

[WYTI 1570AM • 104.5FM](#)

"The Voice of Franklin County Since 1957"

**WYTI INC.
Rocky Mount VA**

Quarterly Issues/Program
List

October 2019

December 2019

WYTI-AM

Ascertainment Methodology

Our station employs an active listenership. As a result, ascertaining the issues and topics for local public service programming comes in several forms:

1) Emails:

The Program Director and all On-Air Talent are easily accessible via the internet. Our Station's Web Page provides listeners with the opportunity to send us information.

2) Voice Mail & In Studio Calls:

The Program Director and On –Air Talent regularly receive phone calls from listeners regarding community concerns, issues and events. Public Service Organizations also contact us with information they need to get out to residents or activities they would like us to promote.

3) Faxes:

Typically, organizations send press releases via fax to the Program Director. Local city government officials most often communicate what they would like aired in this fashion. Public Service groups do the same. The Station uses faxed information for local live PSA's, local public service vignettes and the locally produced public service programs.

4) Mail:

Some listeners/groups send the station a letter to let us know their concerns, to inform us about activities or ask us to cover certain topics.

5) Station Appearances:

Since our listenership is so active, we are fortunate to have our station events well attended. Station personnel are always on hand and ready to listen. Many listeners take the time to tell us what they think about our programming and what they would like us to consider airing.

Quarterly Issues Report
Fourth Quarter 2019

WYTI

The report covers the period from October 1, 2019 to December 31, 2019.

This listing is by no means exhaustive and the order in which issues appear does not reflect any priority or significance.

The following issues were addressed at various times this quarter:

Children's Issues
Community Involvement
Elderly Issues
Environment
Family Issues
Fine Arts
Health
Minority Issues
Public Safety
Recreation
Religion

“Standing Watch” the last Thursday of each month at 10 AM with the Outreach Coordinator for the Franklin County Sheriff's Office. The program will feature the many activities of the Franklin County Sheriff's Office

“Swap Shop”: Monday – Friday at 7:35 a.m., 8:40 a.m., 12:10 p.m., 4:35 p.m. Saturday at 8:40 a.m. & 12:05 p.m.

“Community Calendar of Events”: Monday – Friday at 8:04 a.m., 12:40 p.m. & 4:16 p.m.

“Community Obits”: Monday – Saturday at 12:51 p.m.

“Med-Talk”: Tuesday from 9:15 a.m. to 10:00 a.m.

WYTI also airs 6-10 PSA announcements a day from National PSA campaigns as can be seen in the WYTI Scheduler and can be seen at request.

Upcoming Bloodmobiles are announced at least 3 times daily.

Weather is announced twice an hour 24-7-365

Local High School Football, Basketball and Baseball is broadcast in season.

WYTI –AM & FM

ROCKY MOUNT, VIRGINIA

PUBLIC FILE – 4TH QUARTER, 2019

OCTOBER – 2019

A PROPOSED SOUND SYSTEM FOR DOWNTOWN ROCKY MOUNT, MAY STRIKE A DISCORD WITH SOME, BUT TOWN COUNCIL UNANIMOUSLY APPROVED THE PROJECT.

OCTOBER - 2019

THE ANNUAL BLUE RIDGE FOLK LIFE FESTIVAL WHICH WAS HELD AT FERRUM COLLEGE ON OCTOBER 30TH WAS A BIG EVENT AND HUNDREDS OF PEOPLE ATTENDED. WYTI STAFF DID A REMOTE BROADCAST AND INTERVIEW MANY PEOPLE IN ATTENDANCE.

OCTOBER – 2019

OCTOBER IS NATIONAL BULLYING PREVENTION MONTH. FRANKLIN COUNTY FAMILY YMCA IS PUSHING THE MONTH WITH BEFORE AND AFTER SCHOOL COUNSELING.

OCTOBER, 2019

A NEW CEO OF THE ROANOKE VALLEY HAS BEEN ANNOUNCED. SHE IS ABBY VANDERBILL HAMILTON. SHE HAS BEEN ACTING AS CEO SINCE JULY.

OCTOBER, 2019

RAN MANY SAFE HALLOWEEN ACCOUNCEMENTS REMINDING PEOPLE TO BE ON THE LOOK OUT FOR CHILDREN OUT TRICK OR TREATING. ALSO URGED PARENTS TO CHECK THEIR CHILDREN'S TRICK OR TREATS BEFORE LETTING THEM EAT THEIR COLLECTION.

WYTI-AM

PUBLIC FILE – FOURTH QUARTER, 2019

NOVEMBER, 2019

NOVEMBER , 2019

IN HONOR OF VETERANS DAY, THE FRANKLIN COUNTY PUBLIC LIBRARY IN ROCKY MOUNT HOSTED PROFILES OF HONOR SHARING NEWS PAPER ITEMS ABOUT WORLD WAR I & 2.

NOVEMBER, 2019

FERRUM COLLEGE'S BLUE RIDGE INSTITUTE AND MUSEUM WILL BE HOSTING A BOOK SIGNING ON THE PUBLICATION OF A BOOK BY KARL EDWARDS "A BRIEF HISTORY OF THE VILLAGE OF FERRUM, VIRGINIA. THE EVENT WILL BE HELD IN DECEMBER.

NOVEMBER, 2019

THOSE TRAVELING DURING THE THANKSGIVING HOLIDAY ARE REMINDED TO SLOW DOWN, STAY ALERT, AND BE PREPARED FOR THE UNEXPECTED. A TRAFFIC ACCIDENT COULD SPOIL THE ENTIRE

DECEMBER, 2019

STEP INTO CHRISTMAS RAISED \$29,000. VOLUNTEERS FROM THE FRANKLIN COUNTY HISTORICAL SOCIETY SHARED INFORMATION AND STORIES ABOUT FOUNDING FAMILIES AT ONE OF THE STOPS ON THE STEP INTO CHRISTMAS HOME TOUR.

DECEMBER, 2019

THE DEPARTMENT OF TRANSPORTATION IS HAS ADDED IMPROVEMENTS TO THE INTERSECTION OF HARDY ROAD AND VIRGINIA 122. A ROUND ABOUT IS NOW BEING PROPOSED TO SLOW DOWN MOTORISTS AND IMPROVE THE PROJECT. THE PROJECT IS EXPECTED TO COST \$1.5 TO TWO MILLION DOLLARS. THE VIRGINIA DEPARTMENT OF TRANSPORTATION PLANS TO HOLD A PUBLIC MEETING SOME TIME IN JANUARY.

WYTI – AM & FM

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NOVEMBER, 2019

MANY HOME BOUND CITIZENS IN THE ROCKY MOUNT AREA HAVE TO MAKE A CHOICE BETWEEN FOOD AND HEAT.