



Community Issues Report

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

Q2 2018

Prepared by Jim Jones
July 6, 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 R. Baker, PhD, Professor of Political Science at Wittenberg University, author of "*Government in the Twilight Zone: Volunteers to Small-City Boards and Commissions*"

97 percent of all American cities have a population fewer than 50,000 and Dr. Baker studies the workings of these smaller local governments. He discussed how local board systems operate, who the board members are and what motivates them to serve. He explained why it is important for citizens to understand how government functions, even in small towns.

Issues covered: Length: 6:54

Citizenship

Government Policies

Lennard J. Davis, PhD, Professor in the English Department in the School of Arts and Sciences at the University of Illinois at Chicago, Professor of Disability and Human Development in the School of Applied Health Sciences of the University of Illinois at Chicago, Professor of Medical Education in the College of Medicine, author of "*Enabling Acts: The Hidden Story of How the Americans with Disabilities Act Gave the Largest US Minority Its Rights*"

Disabled Americans are the largest minority group in the country. Dr. Davis believes the Americans with Disabilities Act (ADA) is the widest-ranging and most comprehensive piece of civil rights legislation in history. He explained the unusual path the law took to passage, some of the challenges in implementing it and the enormous impact of the ADA, 25 years after its adoption. He also outlined several potential reforms which he believes could improve it.

Issues covered: Length: 10:21

Disabilities

Civil Rights

Government Policies

Pgm # 2018-14

Date aired: _____ Time Aired: _____

Mark J. Perry, Ph.D., Scholar at The American Enterprise Institute, Professor of Finance and Business Economics in the School of Management at the University of Michigan-Flint, creator and editor of the popular economics blog *Carpe Diem*

Dr. Perry discussed a recent report from S&P Dow Jones that noted that in the past 15 years, only 5% of actively managed mutual funds performed better than index funds. He said index funds have become much more popular in recent years. He explained why nearly half of investors still gravitate to managed funds. 2

Issues covered: Length: 7:58

Personal Finance Retirement Planning

Ned Johnson, education expert, founder of PrepMatters, a tutoring service in Washington, DC, co-author of *"The Self-Driven Child: The Science and Sense of Giving Your Kids More Control Over Their Lives"*

In the past few years, Mr. Johnson and his co-author found that high-performing kids were coming to them acutely stressed and lacking motivation. Many complained they had no control over their lives. He believes the best antidote to stress is to give kids a greater sense of control over their lives, while still maintaining authority as parents. He discussed several ways that parents can give children of all ages a healthy dose of self determination and control.

Issues covered: Length: 9:12

Parenting Mental Health

Education

Pgm # 2018-15

Date aired: _____ Time Aired: _____

Angela C. Santomero, M.A., co-creator of the educational children's TV program *"Blue's Clues,"* author of *"Preschool Clues: Raising Smart, Inspired, and Engaged Kids in a Screen-Filled World"*

Ms. Santomero explained why healthy, research-based television programs and other media actually help preschoolers flourish academically, socially, and emotionally. She outlined the ways that parents can evaluate and monitor their child's exposure to a rapidly expanding array of media choices.

Issues covered: Length: 8:05

Parenting

Education

Media

Jason Fung, MD, weight loss and diabetes expert, author of *"The Diabetes Code: Prevent and Reverse Type 2 Diabetes Naturally"*

Nearly ten percent of all Americans have some form of diabetes. Dr. Fung talked about the causes behind this epidemic and the wide array of dangerous conditions it spurs. He also explained how dietary changes and weight loss can often eliminate the disease.

Issues covered: Length: 9:01

Diabetes

Nutrition

Pgm # 2018-16

Date aired: _____ Time Aired: _____

Sally Helgesen, women's leadership consultant and speaker, author of *"How Women Rise: Break the 12 Habits Holding You Back from Your Next Raise, Promotion, or Job"*

Ms. Helgesen believes that women face specific and different roadblocks from men as they seek to advance in the workplace. She discussed the most common errors made by women, and what they can do to get proper credit for their achievements at work. She also discussed how the #MeToo movement has affected job opportunities for women. 3

Issues covered: Length: 8:43

Women's Issues

Career

Sexual Harassment

Sara Goldrick-Rab, PhD, Professor of Higher Education Policy and Sociology at Temple University
Prof. Goldrick-Rab was the lead author of study that found that 36 percent of students at 66 surveyed colleges and universities do not get enough to eat, and a similar number lack a secure place to live. She said skyrocketing college tuition and other fees, inadequate aid packages and growing enrollment among low-income students are some of the factors. She outlined several policy changes that could help.

Issues covered: Length: 8:19

Poverty

Homelessness Education

Pgm # 2018-17

Date aired: _____ Time Aired: _____

Cary Funk, Associate Director of Research at Pew Research Center

A survey by the Pew Research Center found that Americans' grasp of common science topics could be better. She outlined the results of the survey, including differences between genders, ages and education levels. She explained why a basic understanding of scientific principles is important for Americans to understand many of today's civic issues.

