



Community Issues Report

For WAMM-AM 1230 Woodstock, VA

Q3 2012

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NIH Health Matters

Due to the nature of the format being big band and oldies music, the station appeals to older listeners aged 35+. Obesity and aging issues are this community's most asked about topics. Twice-daily on WAMM airs *NIH Health Matters*, covering the latest alerts and information on health from the US National Institutes of Health.

July's features included timely stories about Alzheimer's disease, asthma, hypertension, coffee, health monitoring and eye health.

- Alzheimer's Disease Research Summit
- Asthma awareness
- High Blood Pressure Education
- Study finds coffee drinkers have lower risk of death
- Competition for air pollution and health sensors
- Summer eye protection tips

August's radio features include stories about include stories on back-to-school health for kids, hyperthermia, clinical research, opioid receptors, and joint implants.

- Parents can help their child have a healthy school year
- Clinical Research Trials
- Hyperthermia
- Advances in adhesive technology for joint replacements
- Scientists get a close-up of opioid receptors
- The body's natural anti-inflammatory's give antibiotics a boost

September's radio features include stories about HIV/AIDS, childhood obesity, alcohol risk in college communities, rotavirus and symptoms of stress in girls.

- Ending the HIV/AIDS pandemic
- Childhood obesity increases cardiovascular risks later in life
- Colleges and communities can reduce alcohol-related harm to students

- Rotavirus and diarrheal diseases
- Social risk and obesity in children

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
- Drunk driving and reckless driving prevention
- Cancer prevention produced by American Cancer Society
- Autism recognition produced by Autism Speaks
- Diabetes recognition and prevention produced by the Ad Council
- Public service volunteer encouragement by the Corporation for National and Community Service
- Hunger prevention from Feeding America
- 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