

## Quarterly Issues July-September 2011 for WWZW-FM

### 1. Red Cross Blood Appeals

7/7, 8/4, 9/8 (news updates at 6-7-8 a.m., 12-5 p.m.)

News stories featuring Bob Lutjen with the Red Cross. He updated the status of the overall blood supply and talked about needs for various blood types. He also highlighted upcoming blood drives in the region and detailed the requirements of being a blood donor.

### 2. United Way Rockbridge

7/8, 7/28, 8/5, 8/26 (news updates at 6-7-8 a.m., 12-5 p.m.)

News stories with Phil Thorpe, director of United Way Rockbridge, who provided details about the United Way's upcoming 2011 Fall Fund Drive, including the fund goal, the 17 local agencies served through the campaign, and how the campaign would be conducted.

### 3. Rockbridge Habitat for Humanity

7/14, 8/11 (news updates at 6-7-8 a.m. and 12-5 p.m.)

News updates featuring Si Hughes of Habitat for Humanity. Hughes updated listeners on Habitat's past and future building projects and discussed the need for volunteers. He also spoke of the need for more homeowner applicants and discussed the requirements for being the future owner of a Habitat home.

### 4. Fire/Rescue Issues

7/27-7/29, 8/9 (news updates at 6-7-8 a.m. and 12-5 p.m.)

News stories with Robert Foresman, Rockbridge County's Emergency Manager, and Rockbridge County Supervisors Rusty Ford and Buster Lewis, who discussed changes to the Fire and Rescue Commission and the need to ensure proper staffing for Advanced Life Support 24 hours a day. Foresman also provided updates for the new Search and Rescue Team being put together and the Citizens Alert system.

### 5. 2011-12 School Year

8/19, 8/22, 8/23, 8/25 (news updates at 6-7-8 a.m. and 12-5 p.m.)

News updates featuring representatives from local school divisions, including Rockbridge County Schools. Rockbridge County School Superintendent John Reynolds discussed priorities for the 2011-12 school year, including their new 10 point grading scale, while Rockbridge County High School principal Scott Jefferies talked about improving attendance and the high school's graduation rate.

### 6. Hurricanes and Earthquakes

8/26, 8/29, 8/31 (news updates at 6-7-8 a.m. and 12-5 p.m.)

News updates regarding personal safety in hurricanes and earthquakes, in the wake of August 23 earthquake and Hurricane Irene the weekend of August 26-28. Robert Foresman, Rockbridge County's Emergency Manager, gave tips for reacting to unexpected earthquakes and preparing for the effects of hurricanes, including flooding and power outages.

### 7. Rabies and the Flu

9/15-9/16 (news reports at 6-7-8 a.m. and 12-5 p.m.)

News updates with Doug Larsen with the Virginia Department of Health. Larsen discussed the latest on rabies cases in the region. He also previewed the upcoming flu season, discussed who should get a flu shot, and talked about the increasing number of whooping cough cases in the region.

### 8. Virginia Horse Center

9/20, 9/26 (news updates at 6/7/8 a.m. and 12-5 p.m.)

News updates with Kathy Truitt with the Virginia Horse Center Foundation, who discussed the Virginia Horse Center's 25<sup>th</sup> anniversary celebration in October. Truitt discussed the highlights of the 2011 schedule and the first quarter of a century of the VHC's lifespan. She also detailed the activities scheduled for the 25<sup>th</sup> anniversary celebration October 8 at the Virginia Horse Center.