

ISSUES OF COMMUNITY CONCERN
AND PROGRAMMING
RESPONSIVE TO THOSE ISSUES
WZVL F-M 103.7 ZANESVILLE, OHIO
THIRD QUARTER, 2021

COVID-19 DELTA: The fight against the COVID-19 pandemic has been difficult to deal with and now everyone is dealing with the Delta Variant, which is more contagious and hitting school age children. The on again off again use of masks and other measures to beat the virus are ongoing. The big issue now is getting everyone to be vaccinated, which is no easy task for a number of reasons medically and politically. There are some who say this virus is going to become part of life – like the influenza – and we are going to have to deal with it year after year.

GENESIS COSHOCTON: The Genesis HealthCare System is building a new medical center in Coshocton. The state-of-the-art facility will provide improved access to high-quality, advanced healthcare to Coshocton County residents. It is scheduled to open in early 2023. The medical facility will have 60,000 square feet of floor space in a one story structure.

LACE UP FOR KIDS: The annual event that supplies a free pair of shoes and clothing to kids in need took place again this year. Over 900 children were served during the event. Organizers say the goal is to help every kid start the school year on the right foot. The effort is headed up by Eastside Community Ministry, Wendy's Restaurants and the Whiz Media Group.

MUSKINGUM COUNTY FAIR: The annual event that celebrates agriculture took place this summer after it was cancelled last year due to the COVID-19 pandemic.

The 175th edition of the Blue Ribbon Fair lasted for seven days and featured, food, 4-H displays, animals, dairy, rides, demolition derby and a lot more.

BLOOD SHORTAGE: The American Red Cross says it is experiencing an emergency blood shortage. A sharp drop in blood donor turnout has contributed to the lowest post-summer blood inventory level in six years. The organization is calling for all donors to come forward, especially type O. The Red Cross is offering multiple incentives for donors to come forward.

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	Programming	Date/Time
Covid-19 Delta	. Our programming included multiple stories on the pandemic and ways to stay healthy.	July 4,11,15,25 6:00/6:30/7:00/7:30/8:00/8:30 30 each 2:00 min total
Genesis-Coshocton	We reported on anew hospital that is being built in our area.	July 23, 34 6:00/6:30/7:00/7:30/8:00/8:30 :30 each 1:00 total
Lace Up For Kids	We reported there was no primary election, but the Muskingum County Board of Elections kept busy with workshops,.	April 15, 16 6:00/6:30/7:00/7:30/8:00/8:30 Cut-in: 7:25,7:55,8:25,8:55 30 each 1:00 :
Muskingum County Fair	We reported the week-long event That celebrates agriculture in our community	Aug. 8,9,10,11,12,13,14,15 6:00/6:30/7:00/7:30/8:00/8:30 :30 each 4:00 total
Blood Shortage	The Covid-19 pandemic is causing a shortage of blood donors. We reported on the need for more people to stop forward.	Aug. 30 – Sept. 1,2 6:00/6:30/7:00/7:30/8:00/8:30 Sunrise 6:00-7:00 am Cut-in: 7:25,7:55,8:25,8:55 :30 each 1.5 min total :