



Community Issues Report

For WAMM-AM 1230 Woodstock, VA

Q3 2014

Prepared by Jim Jones
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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. Topics included:

A "CBS This Morning" investigation showed that some doctors are getting a cut of the profits for the hardware they put in patients
A major physicians' group is recommending against routine pelvic exams for women who don't have gynecologic symptoms, and it could shake up decades of common medical practice
A new study finds that to reduce your risk of breast cancer, your skirt size matters
A new study shows that women who suffer from heart attacks have worse outcomes than men
Aching backs: New research questions routine steroid injections
Alzheimer's blood test may predict who gets disease
Battling Ebola: U.S. to send 3,000 troops to West Africa
Belly fat may increase hormone that raises breast cancer risk
Bryan Walsh, who covers food issues for Time Magazine, joins "CBS This Morning" to talk about the plan
CBS News medical contributor Dr. David Agus weighs in on the debate over whether

living longer is a good thing
CDC investigates possible link between enterovirus D68 and paralysis in children
CDC offers new flu vaccine guidelines
CDC: Ebola outbreak could hit 1.4 million cases in Africa
Child respiratory virus rapidly sweeping across country
Controversial "polypill" may save heart patients' lives and money
Cut your heart attack risk with these five lifestyle changes
Despite malpractice settlements, few doctors lose licenses
Dr. David Agus joins "CBS This Morning" to discuss the possible links
Dr. David Agus joins the "CBS This Morning" co-hosts to discuss the science
Dr. Holly Phillips and Dr. Tara Narula discuss the Ebola epidemic and the latest findings about low-carb versus low-fat diets
Dr. Holly Phillips joins "CBS This Morning" to discuss the estimated 11.4 million unnecessary yearly prescriptions
Dr. Holly Phillips joins "CBS This Morning" to discuss how to stay healthy this flu season
Dr. James Levine, a leading obesity researcher at the Mayo Clinic and the inventor of the treadmill desk, joins "CBS This Morning" to discuss why your chair may be killing you
Dr. Jeffrey Lieberman, chief of psychiatry at Columbia University, joins the "CBS This Morning" co-hosts to discuss the potential breakthrough
Dr. Laurie Glimcher, the dean of Weill Cornell Medical College who is also on the board of the drugmaker Bristol-Myers Squibb, joins the "CBS This Morning" co-hosts to discuss the details
Dr. Tara Narula, cardiologist at Lenox Hill Hospital in New York, discusses the "magic number" with the "CBS This Morning" co-hosts
Dr. Tara Narula, cardiologist at Lenox Hill Hospital, joins the "CBS This Morning" co-hosts to discuss the new medicine.
Dr. William Schaffner, professor of preventative medicine at Vanderbilt University, discusses the spread of the virus with the "CBS This Morning" co-hosts

Ebola outbreak likely to spread to more countries
Eyes, sense of smell may be early detectors of Alzheimer's
FDA prodded on lengthy sunscreen approval process
Federal database lists financial ties between medical providers and drug companies
Feds crack down on physician-owned companies
Get up! Sitting could harm your health
High doses of caffeine can be lethal
In a new study, researchers report 87 percent accuracy in predicting who will get Alzheimer's disease within a year
Is there a link between diabetes and artificial sweeteners?
Many sunscreen formulas available in Europe are off-limits here in the U.S.
Medical boards around the country may be failing to protect the public
Medical group says most women can skip pelvic exams
Nearly 700 infants and 40 employees have been exposed
New blood test can help detect depression, study shows
President Obama is deploying troops to help fight the Ebola virus outbreak, which has killed about 2,400 people
Research presented in Copenhagen finds having a hard time identifying odors or protein build-up in the eyes might be crucial early identifiers for Alzheimer's disease
Rx excess: Millions of kids get unneeded prescriptions, study shows
Six vials of smallpox found forgotten at government lab
Soda companies pledge to cut drink calories by 2025
Steroid injections for a common disorder called spinal stenosis have become commonplace for millions of Americans
The CDC and FBI are working to uncover how and why this deadly pathogen sat untouched in an unsecured storage room for decades
The CDC estimates that 1.4 million people in West Africa could be infected with the Ebola virus by January if efforts to stop the disease are not intensified
The FDA is highlighting the dangers of caffeine after reports of an Ohio teen's caffeine overdose

Tuberculosis scare hits Texas
Why the fight against aging may not be worth it
Women fare worse than men after heart attacks, study says

In addition, the station airs daily Monday through Friday feature *Raising Our Kids* from CBS News, covering parenting advice.

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