

WFLS-FM Quarterly Issues/Programming Report for April-June 2014

ISSUE	TITLE	DESCRIPTION	DATE	TIME
Local news	2 minute newscast	Newscasts containing localized news stories were broadcast 8 times M-F	April 1 through June 30, 2014	Every 30-minutes 5am-8:30am M-F
Hospice	"Focus" 30-minute PA interview program	Reporter Deirdre Blake, Hospice Director, Jessica Dederer and Hospice Coordinator, Terri McCormack discuss service hospice provides to family and patient.	04/06/2014	8:30 p.m.
Nursing degrees	"Focus" 30-minute PA interview program	Reporter Deirdre Blake and ECPI Director of Nursing Education, Wilhelmina Mensah-Aggrey discuss what types of jobs students can get once they receive a degree.	04/13/2014	8:30 p.m.
Earth Day	"Focus" 30-minute PA interview program	Reporter Deirdre Blake and the author of "Sixth Extinction", Elizabeth Kolbert, discuss how daily activity contributes to global warming.	04/20/2014	8:30 p.m.
HOT Lanes	"Focus" 30-minute PA interview program	Reporter Deirdre Blake and Mike McGurk of Flour TransUrban discuss what the new HOT lanes on I-95 are and how they will operate.	04/27/2014	8:30 p.m.
Date:				

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Quarterly Issues/Programming Report
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ISSUE	TITLE	DESCRIPTION	DATE	TIME
Military to Civilian Transition	"Focus" 30-minute PA interview program	Reporter Deirdre Blake and Mike Abrams, founder of Four Block and a former Marine discusses his organization and how it can help military reenter the civilian job life.	05/04/2014	8:30 p.m.
Kids and Money	"Focus" 30-minute PA interview program	Reporter Deirdre Blake and founder of My Job Chart, Gregg Murset, discuss how to explain to kids about goals and how to save money, donate to a cause using his App.	05/11/2014	8:30 p.m.
Energy Conservation	"Focus" 30-minute PA interview program	Reporter Deirdre Blake, Andy Farmer of Virginia Energy sense program and Helen Reineke, a homeowner, talk about energy saving devices that can be used in the home on a daily basis.	05/18/2014	8:30 p.m.
Veterans as Civilians	"Focus" 30-minute PA interview program	Reporter Deirdre Blake and Bob Van Dahlen, Coordinator of Placement and services with military.com discuss exiting military and their families being involved in the transition and what is available to them.	05/25/2014	8:30 p.m.
DC Politics Effect on Local Issues	"Focus" 30-minute PA interview program	Reporter Deirdre Blake and Helen Pickard, Capitol Hill Coordinator for Marine Corps Base Quantico explain the coordination of healthcare, financial and employment services for vets from DC to state lawmakers to the base itself.	06/01/2014	8:30 p.m.
Date:				

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ISSUE	TITLE	DESCRIPTION	DATE	TIME
Healthy Eating	"Focus" 30-minute PA interview program	Reporter Deirdre Blake and Pam Beanum, a registered dietician at Spotsylvania Regional Medical Center discuss how to work with young people at home to get them on a healthy eating regimen.	06/08/2014	8:30 p.m.
Workforce Development	"Focus" 30-minute PA interview program	Reporter Deirdre Blake and Dr. David Sam, president of Germanna Community College discuss how people can get involved in classes and to develop skills that meet the demand of today's workforce.	06/15/2014	8:30 p.m.
Financial Responsibility	"Focus" 30-minute PA interview program	Reporter Deirdre Blake and Nikki Ducas, parent and reporter for local parents magazine discuss the importance of educating kids at a young age about how to save and spend.	06/22/2014	8:30 p.m.
Commuting Options	"Focus" 30-minute PA interview program	Reporter Deirdre Blake and Mark Rober of the Virginia Railway Express discuss what type of service improvements are imminent when a new rail station opens in Spotsylvania County.	06/29/2014	8:30 p.m.
			Date:	

COMMUNITY ISSUES PROGRAMMING REPORT

Station: WFLS, WVBX, WWUZ, WNTX

Location: Fredericksburg, Va.

