

Quarterly Issues January-March 2014 for WWZW-FM

1.2014 General Assembly Session

1/8-9, 1/14, 1/21, 1/28, 2/4, 2/11, 2/18, 2/25 (news updates at 6-7-8 a.m., 12-5 p.m.)

News stories featuring Republican Delegate Ben Cline, who previewed the 2014 General Assembly session and discussed key issues, including mental health and ethics reform. Cline also gave weekly Tuesday morning General Assembly updates on our weekday local newscasts. Cline also did a wrap-up interview, reviewing the session, on Monday, March 10.

2. 2014 Priorities for Lexington, Buena Vista and Rockbridge County

1/7, 1/13-15 (news updates at 6-7-8 a.m., 12-5 p.m.)

News stories focusing on the Chamber's State of the Community Breakfast on January 7 in Lexington. We also had news stories focusing on top priorities in the Rockbridge area with Lexington councilmember Frank Friedman, Buena Vista councilmember Steve Baldrige and Rockbridge County Supervisor Ronnie Campbell, who discussed economic development and spending priorities for the coming year.

3.Dealing with Winter Snow and Cold

1/13-15 (news updates at 6-7-8 a.m. and 12-5 p.m.)

News stories featuring Robert Foresman, Rockbridge County's Emergency Manager, who discussed dealing with extremely cold temperatures and coping with heavy snowfall during the winter. Foresman stressed the importance of putting together an emergency supply kit as well as response plans. Foresman also talked about the need to register for the local Citizens Alert system.

4.Economic Development in Rockbridge County

1/16-17 (news updates at 6-7-8 a.m. and 12-5 p.m.)

News stories on economic development efforts in Rockbridge County. Three members of the Board of Supervisors, Ronnie Campbell, Buster Lewis and Rusty Ford discussed efforts to attract new businesses to the area and to retain existing businesses. They covered several existing business ventures, including Natural Bridge, Devils Backbone Brewery, HDT and Bobby Berkstrasser's plans for an artisans center in Raphine.

5.Dealing with the Flu

1/27-28 (news updates at 6-7-8 a.m. and 12-5 p.m.)

News stories featuring the Virginia Health Department who updated listeners on the situation with the flu throughout the region. They discussed the importance of getting flu shots and practicing good hand-washing techniques and updated listeners on other health concerns, including pertussis.

6.Rockbridge Health Center

1/23, 2/7 (news updates at 6-7-8 a.m. and 12-5 p.m.)

News stories with Katy Datz of the Rockbridge Health Center, formerly the Rockbridge Area free Clinic. Datz updated listeners about the changes at the center for 2014, their expanded services and days/hours of operation and new programs offered, including helping citizens sign up for health care coverage under the Affordable Care Act.

7.Spring Fire Season

2/12, 2/14, 2/17 (news reports at 6-7-8 a.m. and 12-5 p.m.)

News stories featuring Karen Stanley with the Virginia Department of Forestry who told listeners about Spring Fire Season starting on February 15, running until April 30. Stanley instructed listeners how to properly dispose of hot ashes from wood stoves. She also told them about the state's 4 p.m. Burn Ban and gave tips for safely burning brush.

8.Reopening of the Natural Bridge

2/28, 3/10 (news updates at 6/7/8 a.m. and 12-5 p.m.)

News stories featuring Tom Clarke with Kissito, new owners of the Natural Bridge. Clarke discussed Kissito's purchase of the Bridge, how Kissito wants to connect Natural Bridge to the local community, and the economic impact Natural Bridge will have on the Rockbridge area. He also talked about the process for turning over most of the Natural Bridge property within 5 years to Virginia's State Park System.