



Community Issues Report

WSVG-AM 790 Mt. Jackson, VA
WAMM-AM 1230 Woodstock, VA

Q1 2015

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Station Mission

With physical tower presence in Woodstock, VA and tower/office presence in Mount Jackson, VA, WSVG and WAMM radio aim to service the citizens of Shenandoah County, Page County and Rockingham County with meaningful information geared to improving the living conditions of all. This is accomplished by featuring local music artists on the radio, but more importantly by broadcasting information and advice to raise the standard of living in the community. This goal is achieved by broadcasting rotating short form Public Service Announcements and broadcasting long form content on 790 AM and 1230 AM.

Public Service Announcements

No fewer than five (5) public service announcements air on WSVG and WAMM every day. Lengths of these announcements vary from 15 seconds, 30 seconds and 60 seconds in length. Topics covered include a wide array of public service information pieces related to community issues such as high school dropout prevention, adoptive parenting encouragement, anti-drunk driving campaigns, disease prevention/early diagnosis, among others. This quarter's topics were:

- Emergency Preparedness by the Ad Council
- Adoption by Adopt Us Kids
- Addiction to pain killers / opioids
- Heart attack and CPR from American Heart Association
- Stroke recognition from American Stroke Association
- Reckless Driving Prevention from MADD
- Cancer prevention and treatment from American Cancer Society
- Autism recognition by Autism Speaks
- Community service call to action by Corporation for National and Community Service
- Diabetes recognition by the Ad Council
- Emergency Preparedness by FEMA
- Fire Prevention by the Ad Council
- Public service volunteer campaign by Corporation for National and Community Service
- Hunger prevention from Feeding America
- Lead poisoning prevention from EPA
- Encouragement and power of positive thinking by Foundation for a Better Life
- Reading encouragement from the Library of Congress
- Peace Corps
- Rotary
- Selective Service enrollment
- Social Security
- United Way
- Arts encouragement by Virginia Foundation for the Humanities
- Wildlife Land Trust

Mount Jackson Independent Baptist Church

Every Sunday at approximately 10 AM, WSVG and WAMM Radio broadcast a 30-minute sermon from Pastor Kelly Coffelt of the Mount Jackson Independent Baptist Church. Topics covered include overcoming depression, substance abuse and assistance for those suffering.

InfoTrak

Every Sunday at approximately 9:30 AM, WSVG and WAMM Radio broadcast a 30-minute program on important issues and problems facing the community. Here is the list of topics covered this quarter:

Russell E. Johnson, PhD, Assistant Professor of Management in the Eli Broad College of Business at Michigan State University.

Dr. Johnson's research has found that that people who check their work emails on smartphones at night could end up hurting their ability to work the following day. He found that smartphones appeared to have a greater effect on people's energy levels and sleeping abilities in comparison to other electronic screens. He offered several suggestions on how to control smartphone use at night.

Issues covered: Length: 7:24

Personal Health

Workplace Matters

Career

Daniel J. Siegel, MD, neuropsychiatrist, Clinical Professor of Psychiatry at the UCLA School of Medicine, Executive Director of the Mindsight Institute, author of "*Brainstorm: The Power and Purpose of the Teenage Brain*"

Dr. Siegel said that between the ages of 12 and 24, the brain changes in dramatic and important ways. He believes this brain development is the explanation for sometimes erratic, unusual and creative behavior in teens. He said that if parents understand the science behind these changes, they can better help their teenagers navigate this challenging phase of life.

Issues covered: Length: 9:36

Parenting

Personal Health

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Kenneth Dautrich, PhD, Associate Professor of Public Policy, University of Connecticut

Dr. Dautrich recently conducted a survey of students to learn their attitudes toward the First Amendment. He found that schools are spending more class time on the First Amendment, but a sizeable number of students either do not view the First Amendment favorably or take its protections for granted.

Issues covered: Length: 4:52

Citizenship

Education

John M. Leventhal, MD, Professor of Pediatrics and Medical Director of the Child Abuse and Child Abuse Prevention Program at Yale Medical School, expert in child abuse prevention

Dr. Leventhal has dedicated his career to the prevention of child abuse. He recently conducted a study that found that the first year of life is the most dangerous for children. He said that parents from any income, educational or social level can be the perpetrators of abuse, largely because they are unprepared to deal with infants' crying. He believes that educational programs for new parents could help reverse the trend.

Issues covered: Length: 8:31

Child Abuse

Parenting

Erin Botsford, financial planning expert, author of "*The Big Retirement Risk: Running out of Money Before You Run Out of Time*"

For many baby boomers, the recession didn't wipe out their nest egg completely, but it did shrink it considerably. Ms. Botsford discussed the turbulence in today's economy and how it has changed retirement planning. She explained how people approaching their golden years can assess their financial needs and take steps to ensure a sound retirement.

Issues covered: Length: 8:41

Retirement Planning

Senior Citizens

Personal Finance

Aaron W. Smith, Senior Research Specialist with Pew Research Center's Internet & American Life Project

Mr. Smith surveyed 1,000 US adults and found that more half of consumers used cell phones in stores during the holidays. He outlined the most common ways that consumers use their phones as shopping tools. He also explained how brick-and-mortar stores may react to the trend by changing policies, products and prices.

Issues covered: Length: 5:01

Economy

Consumer Matters