ISSUE: Hospice

How was issue ascertained: community interest

Series ___ **or program:** XX **Title:** Focus

Program Length: 30 minutes **Length devoted to this issue:** 30 minutes

Date Aired: 4-6-14

Time aired: 6 am on WVBX, WWUZ, WNTX
8:30 pm on WFLS

Station Participant Deirdre Blake , host

Guest Participants:

Jessica Dederer- Hospice Director

Terri McCormack- Hospice Coordinator

Subject and/or Topics discussed:

The services that Hospice provides to family members that have someone diagnosed with a terminal illness. The "five wishes" and why every family member should fill out the form, get the legal documents needed and know what everyone wants. How listeners contact Hospice and where to get resources about them within the community.

Date production completed: 3-28-14 **Submitted by program host:** Deirdre Blake

COMMUNITY ISSUES PROGRAMMING REPORT

Station: WFLS, WVBX, WWUZ, WNTX

Location: Fredericksburg, Va.

ISSUE: Nursing Degrees

How was issue ascertained: community interest

Series ___ or program: XX **Title:** Focus

Program Length: 30 minutes **Length devoted to this issue:** 30 minutes

Date Aired: 4-13-14 **Time aired:** 6 am on WVBX, WWUZ, WNTX
8:30 pm on WFLS

Station Participant Deirdre Blake, host

Guest Participants:

Wilhelmina Mensah-Aggrey- Director of Nursing Education

Subject and/or Topics discussed:

What the types of jobs are that students can get after they receive their degree. Why ECPI is an option for people that want to advance in their field quickly or switch to another one in nursing. How a year-round schedule helps students finish in 1.5 or 2.5 years. The types of personality traits/desires you need to go into nursing or go to school all year to get there. How a certificate program at ECPI differs from a degree program.

Date production completed: 4-9-14 **Submitted by program host:** Deirdre Blake

COMMUNITY ISSUES PROGRAMMING REPORT

Station: WFLS, WVBX, WWUZ, WNTX

Location: Fredericksburg, Va.

ISSUE: Earth Day

How was issue ascertained: community interest

Series ___ or program: XX **Title:** Focus

Program Length: 30 minutes **Length devoted to this issue:** 30 minutes

Date Aired: 4-20-14

Time aired: 6 am on WVBX, WWUZ, WNTX
8:30 pm on WFLS

Station Participant Deirdre Blake, host

Guest Participants:

Elizabeth Kolbert- Author of "The Sixth Extinction"

Subject and/or Topics discussed:

The actions that we take every day that help lead to global warming and how we can curb them. The continued spread of rare diseases is spiking because people are buying and releasing or traveling into the US with non-native animals. How chemicals we use every day and even the day from our older cars are polluting the atmosphere. Small steps each person can take, from fertilizing in the Spring instead of the Fall to picking up trash along the river and committing not to litter.

Date production completed: 4-17-14 **Submitted by program host:** Deirdre Blake

COMMUNITY ISSUES PROGRAMMING REPORT

Station: WFLS, WVBX, WWUZ, WNTX

Location: Fredericksburg, Va.

ISSUE: HOT Lanes

How was issue ascertained: community interest

Series ___ **or program:** XX **Title:** Focus

Program Length: 30 minutes **Length devoted to this issue:** 30 minutes

Date Aired: 4-27-14

Time aired: 6 am on WVBX, WWUZ, WNTX
8:30 pm on WFLS

Station Participant Deirdre Blake, host

Guest Participants:

Mike McGurk- Flour TransUrban

Subject and/or Topics discussed:

Where the HOT lanes are and what their opening will mean to drivers. We also discussed what the transportation landscape has looked like in the past and the major changes in the region over a few decades. Mike explains the EZ Pass and EZ Pass Flex transponder in detail and who will need which ones. We also provide information on cost and where to get one. The massive campaign to educate the public will continue until the end of 2014 and at the start of 2015.

Date production completed: 4-18-14 **Submitted by program host:** Deirdre Blake

COMMUNITY ISSUES PROGRAMMING REPORT

Station: WFLS, WVBX, WWUZ, WNTX

Location: Fredericksburg, Va.

ISSUE: Military to Civilian Transition

How was issue ascertained: community interest

Series ___ or program: XX **Title:** Focus

Program Length: 30 minutes **Length devoted to this issue:** 30 minutes

Date Aired: 5-4-14

Time aired: 6 am on WVBX, WWUZ, WNTX
8:30 pm on WFLS

Station Participant Deirdre Blake, host

Guest Participants:

Mike Abrams- Founder of Four Block and a former marine

Subject and/or Topics discussed:

Mike talks about his time in the Marine Corps and what the transition back to the civilian world was like. He explains that vets often have a hard time dealing with being a major in the service and the idea of being a salesperson, back at home. He addresses the need to connect them to resources like his Four Block site to help give them a path and the Virginia job fairs for military on the horizon.

