



Community Issues Report

For WAMM-AM 1230 Woodstock, VA

Q4 2013

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WAMM, in a simulcast with WSVG 790 AM, airs news, talk and sports radio content. The pure synthesis of the format is to offer an opportunity for the community to keep up to date on current events. These events often include reports on the latest studies on health and well being. Content providers such as CBS and Virginia News Network also provide valuable news and information about other issues of public importance and information. Currently, our talk radio shows air live 14 out of every 17 hours daily Monday through Friday. The public is invited to call in on all of these programs to discuss items of community importance.

Due to the nature of the format, the station appeals mostly to older listeners aged 30+. Obesity, general health and aging issues are some of this community's most asked about topics. Twice-daily we air *CBS Healthwatch*, covering the latest alerts and information on health from CBS News.

In October, we aired 15 times an interview with Dr. Alla Hynes, board certified Ophthalmologist from Eye Care Physicians & Surgeons. Now all aspects of cataract care, including surgery, are available right here in our own back yard at Shenandoah Memorial Hospital. Dr. Hynes stopped by our studios to discuss cataracts and the unique options for treatment here in the Valley. - See more at: <http://wsvgradio.com/2013/09/#sthash.vO0NAMCt.dpuf>

In October, we aired 15+ times an interview with Jorge Gutierrez, founder of the Society for Diversity in Leadership. Interviews promoted the Inaugural Hola Shenandoah Valley Festival. Issues of diversity in the community and workplace were discussed. - See more at: <http://wsvgradio.com/2013/10/#sthash.oP7aFCjt.dpuf>

Public Service Announcements

No fewer than five (5) public service announcements air on 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-drunken driving campaigns, disease prevention and early diagnosis and more. Topics covered include:

- Emergency preparedness produced by the Ad Council
- Adoption produced by Adopt Us Kids
- Addiction to pain killers
- American Heart Association CPR and heart attack recognition
- American Stroke Association on recognizing signs of a stroke
- Drunk driving and reckless driving prevention
- Cancer prevention produced by American Cancer Society
- Autism recognition produced by Autism Speaks
- Community service call to action from Corp for Natl and Community Service
- Diabetes recognition and prevention produced by the Ad Council
- Emergency Preparedness by FEMA
- Fire Prevention
- Public service volunteer encouragement by the Corporation for National and Community Service
- Hunger prevention from Feeding America
- Lead Poisoning from EPA
- Life tips produced by the Foundation for a Better Life
- Reading encouragement produced by the Library of Congress
- Peace Corps
- Rotary

- Selective Service
- Social Security
- United Way
- Arts encouragement produced by Virginia Foundation for the Humanities
- Wildlife Land Trust