



Community Issues Report

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

Q1 2018

Prepared by Jim Jones
April 16, 2018

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:

John Huber, PhD, Clinical Forensic Psychologist, Chairman of Mainstream Mental Health, a non-profit organization that treats mental health issues

Dr. Huber discussed research that has found that nearly half of teens who log at least five hours of screen time a day have thought about or attempted suicide. He discussed that concern and other mental health risks that result from too much time online. He offered advice for parents who would like to monitor and limit their teens' social media and screen time.

Issues covered:

Length: 8:24

**Suicide
Parenting
Mental Health**

Alex Michael, personal finance expert, co-founder of the blog TheThriftyCouple.com, co-author of "The 2% Rule to Get Debt Free Fast"

Mr. Michael explained how he and his wife managed to eliminate more than \$100,000 in consumer debt with a few years. He offered suggestions on how to make cuts in family budgets and how find opportunities to increase monthly income.

Issues covered:

Length: 8:33_

**Personal Finance
Entrepreneurship**

Show # 2018-02

Date aired: _____ **Time Aired:** _____

Annie Grace, author of "*This Naked Mind: Control Alcohol, Find Freedom, Discover Happiness & Change Your Life*"

Many people question whether drinking has become too big a part of their lives, and worry that it may even be affecting their health. Ms. Grace shared her personal struggles with alcohol addiction and how she quit. She debunked myths connected to social drinking. She also discussed societal pressures, psychological factors, and other reasons people drink.

Issues covered:

Length: 8:25

**Substance Abuse
Mental Health**

John Brown Miller, PhD, global expert on public infrastructure, former Professor of Construction Management and Civil And Environmental Engineering at the Massachusetts Institute of Technology

Dr. Brown discussed why government costs so much and why public infrastructure projects are frequently delayed or over budget. He offered examples to illustrate how other countries' public works projects are often completed in more cost-effective and efficient ways than in the U.S.

Issues covered:

Length: 8:50

**Public Infrastructure
Government Spending**

Show # 2018-03

Date aired: _____ Time Aired: _____

Susan Robinson, Senior Public Affairs Director of Waste Management

Ms. Robinson outlined the biggest myths surrounding recycling. She talked about the most common items that consumers place in recycling bins that don't belong there, and what items should be recycled that often are not. She also discussed whether communities lose money on recycling programs.

Issues covered:

Length: 9:29

**Recycling
Environment
Government Programs**

Cheryl Richardson, motivational speaker and life coach, author of "*Waking Up in Winter: In Search of What Really Matters at Midlife*"

Ms. Richardson discussed thought-provoking questions about what matters at mid-life. She shared her personal story of being dissatisfied with a successful career once she reached her fifties. She talked about the value of journaling and how it helped her reexamine everything – her marriage, her work, her friendships, and her priorities.

Issues covered:

Length: 7:37

**Aging
Mental Health**

Show # 2018-04

Date aired: _____ Time Aired: _____

Deirdre Maloney, author of "*Bogus Balance: Your Journey to Real Work/Life Bliss*"

These days, nearly everyone struggles to balance their work and home lives. Ms. Maloney said that no one can achieve a perfect balance. She said it is possible to find real balance and satisfaction by setting priorities and accepting that you can't have it all. She explained why it is important to analyze your own values and priorities on a regular basis.

Issues covered:

Length: 9:28

**Career
Parenting
Mental Health**

Doug Whiteman, Insurance Analyst at Bankrate.com

37% of Americans with children under age 18 do not have any life insurance, according to a new Bankrate.com study. And about one-third of the parents who do have life insurance have no more than \$100,000 of protection. Mr. Whiteman explained why this is such a great concern. He also offered suggestions on how to shop for life insurance and how to determine how much coverage is necessary.

Issues covered:
Personal Finance
Parenting

Length: 7:46

Show # 2018-05

Date aired: _____ **Time Aired:** _____

Valter Longo, PhD, Director of the Longevity Institute at USC in Los Angeles, author of *"The Longevity Diet: Discover the New Science Behind Stem Cell Activation and Regeneration to Slow Aging, Fight Disease, and Optimize Weight"*

Dr. Vongo discussed his 25 years of research on aging, nutrition, disease and longevity. He believes, in addition to exercise and a healthy overall diet, that periodic fasting may be the key to a longer and healthier life. He outlined fasting-mimicking techniques that result in the same benefits as an absolute fast.