Date production completed: 4-23-14 **Submitted by program host:** Deirdre Blake

COMMUNITY ISSUES PROGRAMMING REPORT

Station: WFLS, WVBX, WWUZ, WNTX **Location:** Fredericksburg, Va.

ISSUE: Kids and Money

How was issue ascertained: community interest

Series ___ or program: XX **Title:** Focus

Program Length: 30 minutes **Length devoted to this issue:** 30 minutes

Date Aired: 5-11-14 **Time aired:** 6 am on WVBX, WWUZ, WNTX
8:30 pm on WFLS

Station Participant Deirdre Blake, host

Guest Participants:

Gregg Murset- Founder of My Job Chart

Subject and/or Topics discussed:

Gregg is a parent of several kids that are all tech involved and he was looking for a way to connect to them and teach them about the future. He decided to create the My Job Chart App to help kids and parents. He explains how you talk to your kids about goals for things they want to buy or money they want to donate to a cause and how they can raise it with the App. It lets parents assign chores, kids sign up to do them and Mom and Dad to put money into their online account. He says it's a great way to teach financial responsibility as they advance through their teenage lives and become adults.

Date production completed: 4-22-14 **Submitted by program host:** Deirdre Blake

COMMUNITY ISSUES PROGRAMMING REPORT

Station: WFLS, WVBX, WWUZ, WNTX

Location: Fredericksburg, Va.

ISSUE: Energy Conservation

How was issue ascertained: community interest

Series ___ **or program:** XX **Title:** Focus

Program Length: 30 minutes **Length devoted to this issue:** 30 minutes

Date Aired: 5-18-14

Time aired: 6 am on WVBX, WWUZ, WNTX
8:30 pm on WFLS

Station Participant Deirdre Blake, host

Guest Participants:

Andy Farmer- Virginia Energy Sense Program
Helen Reineke-Wilt- Arlington Homeowner

Subject and/or Topics discussed:

Andy talks about the programs the state has in place to save money in your home, from insulation to LED bulbs. He also explains how the energy sense program helps us and others plan for the future. Andy also discusses the resources available to figure out how to protect your home from energy sucking.

Helen tells us how she lived in her house for 22 years, put on an addition that sucked out more energy and sent her bill through the roof. Then she decided she wanted to make a change and turned to energy sense for advice. Helen also works for a city building department and got introduced in green building and what it means to your wallet.

Date production completed: 4-23-14 **Submitted by program host:** Deirdre Blake

COMMUNITY ISSUES PROGRAMMING REPORT

Station: WFLS, WVBX, WWUZ, WNTX

Location: Fredericksburg, Va.

ISSUE: Veterans as Civilians

How was issue ascertained: community interest

Series ___ **or program:** XX **Title:** Focus

Program Length: 30 minutes **Length devoted to this issue:** 30 minutes

Date Aired: 5-25-14

Time aired: 6 am on WVBX, WWUZ, WNTX
8:30 pm on WFLS

Station Participant Deirdre Blake, host

Guest Participants:

Bob Van Dahlen- Coordinator of Placement and Services with Military.com

Subject and/or Topics discussed:

The trends of active duty military on what resources they are given access to back in the civilian world and when they choose to take advantage of them. Getting family members involved in their mental health and transition back to the civilian work world and life again as a Husband, Wife, Mom or Dad is important. We also discussed the steps to connect veterans to more than just making uncomfortable phone calls to get answers to questions. Sites like Military.com offer them the ability to be anonymous and still get access to job help and health services that they need.

Date production completed: 4-21-14 **Submitted by program host:** Deirdre Blake

COMMUNITY ISSUES PROGRAMMING REPORT

Station: WFLS, WVBX, WWUZ, WNTX

Location: Fredericksburg, Va.

ISSUE: DC Politics

How was issue ascertained: community interest

Series ___ **or program:** ___ **XX** **Title:** Focus

Program Length: 30 minutes **Length devoted to this issue:** 30 minutes

Date Aired: 6-1-14

Time aired: 6 am on WVBX, WWUZ, WNTX
8:30 pm on WFLS

Station Participant Deirdre Blake, host

Guest Participants:

Helen Pickard- Outreach and Capitol Hill Coordinator for the Quantico Marine Corps Base

Subject and/or Topics discussed:

How important coordination of healthcare, financial and employment services for vets are, from DC to Quantico and with state lawmakers.

