

# WFLS-FM

## Quarterly Issues/Programming Report for April-June 2016

ISSUE	TITLE	DESCRIPTION	DATE	TIME
Local news	2 minute newscast	Newscasts containing localized news stories were broadcast 8 times M-F	Mon-Fri, April 1 through June 30	Every 30-minutes 5am-8:30am M-F
Local Service Organization	"Business Link" 30-minute PA interview program	Host Shel Bynum and guests David Pierce and Butch Williamson to discuss Rappahannock Rotary and the upcoming Beach Music Blast.	4/03/2016	5 AM
Local Service Organization	"Business Link" 30-minute PA interview program	Host Shel Bynum and guests Joe Green and Bill Young discussing the Fredericksburg Regional Chamber of Commerce celebrating its 100th year	4/10/2016	5 AM
Local Service Organization	"Business Link" 30-minute PA interview program	Host Shel Bynum and guests Lisa Biever and Chris Repp discuss The Community Give day of giving.	4/17/2016	5 AM
Local Service Organization	"Business Link" 30-minute PA interview program	Host Shel Bynum and guests Sharon Brill of Raelyn Marketing Promotions, and Scott Edson with the Ron Rosner YMCA discuss the new Learning Garden at the Ron Rosner YMCA.	4/24/2016	5 AM
Date:				

# WFLS-FM

## Quarterly Issues/Programming Report for April-June 2016

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ISSUE	TITLE	DESCRIPTION	DATE	TIME
Local Event	"Business Link" 30-minute PA interview program	Host Shel Bynum and guests Lisa Biever and Chris Repp discuss The Community Give day of giving.	5/1/2016	5 AM
Local Event	"Business Link" 30-minute PA interview program	Host Shel Bynum and guests Susan Spears and Whitney Watts discuss the upcoming Chamber Of Commerce Shrimpfest.	5/8/2016	5 AM
Local Small Business	"Business Link" 30-minute PA interview program	Host Shel Bynum and guest Libby OMalley talk about new Fredericksburg business, The Foundry	5/15/2016	5 AM
Local Small Business	"Business Link" 30-minute PA interview program	Host Shel Bynum and guest Brian Morgan discuss his new venture, Fishbowl Rocks	5/22/2016	5 AM
Local Event	"Business Link" 30-minute PA interview program	Host Shel Bynum and guests April Peterson Chris Steck talk about the upcoming Rock the River FXBG event.	5/29/2016	5 AM
Date:				

**WFLS-FM**  
**Quarterly Issues/Programming Report**  
**for April-June 2016**  
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ISSUE	TITLE	DESCRIPTION	DATE	TIME
Local Small Business	"Business Link" 30-minute PA interview program	Host Shel Bynum and guest Cindi Bowen, marketing Director for Spring Arbor Living discuss retirement living	6/5/2016	5 AM
Public Issue	"Business Link" 30-minute PA interview program	Host Shel Bynum and guests Karen Hedelt Bill Freehling from Fburg City Development discuss the current business climate in Fredericksburg	6/12/2016	5 AM
Local Small Business	"Business Link" 30-minute PA interview program	Host Shel Bynum and guests Tony & Vicky Beverley Ribinator BBQ discuss their food truck.	6/19/2016	5 AM
Local Small Business	"Business Link" 30-minute PA interview program	Host Shel Bynum and guests Mike & Carra Hesington Philly Pretzel Factory discuss their new business venture.	6/26/2016	5 AM
	"Business Link" 30-minute PA interview program			5 AM
Date:				

PSA Clients:

March of Dimes

USAF

American Academy of Dermatology

CDC – Center for Disease Control

Greener Gadgets.org – Consumer Technology Assoc.

Shriners Children’s Hospital

St. Jude

Crohns and Colitis Foundation of America

Fresh Air Fund

Eat Right.Org

LEUKEMIA LYMPHOMA SOCIETY

National Pharmacy Techs

National Guard

VAB Tourism

Dollar General Literacy Foundation

American Red Cross

Social Security.Gov

ItsOnUs.org

Make-A-Wish Foundation

Humane Society Wildlife Land Trust

PVA.org – Paralyzed Veterans of America

FEMA

YMCA

**COMMUNITY LEADER ASCERTAINMENT SURVEY**

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

**Person Interviewed:** Michael Hesington

**Address:** 1099 Branch Road

**Phone:** 804-678-8630

**City, State, Zip:** Ruther Glen, VA. 22546

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

**Ethnicity:** White

**Occupations, organizations, interests, and titles:**

Philly Pretzel Factory - owner  
Chamber of Commerce - member

**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?**

Marketing - Getting the product out into the community

**Interviewer:** Shelly Bynum **Job Title:** Newscaster **date:**

**OFFICE USE ONLY:**

**Reviewed by:**

**Job Title:**

**date:**

**COMMUNITY LEADER ASCERTAINMENT SURVEY**

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

**Person Interviewed:** Carra Hesington

**Address:** 1099 Branch Rd; Ruther Glen, VA 22546      **Phone:** 804-678-8629

**City, State, Zip:**

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

**Ethnicity:** White

**Occupations, organizations, interests, and titles:**

Philly Pretzel Factory - Owner; Chamber of Commerce - Member

**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?**

Marketing businesses locally - advertising + educating the public on Philly Pretzel Factory - what it is and how we fit into the Fredericksburg community

**Interviewer:** Shelly Bynum **Job Title:** Newscaster **date:**

**OFFICE USE ONLY:**

**Reviewed by:**

**Job Title:**

**date:**

**COMMUNITY LEADER ASCERTAINMENT SURVEY**

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

**Person Interviewed:** Victoria Beverley

**Address:** 62 Sapphire ST

**Phone:** 571-261-1647

**City, State, Zip:** Fiburg, VA 22405

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

**Ethnicity:** Other

**Occupations, organizations, interests, and titles:**

Beverley's Ribinator BBQ  
- Executive chef

**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?**

City of fiburg is not food-truck friendly.