Issues covered:
Personal Health
Aging
Nutrition

Length: 9:19

Kathleen Martin Ginis, PhD, Professor in the School of Health and Exercise Sciences at the University of British Columbia

Dr. Ginis led a study that found that just a half-hour of exercise can have a profound effect on a woman's body image, making her feel both stronger and thinner. She noted that women, in general, have a tendency to feel negative about their bodies and, she explained how that poor body image can have negative implications for a woman's psychological and physical health.

Issues covered:
Women's Issues
Mental Health
Physical Fitness

Length: 7:48

Show # 2018-06

Date aired: _____ **Time Aired:** _____

Joanne Lipman, former Chief Content Officer of Gannett and Editor-in-Chief of USA Today, author of *“That’s What She Said: What Men Need to Know (and Women Need to Tell Them) About Working Together”*

Ms. Lipman discussed the current state of the gender gap in today’s workplaces. She said that traditional corporate “diversity training” has actually made the problem worse—in part because it makes men feel demonized. She believes that the solution to workplace inequality and sexual harassment lies in reaching across the gender divide so that men become allies, rather than adversaries.

Issues covered:

Length: 9:28

Sexual Harassment
Women’s Issues
Minority Concerns
Workplace Matters

Derek Thompson, author of *“Hit Makers: How to Succeed in an Age of Distraction”*

Mr. Thompson said nothing simply “goes viral.” He explained the little-known factors that cause that a popular movie, song, or app to come out of nowhere to become a word-of-mouth success in today’s crowded media environment. He outlined possible ways these trends may affect consumers’ decision making in the future.

Issues covered:

Length: 7:39_

Consumer Matters
Media

Show # 2018-07

Date aired: _____ **Time Aired:** _____

Mark Rank, PhD, Professor of Social Welfare at Washington University in St. Louis

Dr. Rank led a study that found that, between the ages of 25 and 60, almost two-thirds of Americans will live in poverty for a year or more. He shared other statistics from his study that illustrate how common poverty is. He discussed the reasons behind the problem and why a surprising number of Americans move from poverty to the middle class or higher, then back to poverty again.

Issues covered:

Length: 8:31

Poverty
Education

Sandeep S. Grewal, MD, MS, nutrition and weight loss expert, co-author of *“Fat-Me-Not: Weight Loss Diet of the Future”*

Most parents believe preparing and packing a healthy lunchbox is a difficult task. Dr. Grewal explained why lunches parents send to school are so critical to their kids’ development and learning. He talked about the worst things parents can include in a lunch, and why hot lunches at school are not always a better option. He also discussed the most effective ways to lose weight.

Issues covered:

Length: 8:33_

Parenting
Nutrition

Show # 2018-08

Date aired: _____ **Time Aired:** _____

Michelle Kaiser, PhD, Assistant Professor of Social Work, Ohio State University

Hunger and poor nutrition in the U.S. may be far worse than previously understood. Dr. Kaiser led a study that examined the intersection between hunger and the types of foods found at nearby stores. She said almost a third of the households they studied were food insecure, and more than 16 percent had very low food security, meaning they were skipping meals, at risk for experiencing hunger and suffering health problems as a result. She outlined what steps can be taken to reverse this trend.

Issues covered:

Length: 8:34

Hunger

Poverty

Government Programs

Christine Benz, Director of Personal Finance at Morningstar, Inc.

Ms. Benz discussed costly areas of retirement that often are forgotten by Americans saving for their senior years. She said healthcare costs and taxes top the list. She outlined strategies to determine how and when to withdraw IRA or 401k funds to cover these significant expenses.