Educating active duty and retiring vets about their role to contact their local, state and national representatives to take actions.

Date production completed: 5-21-14 **Submitted by program host:** Deirdre Blake

COMMUNITY ISSUES PROGRAMMING REPORT

Station: WFLS, WVBX, WWUZ, WNTX

Location: Fredericksburg, Va.

ISSUE: Healthy Eating

How was issue ascertained: community interest

Series ___ **or program:** XX **Title:** Focus

Program Length: 30 minutes **Length devoted to this issue:** 30 minutes

Date Aired: 6-08-14

Time aired: 6 am on WVBX, WWUZ, WNTX
8:30 pm on WFLS

Station Participant Deirdre Blake, host

Guest Participants:

Pam Beanum- a Registered Dietician with Spotsylvania Regional Medical Center

Subject and/or Topics discussed:

We talked about how to work with young people at home to get them in a healthy eating mindset and how adults and parents in the home can help lead by example. We also cover how adults need a primary care doctor and to get regular check- ups to stay on top of their preventative care. Listed other classes and resources the hospital gives access to in case listeners need a doctor or want more information on where to start down the path.

Date production completed: 5-12-14 **Submitted by program host:** Deirdre Blake

COMMUNITY ISSUES PROGRAMMING REPORT

Station: WFLS, WVBX, WWUZ, WNTX

Location: Fredericksburg, Va.

ISSUE: Workforce Development

How was issue ascertained: community interest

Series ___ or program: XX Title: Focus

Program Length: 30 minutes **Length devoted to this issue:** 30 minutes

Date Aired: 6-15-14

Time aired: 6 am on WVBX, WWUZ, WNTX
8:30 pm on WFLS

Station Participant Deirdre Blake, host

Guest Participants:

Dr. David Sam- President, Germanna Community College

Subject and/or Topics discussed:

We talked about how people can get involved in classes at their workforce development center or in similar certificate courses at other schools. The difference in salary for people that have a certification or degree can be significant. Sam also addresses why being an independent worker and teleworking will play a bigger role in the coming years.

Date production completed: ~~6~~-22-14 **Submitted by program host:** Deirdre Blake

COMMUNITY ISSUES PROGRAMMING REPORT

Station: WFLS, WVBX, WWUZ, WNTX

Location: Fredericksburg, Va.

ISSUE: Financial Responsibility

How was issue ascertained: community interest

Series ___ **or program:** XX **Title:** Focus

Program Length: 30 minutes **Length devoted to this issue:** 30 minutes

Date Aired: 6-22-14

Time aired: 6 am on WVBX, WWUZ, WNTX
8:30 pm on WFLS

Station Participant Deirdre Blake, host

Guest Participants:

Nikki Ducas- Parent reporter for local magazines and a parent of two kids himself

Subject and/or Topics discussed:

The impact that financial responsibility and its' affects will have on kids as teenagers and adults is a big piece of this show. He also talks about why it is important to start talking to kids at a younger age about how to save and spend. Internet safety is also a discussion, since lots of sites help them learn to bank and teach them saving skills, but the information superhighway can also be dangerous.

Date production completed: 6-22-14 **Submitted by program host:** Deirdre Blake

COMMUNITY ISSUES PROGRAMMING REPORT

Station: WFLS, WVBX, WWUZ, WNTX

Location: Fredericksburg, Va.

ISSUE: Commuting Woes

How was issue ascertained: community interest

Series ___ or program: XX **Title:** Focus

Program Length: 30 minutes **Length devoted to this issue:** 30 minutes

Date Aired: 6-29-14

Time aired: 6 am on WVBX, WWUZ, WNTX
8:30 pm on WFLS

Station Participant Deirdre Blake, host

Guest Participants:

Mark Roeber- VRE

Subject and/or Topics discussed:

What kind of service people in this region can expect from a future Spotsylvania station and how its' relationship with CSX affects the ride.

What impact the future silver line and purple line would mean for Fredericksburg area commuters.

How new trains being added will make a difference in commute times and help people actually learn to enjoy the trip to and from work as a time to wind down.

Date production completed: 6-25-14 **Submitted by program host:** Deirdre Blake

COMMUNITY LEADER ASCERTAINMENT SURVEY

Station: WFLS, WWUZ, WVBX, WNTX **LOCATION:** Fredericksburg, Va.

