

WJXX  
Appomattox, VA  
Quarterly Issues/Programs List  
Fourth Quarter, 2013  
01/09/2014

WJXX  
Quarterly Issues/Programs List

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WJXS provides its listeners with programming and public service announcements that address issues of concern to our local community. Among the issues determined to be of most concern to the community during the preceding calendar quarter were:

- **Bookbag Santa:** Bookbag Santa takes school supplies to kids in Belize.
- **Hunting season reminders:** Hunting safety and things you need to know about deer this time of year.
- **Rescue Mission Roanoke:** Upcoming Drumstick Dash and how it helps the Rescue Mission.
- **The history of Roanoke:** Roanoke's hidden history

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**Section I  
LOCAL PROGRAMMING**

Section I lists regularly-scheduled and special programs that represent the station's issue-responsive programming providing the most significant treatment of the issues listed above for the calendar quarter.

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
Health	AROUND TOWN (CHALLENGED SPORTS EXCHANGE)	025:27	002		
Poverty	AROUND TOWN - BLUE RIDGE AREA FOOD BANK	025:49	001		
Area Entertainment	AROUND TOWN - LYNCHBURG RMA (CHRISTMAS PARADE)	024:01	001		

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
Poverty	AROUND TOWN - SALVATION ARMY	027:13      001			
Hunting season reminders	AROUND TOWN (HUNTING SEASON 100613)	Hunting safety and things you need to know about deer this time of year.	Matt Knox, Va. GIF	10/06/2013 07:02 AM	025:03
Bookbag Santa	AROUND TOWN (Bookbag Santa 101313)	Bookbag Santa takes school supplies to kids in Belize.	Gary Hunt, Bookbag Santa Inc	10/13/2013 07:00 AM	025:54
Rescue Mission Roanoke	AROUND TOWN - RESCUE MISSION	Upcoming Drumstick Dash and how it helps the Rescue Mission.	Matt King & Unieta Matthews	11/24/2013 07:03 AM	026:18
Public Health	AROUND TOWN (IIMCR FREE CLINIC - LYNCHBURG)	MEDICAL CARE FOR UNDER/UNINSURED CITIZENS	-----	12/15/2013 07:00 AM	024:28
The history of Roanoke	AROUND TOWN (former Mayor Nelson Harris)	Roanoke's hidden history	Nelson Harris, former mayor	12/22/2013 07:00 AM	028:08

**Section II**  
**PUBLIC SERVICE ANNOUNCEMENTS**

Section III lists public service announcements that the station broadcast during the preceding calendar quarter that address community issues.

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
Public Health and Sarety	American Red Cross/Holiday/30	000:29	047
Public Health and Sarety	American Red Cross/Summer of Stories/30	000:30	046
Elder Care	AARPTaxAide/30	000:31	063
Elder Care	Alzheimers Association/30	000:30	098
Elder Care	AlzheimersWalk/Lynchburg/30	000:29	005
Animal Welfare	AngelsofAssissi/ExpSer/30	000:31	004
Animal Welfare	/LynchburgHumane/Match/30	000:31	013
Youth Development	/MillerHomeGolfTourney/30	000:32	001
Poverty	Play For An Angel Golf Tournament/30	000:31	007

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
Poverty	SalvationArmy/RedKettle/30	000:32	074
Youth Development	Valley Character/Cabel Brand/30	000:31	039
Youth Development	Valley Character/Junior Achievement/30	000:32	051
Bully Prevention	ACT AGAINST VIOLENCE	001:00	001
Family	ADOPTION	000:15	001
Animal Welfare	ASPCA/NO PET STORE PUPPIES/30	000:31	001
Financial Wellness	FINANCIAL LITERACY/GROWN UP/:30	000:30	001
Financial Wellness	FINANCIAL LITERACY/GROWN UP/:60	001:00	001
Health	FOUNDATION FOR FIGHTING BLINDNESS	000:30	001
Youth Development and Adult Education	GED ACHIEVEMENT/PEP TALK/30	000:30	001
Public Health and Safety	LEAD POISONING PREVENTION	000:57	001
MILITARY AND VETERANS	MARINE CORPS/FOR US ALL/:30	000:32	001
Elderly care & helping groups	S.Nutter, ACC, Jr League reps	025:22	001
Food Drive and BBB warnings	P Irvine, FASWV/JWheeler BBB	026:55	001
MILITARY AND VETERANS	MEDAL OF HONOR	000:32	020
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:23	017
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:25	019
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:27	017
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:28	035
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:29	027
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:30	164
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:31	275
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:32	056
POVERTY	WE SCARE HUNGER	000:31	021
SELF ESTEEM	SPECIAL OLYMPICS	000:28	008
SELF ESTEEM	SPECIAL OLYMPICS	000:29	007
Tax Aide preparers & Shoe Box	C.. Sheahan, TFielder	022:43	001



The following addendum lists additional Public Affairs programming (Around Town shows) that aired during the quarter.

10/20/13 7:00am – 30 mins – Guest was Ruth Jones with Blue Ridge Area Food Bank. – They provide food for needy families and individuals in Central and Southwest VA. Discussed the programs and services offered by, and the needs of, the Food Bank in Central and SW VA.

11/03/13 7:00am – 30 mins – Guest was Mike Ion with Challenged Sports Exchange. – They provide recreational activities for handicapped citizens in the Lynchburg area. Discussed the programs and services offered by, and the needs of, the Challenged Sports Exchange.

11/17/13 7:00am – 30 mins – Guest was Chesley Vohden with the Salvation Army of Lynchburg. They provide food, clothing, and temporary shelter for disadvantaged citizens in the Lynchburg area. Discussed the role of the Salvation Army in Lynchburg, the services they provide, and their needs. (volunteers, etc.)

12/01/13 7:00am – 30 mins – Guest was Laurie Gulluscio with the Lynchburg Retail Merchants Association. They promote local business, and retailers in the Lynchburg area, and they are also in charge of the Lynchburg Christmas Parade. Discussed the upcoming Parade, and the role of the Retail Merchants Association in that, as well as programs and services they offer.

12/15/13 7:00am – 30 mins – Guest was Dr. Brenda Waller, with the IIMCR (Institute for Integrative Medicine and Comprehensive Rehabilitation – aka The Free Clinic.) They provide free and/or low cost medical services for citizens of Lynchburg. Discussed the availability of the Free Clinic... days, hours, etc. Also, the services offered by the Free Clinic, as well as their needs.

12/29/13 7:00am – 30 mins – re-aired the program from 11/03/13 featuring the Challenged Sports Exchange.