



## Community Issues Report

For WAMM-AM 1230 Woodstock, VA

Q1 2012

Prepared by Jim Jones  
April 10, 2012

## *CO Morning Show on WAMM*

Each weekday, WSVG airs the *CO Morning Show*, a locally produced talk show from our studio in Mount Jackson. The program airs each day Monday through Friday from 6a-9a and is hosted by Craig Orndorff. The show focuses on community issues and news, and covers topics of public importance. Examples for this quarter include:

- Daily—"Forestry Forum" with Joe Lehnen of the Virginia Department of Forestry. Every weekday, Joe delivers a three-minute feature about issues with forest conservation and protection. An example from this quarter covered issues such as the Emerald Ash Borer beetle and the need to leave firewood where it is cut to stop further spread of the infestation.
- Jan 13—Bill Pence, Woodstock Rotary Club. Craig discussed with Mr. Pence upcoming projects including fund-raiser dinner to help fund the local Rotary. Also discussed were the community projects Rotarians are involved with, including the organization's goal of eliminating polio from the world.
- March 25—Leslie Mitchell Watson, Friends of the North Fork of the Shenandoah River. Discussion involved the group's mission is to enhance and protect the beauty, purity and natural flow of the North Fork of the Shenandoah River and its watershed. Topics covered included an opportunity for students to spend a day learning about the river and the issues that are impacting the river's health. Also discussed was the fact that pollution in the river flows all the way through the Chesapeake Bay.
- March 28—Wade Zirkle, Woodstock Rotary Club. Craig discussed with Mr. Zirkle the success of the fund-raising dinner. Also covered was the Rotary Motto - "Service Above Self" and spirit of volunteerism and generosity which the Rotary is known for around the world. Last year the

Rotary Club of Woodstock helped to match a grant of \$100 Million from the Gates Foundation to eliminate Polio worldwide. Rotary International agreed to match this grant and the Rotary Club of Woodstock helped in this effort.

## 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