Person Interviewed: Teresa (Terri) McCormack
Community Liaison
Mary Washington Hospice and Home Health

Address: 5012 Southpoint Parkway **Phone:** 540-741-3580

City, State, Zip: Fredericksburg, VA 22407

Age: 12-17 **18-45** 46-65 over 65 **Ethnicity:** white

Occupations, organizations, interests, and titles:

See above --- healthcare leader with 20+ years experience

Mary Washington Hospice is celebrating 20 years of serving the Fredericksburg community.

April is National Volunteer Appreciation Month: Hospice is recognizing over 100 volunteers.

The Conversation Project (see below)

What are the most important needs and problems facing your community? What are the major needs and problems facing your community as they concern your group or organization?

70% of Americans surveyed say they want to die at home, yet 70% die in hospitals or nursing home beds. Mary Washington Healthcare is spreading the word about The Conversation Project, a national initiative to provide individuals and families the tools to talk about how they want to live to ensure their deaths are respectful of their wishes. Advance medical directives are part of this initiative.

Interviewer: Deirdre Blake **Job Title:** Assistant News Director **date:** 4/1/2014

OFFICE USE ONLY:

Reviewed by:

Job Title:

date:

Deirdre Blake ASST. NEWS DIRECTOR

5-15-14

COMMUNITY LEADER ASCERTAINMENT SURVEY

Station: WFLS, WWUZ, WVBX, WNTX **LOCATION:** Fredericksburg, Va.

Person Interviewed: Jessica Dederer, Manager
Hospice and Palliative Medicine
Mary Washington Healthcare

Address: 5012 Southpoint Parkway

Phone: 540-741-2365

City, State, Zip: Fredericksburg, VA 22407

Age: 12-17 **18-45** 46-65 over 65

Ethnicity: white

Occupations, organizations, interests, and titles:

See above --- healthcare leader with 20+ years experience

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Interviewer: Deirdre Blake **Job Title:** Assistant News Director **date:** 4/1/2014

OFFICE USE ONLY:

Reviewed by:

Job Title:

date:

Deirdre Blake

ASST. NEWS DIRECTOR

5-15-14

COMMUNITY LEADER ASCERTAINMENT SURVEY

Station: WFLS, WWUZ, WVBX, WNTX **LOCATION:** Fredericksburg, Va.

Person Interviewed: Wilhelmina Mensah-Aggrey

Address: 10021 Balls Ford Road, Suite 100

Phone: (703) 330-5300

City, State, Zip: Manassas, VA 20109

Age: 18 to 45

Ethnicity: White

Occupations, organizations, interests, and titles:

Director of Nursing Education

What are the most important needs and problems facing your community? What are the major needs and problems facing your community as they concern your group or organization?

Getting the word out about the fast track for getting students/people into nursing programs is a key goal for ECPI. Educating the public about the future demand for healthcare workers is also important. Better access about options for the field in high schools across Virginia could also help get more people into programs here and at other colleges and universities in the state.

Interviewer: Deirdre Blake **Job Title:** Radio News Anchor/reporter **date:** 4-16-14

OFFICE USE ONLY:

Reviewed by:

Job Title:

date:

Deirdre Blake

ASST. News Director

4-21-14

COMMUNITY LEADER ASCERTAINMENT SURVEY

Station: WFLS, WWUZ, WVBX, WNTX **LOCATION:** Fredericksburg, Va.-
Phone

Person Interviewed: Elizabeth Kolbert

Address:

Phone:

City, State, Zip: Williamstown, MA

Age: 18 to 45

Ethnicity: Caucasian

Occupations, organizations, interests, and titles:

Author of three books; two best sellers and a staff writer for the New Yorker

What are the most important needs and problems facing your community? What are the major needs and problems facing your community as they concern your group or organization?

I wrote a book almost 10 years ago on climate change, and I was looking for the next project. Humans are changing the planet and need to understand why. We should try to do a better job at recycling, not just on the upcoming Earth Day, but every day. We Are the Asteroid and it's not because our species is greedy or evil. It's happening because humans are human. Many of the qualities that made us successful can be destructive to the natural world.

Interviewer: Deirdre Blake **Job Title:** Radio News Anchor/reporter **date:** 4-17-14

OFFICE USE ONLY:

Reviewed by:

Job Title:

date:

Deirdre Blake

Asst. News Director

5-1-14

COMMUNITY LEADER ASCERTAINMENT SURVEY

Station: WFLS, WWUZ, WVBX, WNTX **LOCATION:** Fredericksburg, Va- Studio

Person Interviewed: Mike McGurk

Contact made through: Guest contacted station news director

Guest: Mike McGurk

Address/Phone Number:

6440 General Green Way, Alexandria, VA 22312 571-419-6105

Age: 12-17 (18-45) 46-60 Over 65

Ethnicity: White

What are the major needs and problems facing your community as they concern your group or organization?

