



Community Issues Report

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

Q3 2015

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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:

Sonya Madison, Workplace Attorney and Legal Analyst, based in Atlanta

Ms. Madison said a drunk driving conviction can severely damage a person's chances of finding or even keeping a job. She noted that most large employers typically conduct background checks on potential employees today. She explained why negatives such as a DUI conviction often will remove the applicant from consideration for a job opening.

Issues covered: Length: 7:47

**Drunk Driving
Employment**

Jeff Strohl, PhD, Director of Research at the Georgetown University Center on Education and the Workforce

Dr. Strohl co-authored a recent study that determined that although more Hispanics and African-Americans are going to college, their access to the most selective schools isn't keeping pace. He said there are major income differences between those with a top education compared to graduates of other schools. He explained the reasons behind this problem, and why it is so difficult to address.

Issues covered: Length: 9:21

**Minority Concerns
Education**

Janet Champ, co-author of *"Ripe: The Truth About Growing Older and the Beauty of Getting on With Your Life"*

Ms. Champ talked about challenges and myths faced by women as they age. She said many women feel discarded and undervalued as they reach their forties. She believes that this phase of life is rich in often underappreciated beauty and that women who adapt to these changes can offer much to society.

Issues covered: Length: 4:39

**Women's Issues
Aging
Senior Citizens**

Nicholas Tatonetti, PhD, Assistant Professor of Biomedical Informatics, Director of Clinical Informatics at the Herbert Irving Comprehensive Cancer Center at Columbia University

Dr. Tatonetti's research uncovered a surprising correlation between the month a person is born and their risk of developing various health problems, including heart disease, viral infections and ADHD. His study found 55 diseases that correlated with the season of birth. He explained the time of year a person is born dictates many of the environmental factors they are exposed to during birth and early development.

Issues covered: Length: 6:54

Personal Health

Michael H. Shuman, economist, attorney, author, and entrepreneur, experts on community economics, author of *"The Local Economy Solution"*

Mr. Shuman believes the entire process of local economic development has become ineffective and unaffordable. He said the traditional method of chasing large companies with huge taxpayer subsidies

creates very few new jobs. He is a proponent of alternative approaches in which states and cities encourage private ventures that help local businesses launch and grow.

Issues covered: Length: 10:12

Economic Development

Employment

Bill Bishop, author of "*The Big Sort*"

America may be more diverse than ever, but Mr. Bishop believes that the nation's neighborhoods are becoming too divided—culturally, economically and politically. He said that the places where Americans live are becoming increasingly populated with people who live, think, and vote as they do. He explained what is behind this movement and why it is not a positive development.

Issues covered: Length: 5:03

Community

Diversity Issues