Issues covered: Length: 7:07

Education

Science

Citizenship

Julie Lythcott-Haims, former Dean of Freshmen and Undergraduate Advising at Stanford University, author of "*How to Raise an Adult: Break Free of the Overparenting Trap and Prepare Your Kid for Success*"

Ms. Lythcott-Haims believes that overparenting is out of control in America, and that it harms children, their stressed-out parents, and society at large. She explained how parents can allow children to make their own mistakes and develop the resilience, resourcefulness, and inner determination necessary for success.

Issues covered: Length: 10:11

Parenting

Pgm # 2018-18

Date aired: _____ Time Aired: _____

Philip Pauli, Policy and Practice Director of RespectAbility, a nonprofit organization dedicated to empowerment and self-advocacy for individuals with disabilities

Mr. Pauli said nearly 1 in 5 Americans live with some form of disability. He discussed some of the challenges they face, and explained how the Americans with Disabilities Act has improved many 4

aspects of their lives. He also talked about the role that the media plays in perceptions of the disabled, and how technology improvements have improved mobility for many disabled people.

Issues covered: Length: 7:42

Disabilities

Government Regulation

Natasha Ravinand, author of *"Girls With Dreams: Inspiring Girls to Code and Create in the New Generation"*

Only 29% of all science and engineering workers are female, and far fewer are minorities. Natasha Ravinand is a high school junior with a passion for STEM (Science, Technology, Engineering, and Math), who is striving to close the gender gap in tech. She talked about the reasons that girls lose interest in STEM subjects, and why the inclusion of women and minorities in technical workplaces is so important.

Issues covered: Length: 9:23

Women's Issues Minority Concerns Education/STEM

Pgm # 2018-19

Date aired: _____ Time Aired: _____

Marc Morial, President of the National Urban League

Mr. Morial discussed the contents of the Urban League's 2018 State of Black America report. He said African-Americans are among the top owners of mobile devices, but aren't being fairly considered for jobs at social media and technology companies. He also talked about improving unemployment rates and growing civic engagement among African-Americans.

Issues covered: Length: 8:32

Minority Concerns

Workplace Diversity

Civic Engagement

Stanford Chihuri, MPH, Biostatistician/Data Analyst, Epidemiologist at Columbia University College of Physicians and Surgeons

Mr. Chihuri was the co-author of a study that found evidence of prescription opioids in fatal car crashes in the United States has increased 700% in the past two decades. He said women drivers and those over age 65 were more likely to be involved in opioid-related fatal crashes. The study also found significant numbers of drivers under the influence of opioids also had alcohol and other drugs in their systems.

Issues covered: Length: 8:45

Substance Abuse

Traffic Safety

Pgm # 2018-20

Date aired: _____ Time Aired: _____

Lorenzo Cohen, PhD, Richard E. Haynes Distinguished Professor in Clinical Cancer Prevention and Director of the Integrative Medicine Program at the University of Texas MD Anderson Cancer Center in Houston, co-author of *"Anti Cancer Living"* 5

Cancer remains one of the leading causes of death worldwide, and within the next 20 years, the number of new cancer cases is expected to increase by 70 percent. Dr. Cohen believes that if Americans focused on social and emotional support, stress management, sleep, exercise, diet, and minimizing exposure to environmental toxins, 50 to 70 percent of cancers could be prevented.

Issues covered: Length: 8:51

Cancer Prevention

Personal Health

András Tilcsik, PhD, Canada Research Chair in Strategy, Organizations, and Society, and Associate Professor of Strategic Management at the University of Toronto's Rotman School of Management, author of "*Meltdown: Why Our Systems Fail and What We Can Do About It*"

From train derailments and massive oil spills to bankruptcies and medical errors, system failures are all too common -- and they're becoming more frequent. Dr. Tilzscik explained the common denominator in these system meltdowns. He believes that the increasing complexity and lack of slack in our systems create conditions ripe for failure and corruption. He also explained why diversity in design teams is crucial in preventing serious failures.

Issues covered: Length: 8:17

Disaster Preparedness Diversity

Government Regulation

Transportation

Pgm # 2018-21

Date aired: _____ Time Aired: _____

Norman Bates, attorney, expert on the prevention of sexual violence against children, co-author of "*Preventing Child Sexual Abuse in Youth-Serving Organizations: Guidelines for Managers and Parents*"

Many parents will soon send their children off to summer camp, scouting events and sports activities. But without proper safeguards in place, these environments can provide opportunities for sexual misconduct and abuse to occur. Mr. Bates outlined the abuse prevention policies that youth-serving organizations need to implement, and the questions parents must ask to ensure that they are.

Issues covered: Length: 8:12

Sexual Abuse

Youth at Risk

Parenting

Paul Sullivan, NY Times financial columnist, author of "*The Thin Green Line: The Money Secrets of the Super Wealthy*"

Mr. Sullivan explained why some people, even "rich" people, never find true wealth, and why other people, even those who have far less are much wealthier. He offered tips on how middle-class consumers can make better financial decisions, and come to terms with what money truly means. He said changing how Americans think about wealth can lead more secure and less stressful lives.