Our company is tasked with communicating how the 95 Express Lanes project will work once it replaces the HOV system in the I-95 corridor in Virginia. The change will impact all drivers who travel I-95 today and will introduce new transportation options on one of our region's most clogged highways.

What are the most important needs and problems facing your community? We want to ensure all drivers are prepared for the opening of the 95 Express Lanes project.

Interviewer: Deirdre Blake **Job Title:** Asst. News Director **date:**

Reviewed by:

Job Title:

date:

Deirdre Blake

Asst News Director

5-8-14

COMMUNITY LEADER ASCERTAINMENT SURVEY

Station: WFLS, WWUZ, WVBX, WNTX **LOCATION:** Fredericksburg, Va.-
Phone

Person Interviewed: Mike Abrams

Address: 260 Madison Avenue, 17th Floor **Phone:**

City, State, Zip: New York, NY 10016 **Age:** 18 to 45

Ethnicity: Caucasian

Occupations, organizations, interests, and titles:

Former Marine that served eight years active duty, stationed at Quantico in northern Virginia
Founder of Four Block- the online Veteran Career Development Center

What are the most important needs and problems facing your community? What are the major needs and problems facing your community as they concern your group or organization?

Teaching military veterans and their families how to make a successful transition back into civilian life and where to get help is important. My experience after getting out of the Marine Corps and the challenges that followed led me to be an entrepreneur. Teaching vets that asking for help is not a weakness, but a strength. Work help centers are the key to getting men and women of our military the resources they need to get work. They could also help teach them how to put their military experience into civilian terms, to build a better resume.

Interviewer: Deirdre Blake **Job Title:** Radio News Anchor/reporter **date:** 4-21-14

OFFICE USE ONLY:

Reviewed by:

Job Title:

date:

Deirdre Blake *ASST NEWS Director*

5-12-14

COMMUNITY LEADER ASCERTAINMENT SURVEY

Station: WFLS, WWUZ, WVBX, WNTX LOCATION: **Fredericksburg, Va.**

Person Interviewed: **Gregg Murset**

Contact made through: **Laura Baumgartner**

Guest:

Address/Phone Number: **Gregg's cell number is 480-234-4477**

Age: **12-17 18-45 (46-60) Over 65** Ethnicity: **White**

What are the major needs and problems facing your community as they concern your group or organization?

My Job Chart is a tool parents can use to help teach their children personal finance skills, responsibility and leadership. The app lets parents assign chores, children can check off when they are done and it has a built in rewards system so kids can earn points for jobs they complete and either spend, save or donate the money those points translate into to charity.

What are the most important needs and problems facing your community?

The majority of schools in the United States do not have a requirement for teaching personal finance skills to students. So, kids are going to college, getting their first job without having knowledge of how to save money, how credit cards work, etc.

Interviewer: Deirdre Blake Job Title: Asst. News Director date:

Reviewed by:

Job Title:

date:

Deirdre Blake

Asst News Director

5-16-14

COMMUNITY LEADER ASCERTAINMENT SURVEY

Station: WFLS, WWUZ, WVBX, WNTX

Location: Phone Interview

Person Interviewed: Andy Farmer, manager of Virginia Energy Sense and Education Resources Manager at the State Corporation Commission

Contact made through: Julia Blumenthal, media contact for Virginia Energy Sense, initially reached out to Frank Hammon

Guest: Andy Farmer, manager, Virginia Energy Sense

Address/Phone Number: (804) 371-9141

Age: 12-17 18-45 46-60 Over 65 **Ethnicity:** White

What are the major needs and problems facing your community as they concern your group or organization?

Virginia's energy education program Virginia Energy Sense commissioned a state-wide survey to assess the public's views on energy efficiency and their willingness to take action to save energy.

Overwhelmingly, Virginians across regions and demographics believe saving energy is important; more than 9 in 10 consider it important and nearly 7 in 10 say it is very important to reduce energy use.

While 9 in 10 residents describe themselves as at least somewhat knowledgeable about energy efficiency, only one-quarter consider themselves to be highly knowledgeable. Some 70% of Virginians are interested in learning more about steps they can take to reduce their energy use.

