

Quarterly Issues October-December 2011 for WWZW-FM

1. Red Cross Blood Supply

10/6, 11/3, 12/8 (news updates at 6-7-8 a.m., 12-5 p.m.)

News stories featuring Bob Lutjen with the Red Cross who updated listeners on the blood supply for the region. Lutjen discussed specific blood types needed and highlighted each month's blood drive schedule.

2. Fire Prevention and Wildland Fires

10/10, 10/14, 10/17, 11/28-30 (news updates at 6-7-8 a.m., 12-5 p.m.)

News stories featuring Lexington Fire Chief Ty Dickerson who discussed fire safety and recommended chimney/fireplace/smoke detector checks. Karen Stanley with the Virginia Department of Forestry discussed Wildland Fire Season and presented tips for Virginians to avoid problems with fall fires, including proper disposal of ashes from wood stoves.

3. Flu Vaccination and Prevention

10/12, 10/13, 11/3 (news updates at 6-7-8 a.m. and 12-5 p.m.)

News stories with Doug Larsen with the Virginia Department of Health, who urged listeners to get a flu shot. He discussed what the vaccine covers, who should not get a flu shot, and listed important health practices, like properly washing hands.

4. United Way Rockbridge

10/20, 11/1 (news updates at 6-7-8 a.m. and 12-5 p.m.)

News stories with Phil Thorpe, Director of United Way Rockbridge, who updated listeners on their 2011 annual fundraising campaign. Thorpe provided details on how listeners could make a financial contribution and which local agencies were served by the campaign.

5. Water Meter Installation

10/7, 10/10, 10/21, 10/24 (news updates at 6-7-8 a.m. and 12-5 p.m.)

News updates with Lexington Councilman Bob Lera on the city's check valve/water meter installation program. Lera gave details on what problems the city had run into in pursuing the program, what help was available for city residents, and what the timetable was for completing the installations.

6. November 8 Election

10/20-22, 10/24, 11/7-8 (news updates at 6-7-8 a.m. and 12-5 p.m.)

News stories with previews of state and local races, to be decided on Election Day November 8. One of the races previewed was the State Senate race from the 25th District, with both candidates in the race, Creigh Deeds and T. J. Aldous, discussing their priorities. Local registrars provided voter registration, absentee ballot, and voting precinct information.

7. Rockbridge Christmas Basket Program

11/29, 12/16 (news reports at 6-7-8 a.m. and 12-5 p.m.)

News stories featuring Audrey Hawkins with the Rockbridge Christmas Basket Program. Hawkins discussed the packing and delivering of the baskets December 17 at the Virginia Horse Center. She provided details about how folks could apply for a basket of food and toys and how listeners could help the program financially with a cash donation. She also highlighted the need for volunteers to pack and deliver the baskets.