Issues covered: Length: 9:02

Personal Finance

Consumer Matters 6

Pgm # 2018-22

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

Denise Pope, Senior Lecturer, Co-Founder, Challenge Success at Stanford University Graduate, co-author of "Overloaded and Underprepared"

Dr. Pope explained why parents and teachers should be concerned that many of America's students are stressed out or have given up. She outlined steps that schools can take to provide kids with academic, social and emotional skills needed to succeed in school now and as adults later. She talked about the Challenge Success program at Stanford and how the program is customized for each school in which it is applied.

Issues covered: Length: 9:53

Education

Parenting

Brooks Palmer, professional organizer, author of "*Clutter Busting: Letting Go of What's Holding You Back*" and "*Clutter Busting Your Life: Clearing Physical and Emotional Clutter to Reconnect with Yourself and Others*"

Most Americans struggle with clutter and disorganization. Mr. Palmer talked about the emotionally suffocating effects of clutter and why people have problems letting go of items they no longer need or use. He offered suggestions for how to get started and how to look at items in a different way to assess whether they are worth keeping.

Issues covered: Length: 7:27

Personal Productivity

Workplace Matters

Mental Health

Pgm # 2018-23

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

Erin E. Murphy, expert on DNA and forensic evidence, Professor of Law at New York University

Ms. Murphy discussed the privacy and legal concerns raised by the Golden State Killer case, in which a notorious serial killer was captured via DNA submitted to a publically available genealogy website. She noted that that the type of DNA testing used by genealogy sites is a much broader and more powerful tool than the version permitted in criminal justice databases. She also discussed recent advances that will make DNA testing much faster and even more useful to law enforcement.

Issues covered: Length: 8:31

Privacy Concerns Criminal Justice Legal

David Ballard, PhD, Director of the American Psychological Association's Center for Organizational Excellence

The #MeToo movement has gripped the nation for months, but a recent study from the American Psychological Association found that in its aftermath, corporations have taken weak steps, at best, to prevent sexual harassment and inappropriate conduct. He said most policy and training changes have been aimed at limiting the liability of the company, rather than to effect real change. He found that organizations with women in senior leadership roles were much more likely to have taken new steps to prevent harassment and to encourage employees to report it. 7

Issues covered: Length: 8:43

Sexual Harassment

Women's Concerns

Workplace Matters

Pgm # 2018-24

Date aired: _____ Time Aired: _____

Jacquelyn C. Campbell, PHD, RN, FAAN, expert on domestic violence, violence against women and intimate partner violence, Professor and the Anna D. Wolf Chair at the Johns Hopkins School of Nursing, National Program Director for the Robert Wood Johnson Foundation's Nurse Faculty Scholars Program

Dr. Campbell developed the Danger Assessment, a groundbreaking questionnaire designed to assess a woman's risk of being killed by an abusive partner. She talked about recent updates to the tool that address concerns for immigrant women and same-sex partners. She said it's helpful for an abused woman to document for herself how often abuse is happening, levels of abuse and other patterns.

Issues covered: Length: 9:21

Domestic Violence Women's Concerns

Bryan Caplan, PhD, Professor of Economics at George Mason University, blogger for EconLog, author of "*The Case against Education: Why the Education System Is a Waste of Time and Money*"

Although it is immensely popular--and immensely lucrative--Dr. Caplan believes that higher education is grossly overrated. He said that decades of growing access to education have not resulted in better jobs for the average worker, but instead in runaway credential inflation. He is in favor of serious cuts in government education funding to curb this wasteful rat race, along with a renewed emphasis on vocational education.

Issues covered: Length: 8:01

Education

Career

Government Spending

Pgm # 2018-25

Date aired: _____ Time Aired: _____

John Hooker, PhD, T. Jerome Holleran Professor of Business Ethics and Social Responsibility, and Professor of Operations Research, at Carnegie Mellon University, author of "*Taking Ethics Seriously: Why Ethics Is an Essential Tool for the Modern Workplace*"

Dr. Hooker discussed common ethical dilemmas that occur in workplace environments, and how employers and employees should react. He explained how the advent of social media and the #MeToo movement has affected ethical decisions in the workplace. He listed factors than an employee should weigh before risking their job by blowing the whistle on misconduct.

Issues covered: Length: 9:05

Ethics

Workplace

Career 8

W. Chris Winter, MD, board-certified and internationally recognized sleep medicine specialist, board certified neurologist, author of "*The Sleep Solution: Why Your Sleep is Broken and How to Fix It*,"

Dr. Winter said the state of sleep in America is better than typically portrayed in the media, but he did note that it has gotten slightly worse because of all of the distractions available today. He said shift workers are at greatest risk of sleep related health issues. He suggested that people should try to wake up at the same time every day, even if their bedtime varies.

Issues covered: Length: 8:12

Personal Health