Importantly but not surprisingly, most Virginians who say they are not knowledgeable about saving energy are far more likely to think negatively about its potential. Nearly two-thirds (65%) of those who do not feel knowledgeable about saving energy believe that efficiency is too expensive and one-quarter of those believe that they do not have the time to make their home more energy efficient.

What are the most important needs and problems facing your community?

Virginia Energy Sense is the Commonwealth's state-wide consumer education and outreach program under the guidance of the State Corporation Commission. It was created by the General Assembly to help Virginia residents understand how to save energy at home, work and school in support of the state's goal to reduce energy consumption by 10%.

Saving energy just makes good sense and Virginia Energy Sense encourages all Virginians to "value your power." The program provides tools and information to help consumers understand their energy bill and take action to reduce it.

Interviewer: Deirdre Blake **Job Title:** Radio news Anchor/reporter **date:**

Reviewed by:

Job Title:

date:

Deirdre Blake

ASST News Director

5-21-14

COMMUNITY LEADER ASCERTAINMENT SURVEY

Station: WFLS, WWUZ, WVBX, WNTX

Location: Phone Interview

Person Interviewed: Helen Reinecke-Wilt, Arlington homeowner

Contact made through: Julia Blumenthal, media contact for Virginia Energy Sense, initially reached out to Frank Hammon

Guest: Helen Reinecke-Wilt, Arlington homeowner

Address/Phone Number: (703) 228-4792

Age: 12-17 18-45 46-60 Over 65 **Ethnicity:** White

What are the major needs and problems facing your community as they concern your group or organization?

For me and my family, it is important to save energy to address climate change, save money and improve our comfort at home.

I've lived in my home for 22 years and have made energy conservation a priority by air sealing – including putting an addition on our home with full spray foam and insulation. We've also installed solar photovoltaics and water heater. Thanks to these improvements, the 40% increase in our home's size did not increase our energy bills. The Solar PV is generating about 25% of our electricity. We have also installed very high efficiency HVAC systems.

What are the most important needs and problems facing your community?

The biggest barriers to helping others realize energy savings are knowledge and money (the pay back period) and the inconvenience of taking on major improvement projects like when you have to break into walls and ceilings, for example.

Professionally, for the past five years I have concentrated on green construction practices and counseling builders, designers and homeowners on how to build the most sustainable homes possible within Arlington County.

Interviewer: Deirdre Blake **Job Title:** Radio news Anchor/reporter **date:**

Reviewed by:

Job Title:

date:

Deirdre Blake

ASST NEWS DIRECTOR

5-21-14

COMMUNITY LEADER ASCERTAINMENT SURVEY

Station: WFLS, WWUZ, WVBX, WNTX **LOCATION:** Fredericksburg, Va.-
Phone

Person Interviewed: Bob Van Dahlen

Address:

Phone: 301-769-9560

City, State, Zip: Quantico, Va

Age: 46-65

Ethnicity: White

Occupations, organizations, interests, and titles:

Coordinator with Military.com

What are the most important needs and problems facing your community? What are the major needs and problems facing your community as they concern your group or organization?

One of the most important needs of veterans is access to mental health care once they have transitioned out of the military. There are care options and many providers that offer the help free of charge. We work with organizations like Give an Hour that provide psychologists and psychiatrists free of charge, in exchange for volunteer service. Education on their options need to come from within their branch of service, before they get released, to help reduce the stigma that often keeps the brave men and women that served our country from getting help.

Interviewer: Deirdre Blake **Job Title:** Radio News Anchor/reporter **date:** 4-25-14

OFFICE USE ONLY:

Reviewed by:

Job Title:

date:

Deirdre Blake ASST News Director 6-5-14

COMMUNITY LEADER ASCERTAINMENT SURVEY

Station: WFLS, WWUZ, WVBX, WNTX **LOCATION:** Fredericksburg, Va.-
Phone

Person Interviewed: Helen Pickard

Address: 3089 Roan Street

Phone 7036302811

City, State, Zip: Quantico, Va. 22134

Age: 46 to 65

Ethnicity: Caucasian

Occupations, organizations, interests, and titles:

Outreach and Veteran Services Coordinator to Capitol Hill; Marine Corps Base Quantico

What are the most important needs and problems facing your community? What are the major needs and problems facing your community as they concern your group or organization?

Getting veterans in Fredericksburg, Stafford, Quantico, Fort Belvoir and other surrounding areas more active in the political actions in DC that affect them everyday.