Issues covered:

Length: 8:43

Retirement Planning

Senior Citizens

Personal Finance

Show # 2018-09

Date aired: _____ **Time Aired:** _____

Meredith Jones, author of "*Women of The Street: Why Female Money Managers Generate Higher Returns (and How You Can Too)*"

Ms. Jones said her research found that women typically make better investment decisions than men. She explained how women's and men's investment behaviors differ. She also offered advice to young women who may be considering a career as an investment professional.

Issues covered:

Length: 10:32

Personal Finance

Women's Issues

Todd Herrenkohl, PhD, Professor of Sociology, Interim Associate Dean for Research for the Office of Research, University of Washington

Dr. Herrenkohl led a study that found that troubling behaviors exhibited by abused children can predict criminal activity when they grow up. He explained what the most common indicators are and how they differ between boys and girls. He discussed the importance of recognizing kids at risk and getting treatment for them as quickly as possible.

Issues covered:

Length: 6:38

Child Abuse

Crime

Youth at Risk

Show # 2018-10

Date aired: _____ **Time Aired:** _____

Ken Caldeira, PhD, Atmospheric Scientist, Carnegie Institution for Science Department of Global Ecology

Dr. Caldeira examined 36 years of weather data and found that wind and solar power could potentially generate up to 80% of U.S. energy needs. However, it would require significant and expensive improvements to the nation's energy transmission grid. He said he was surprised to find that wind power is even less consistently available than solar. He also outlined the ways that energy providers must generate electricity by other means when renewable sources falter.

Issues covered:

Length: 8:16

Renewable Energy

Pollution

Government Infrastructure

Catherine Price, science journalist, author of "*How to Break Up with Your Phone*"

Ms. Price said that phones and apps are designed to be addictive to users. She explained how the time we spend on them damages our abilities to focus, think deeply, and form new memories. She suggested simple changes to a phone's settings that can make them less intrusive.

Issues covered:

Length: 8:50

Mental Health

Parenting

Consumer Matters

Show # 2018-11

Date aired: _____ **Time Aired:** _____

Howard Waitzkin, M.D., Ph.D., Distinguished Professor Emeritus in the Department of Sociology at the University of New Mexico, Adjunct Professor in the Department of Medicine at the University of Illinois

Dr. Waitzkin said many active duty military personnel are making extensive use of private mental health services. He explained that they often do so because they are dissatisfied with the quality of military care and are worried about reprisals from their command. He discussed outside help that is offered by a nationwide civilian network of volunteer mental health professionals.

Issues covered:

Length: 7:33

Military Issues

Mental Health

Suicide

Deondra Rose, PhD, Assistant Professor of Public Policy and Political Science at Duke University, author of "*Citizens By Degree: Higher Education Policy and the Changing Gender Dynamics of American Citizenship*"

Dr. Rose discussed the striking change in higher education over the past few decades, as women have come to earn college degrees at higher rates than men. She explained the reasons behind the trend, and the broader implications for women and society. She believes it empowers women to become not only more financially independent, but also more socially integrated and more politically engaged. She also discussed the impact of the "#MeToo" movement in the empowerment of women.

Issues covered:
Women's Issues
Education
Sexual Harassment

Length: 9:41

Show # 2018-12

Date aired: _____ **Time Aired:** _____

Missy Cummings, PhD, Professor in the Duke University Pratt School of Engineering, the Duke Institute of Brain Sciences, Director of the Humans and Autonomy Laboratory and Duke Robotics

A pedestrian fatality involving a driverless Uber car in Arizona has revived debate about whether autonomous vehicles are being put into use prematurely. Dr. Cummings is a robotics expert who believes the technology is not ready for high speed or congested environments. She talked about the design challenges that must be overcome. She said the current system of voluntary safety testing is completely inadequate, and that greater government oversight is needed.

Issues covered:
Traffic Safety
Government Regulation
Technology

Length: 9:08

Marceé White, MD, Board-Certified Pediatrician, Medical Advisor for Safe Kids Worldwide, Medical Director of the Children's National Mobile Health Program

Accidental medicine poisoning sends a child under 6 to the emergency room every nine minutes, and every 12 days, a child dies. Dr. White outlined most common poisoning scenarios and the steps that parents of small children must take to avoid a tragedy.

Issues covered:
Child Safety
Parenting

Length: 7:51