business climate, tourism efforts and economic development in the city of Mount Airy.

Program Facilitator: Brack Llewellyn, Staff Announcer

PROGRAM: Canned Food Drive for Yokefellow Ministries

Date: 27 October 2023

Program Length: 10 hours

Focus: WSYD broadcast live from the collection site for Yokefellow Ministries, the longest-standing and most utilized food bank in our county. Throughout the day WSYD staff members and Yokefellow volunteers collected nonperishable food items and cash donations. The station played its music format at the site and made several live update calls per hour to the radio station.

Program Facilitator: Kim Gardner, Sales Manager

Program: “Domestic Violence Awareness Month in October”

Simulcast on both WPAQ and WSYD

Date: Wednesday, October 18, 2023

Program Length: 30 minutes

Focus: Conversation centered around the rise in statistics in our area for domestic violence and assault. Awareness was raised on the options and facilities for victims in this area. Information was given on what resources exist and how victims might avail themselves of those resources. A fundraising event being held by several local restaurants was discussed and ways that the public might help were listed.

Program Facilitator: Kelly Epperson

Guest: Connie Brown and David Smith, both of Yveddi Domestic Violence and Sexual Assault covering Surry, Stokes and Yadkin Counties

Program: “Veteran’s Day Celebration, Parade and Ceremony”

Simulcast on both WPAQ and WSYD

Date: Wednesday, October 18, 2023

Program Length: 30 minutes

Focus: Mark Barr and Sgt. Arnder discussed the details of the multiple upcoming events in our community honoring veterans were given as well as the meaning of these events. Both stations also broadcast the ceremony live.

Program Facilitator: Kelly Epperson

Guest: Mark Barr of the VFW Auxillary & The American Legion, Sgt William Arnder, National Guard

Program: “Mountain Valley Hospice Loves Peak Program, Grief Camp for Kids”

Simulcast on both WPAQ and WSYD

Date: Thursday, October 5, 2023

Program Length: 25 minutes

Focus: Discussion about the details and purpose of Mtn Valley Hospice Annual Grief Camp for kids and young people. Through classes, games and activities, the camp teaches kids coping skills and helps to build their confidence. Families and invited to participate in a special evening memorial at the end of the camp. The camp is free and instructions on how to register were given.

Program Facilitator: Kelly Epperson

Guest: Stephanie Tilley, VP of Patient Advocacy and Christie Byrd, Director of Patient Advocacy, both representing Mtn Valley Hospice

Program: “Red Ribbon Week for Drug Awareness in Surry County”

Simulcast on both WPAQ and WSYD

Date: Monday October 30, through Friday November 3, 2023

Program Duration: 30 seconds each, 12 times per day for 5 days, for a total time of 30 minutes

Focus: Surry County substance abuse urged listeners to celebrate red ribbon week by discussing the dangers of addiction with their children. Parents were also encouraged to participate in upcoming community educational programs and a pledge to be drug free. Contact information for the office was given.

Program Facilitator: Kelly Epperson

Guest: Charlotte Reeves of the Surry County Substance Abuse Task Force

PSA’s were also run on Surry Substance Abuse Prevention and Recovery from July through December of 2023 on WSYD.

Program: “Food Insecurity in Our Area”

Simulcast on WPAQ and WSYD

Date: Tuesday, October 24, 2023 Program Duration: 30 minutes

Focus: Government support cutbacks and increasing local need was discussed in detail.

Information on local upcoming fundraising events that our listeners could participate in was given and how to reach out for help if you or someone you know is in need was given.

Program Facilitator: Kelly Epperson

Guest: Peter McGuire, United Methodist Church and representative for the Tri-County Ministries serving Surry, Stokes and Yadkin Counties

Program: “Be a Santa to a Senior”

Simulcast on WPAQ and WSYD

Date: Wednesday, November 8, 2023

Program Duration: 20 minutes

Focus: The need in this area for Seniors to be remembered during the holidays and ways in which to support that effort were given. The nonprofit “Be a Santa to a Senior” program was discussed and details on how to participate were given.

Program Facilitator: Kelly Epperson

Guest: Van Lankford, Owner Operator of Home Instead Care for Seniors

Program: Give a Kid a Christmas Campaign 2023

Date: November-December 2023

Program Duration: 10:00-10:45am & 2:00-2:45pm Select Weekdays

Program Facilitator: Kelly Epperson

Focus: An interview was conducted and broadcast numerous times in November and December.

The interview highlighted details on how the campaign of shopping for needy Surry County Schools children takes place. A telethon was held on Facebook LIVE at the end of November whereby folks could phone in donations to enhance the shopping experience at the Mount Airy and Elkin Walmarts. On a select Thursday night local citizens come together to help shop or donate food to ensure every school child will have something to open on Christmas Morning, as well as something to eat. Local phone numbers and addresses were given out during the interview on where monetary donations can be sent. The interview helped the Give A Kid A Christmas Campaign to once again surpass the goal.

Guests: NC Parole Commissioner and Board Member Graham Atkinson, Board Member for Give A Kid A Christmas and Local Business Owner Christy Brady

Program: Mayberry IGA/Salvation Army Drop Off

Date: November 17, 2023

Time: 8AM-6PM Remote Broadcast over WSYD/WPAQ

Program Facilitator: Kelly Epperson, Brack Llewellyn, Tim Frye

Focus: The local Salvation Army always experiences a low supply of food, toys, and financial resources to help those less fortunate in our community over the holidays. The Salvation Army set up their Red kettle for individuals and shoppers to pitch in cash or checks. A food/toy bin were set up for those giving new toys and canned non-perishable food items. By the end of the day the event raised approximately \$3,000.00 in monetary donations and nearly 2,000 items for their food bank and enough toys for about 30 kids. This collection helped kick start their season of blessings.