Interviewer: Deirdre Blake **Job Title:** Radio News Anchor/reporter **date:** 5-1-14

OFFICE USE ONLY:

Reviewed by:

Job Title:

date:

Deirdre Blake

ASST NEWS Director

6-20-14

COMMUNITY LEADER ASCERTAINMENT SURVEY

Station: WFLS, WWUZ, WVBX, WNTX **LOCATION:** Fredericksburg, Va.-
Phone

Person Interviewed: Pam Beanum

Address: 4600 Spotsylvania Parkway

Phone: 888-685-1610

City, State, Zip: Fredericksburg, Va. 22408

Age: 18-45

Ethnicity: White

Occupations, organizations, interests, and titles:

Registered Dietician with the Spotsylvania Regional Medical Center

What are the most important needs and problems facing your community? What are the major needs and problems facing your community as they concern your group or organization?

Classes like the ones that we offer here and SRMC teach people the difference in good and bad food decisions and how they will affect their overall health later in life. Most young people get a variety of food all week during breakfast and lunch at school, but parents need to know how to carry that over into their home life too. Teaching adults to be in tune with their weight and health is important, along with talking to their doctors to set goals for eating and exercise.

Interviewer: Deirdre Blake **Job Title:** Radio News Anchor/reporter **date:** 5-09-14

OFFICE USE ONLY:

Reviewed by:

Job Title:

date:

Deirdre Blake

ASST NEWS Director

7-1-14

COMMUNITY LEADER ASCERTAINMENT SURVEY

Station: WFLS, WWUZ, WVBX, WNTX **LOCATION:** Fredericksburg, Va.-
Phone

Person Interviewed: David A. Sam

Address: 2130 Germanna Highway

Phone: 540-423-9087

City, State, Zip: Locust Grove, Va. 22701

Age: 46 to 65

Ethnicity: White

Occupations, organizations, interests, and titles:

President- Germanna Community College

What are the most important needs and problems facing your community? What are the major needs and problems facing your community as they concern your group or organization?

Developing the workforce is a key to high paying jobs for them and a thriving economy for us in the future.

Meeting the needs of the community, while balancing the cost needs of the school and having less federal and state money than ever to meet the goal is a challenge.

Interviewer: Deirdre Blake **Job Title:** Radio News Anchor/reporter **date:** ~~5-23-14~~ 6-22-14

OFFICE USE ONLY:

Reviewed by:

Job Title:

date:

Deirdre Blake

ASST News Director

7-3-14

COMMUNITY LEADER ASCERTAINMENT SURVEY

Station: WFLS, WWUZ, WVBX, WNTX **LOCATION:** Fredericksburg, Va.-
Phone

Person Interviewed: Nikki Ducas

Address: Phone, 540-374-1495.

City, State, Zip: Fredericksburg, VA 22404

Age: 18-45

Ethnicity: Caucasian

Occupations, organizations, interests, and titles:

Writer- Fredericksburg Parent and other local publications- specialization in financial matters

What are the most important needs and problems facing your community? What are the major needs and problems facing your community as they concern your group or organization?

Teaching parents and kids how to talk to their kids about money and make them responsible.

Keeping kids safe online while they learn is a big challenge for kids and parents.

Interviewer: Deirdre Blake **Job Title:** Radio News Anchor/reporter **date:** 6-25-14

OFFICE USE ONLY:

Reviewed by:

Job Title:

date:

Deirdre Blake

ASST News Director

7-3-14

COMMUNITY LEADER ASCERTAINMENT SURVEY

Station: WFLS, WWUZ, WVBX, WNTX **LOCATION:** Fredericksburg, Va.-
Phone

Person Interviewed: Mark Roeber

Address: 9101 Courthouse Road

Phone 540-507-7010

City, State, Zip: Spotsylvania, Va. 22553

Age: 46 to 65

Ethnicity: Caucasian

Occupations, organizations, interests, and titles:

Public Information Specialist and VRE Coordinator for Region I

What are the most important needs and problems facing your community? What are the major needs and problems facing your community as they concern your group or organization?

Teaching more people how to ride the VRE and why a train commute can save them some headaches, hassles and money.

Dealing with the continued growth in Region I and Planning District 16 and finding better ways to anticipate and handle future volume.

Interviewer: Deirdre Blake **Job Title:** Radio News Anchor/reporter **date:** 7-4-14

OFFICE USE ONLY:

Reviewed by:

Job Title:

date: 7-4-14

Deirdre Blake

ASST NEWS DIRECTOR