**Interviewer:** Shelly Bynum **Job Title:** Newscaster **date:** June 09, 2016

**OFFICE USE ONLY:**

**Reviewed by:**

**Job Title:**

**date:**

COMMUNITY LEADER ASCERTAINMENT SURVEY

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

Person Interviewed: ANTHONY BEVERLEY

Address: 62 SAPPHIRE ST

Phone: 443-877-0805

City, State, Zip: F'BURG VA 22405

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

Ethnicity: A/A

Occupations, organizations, interests, and titles:

KAPPA LAMBDA CHI MILITARY FRATERNITY

BEVERLEY'S REBENATOR BBQ

CHEF / PITMASTER

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?

Need FOOD TRUCKS IN F'BURG

Interviewer: Shelly Bynum Job Title: Newscaster date: June 9, 2016

OFFICE USE ONLY:

Reviewed by:

Job Title:

date:



**COMMUNITY LEADER ASCERTAINMENT SURVEY**

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

**Person Interviewed:** April Peterson

**Address:** 915 Sophia

**Phone:** 540 372 8708

**City, State, Zip:** Fx BG VA

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

**Ethnicity:** W

**Occupations, organizations, interests, and titles:**

Owner River Rock Outfitter

**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?**

River access

**Interviewer:** Shelly Bynum **Job Title:** Newscaster **date:**

**OFFICE USE ONLY:**

**Reviewed by:**

**Job Title:**

**date:**

COMMUNITY LEADER ASCERTAINMENT SURVEY

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

Person Interviewed: *Christie Stee*

Address: *2003 Nine Mile Run Dr.*

Phone: *828-329-3404*

City, State, Zip: *Fredericksburg, VA 22407*

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

Ethnicity: *Caucasian*

Occupations, organizations, interests, and titles:

*Chief Operating Officer - ACA / Carve-Kayak - 548-RAA  
-Rescue*

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?

*More trails and community outdoor spaces*

Interviewer: Shelly Bynum Job Title: Newscaster date:

OFFICE USE ONLY:

Reviewed by:

Job Title:

date:

**COMMUNITY LEADER ASCERTAINMENT SURVEY**

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

**Person Interviewed:** Cindi Bowen

**Address:** 2532 Carriage Ln #2H      **Phone:** 804 389-6033

**City, State, Zip:** Fredericksburg Va 22401

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

**Occupations, organizations, interests, and titles:**

Marketing Director Spring Arbor of Fredericksburg  
Fundraisers (Alzheimer's Walk Chair, Grapes in the Garden)

**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?**

Finding the right care for seniors in need.

**Interviewer:** Shelly Bynum **Job Title:** Newscaster **date:**

**OFFICE USE ONLY:**

**Reviewed by:**                      **Job Title:**                      **date:**

**COMMUNITY LEADER ASCERTAINMENT SURVEY**

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

**Person Interviewed:** *Chris Muldrow*

**Address:** *500 Lafayette Blvd, Suite 228*      **Phone:** *540-479-1555*

**City, State, Zip:** *Fredericksburg, VA 22401*

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

**Occupations, organizations, interests, and titles:**

*Friends of the Rappahannock  
Mental Health of America of Fredericksburg  
Rambletype Digital*

**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?**

*Sufficient support for growing new businesses*

**Interviewer:** Shelly Bynum **Job Title:** Newscaster **date:** *May 19, 2016*

**OFFICE USE ONLY:**

**Reviewed by:**                      **Job Title:**                      **date:**

**COMMUNITY LEADER ASCERTAINMENT SURVEY**

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

**Person Interviewed:** JAN ERKERT

**Address:** 11705 Legacy Woods Dr      **Phone:**

**City, State, Zip:** FREDERICKSBURG VA 22407

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

**Occupations, organizations, interests, and titles:**

Public Relations, Adv

**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?**

Politicization of the FCC

**Interviewer:** Shelly Bynum **Job Title:** Newscaster **date:**

**OFFICE USE ONLY:**

**Reviewed by:**                      **Job Title:**                      **date:**

COMMUNITY LEADER ASCERTAINMENT SURVEY

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

Person Interviewed: Karen Hedelt

Address: 706 Caroline St.

Phone: 540-372-1216

City, State, Zip: Fredericksburg VA 22401

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

Ethnicity: White

Occupations, organizations, interests, and titles: Director of Economic Development and Tourism, City of Fredericksburg

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?

The city's economic development future; direction of the downtown, business expansion and retention, careful development on remaining green field sites.

Interviewer: Shelly Bynum Job Title: Newscaster date:

OFFICE USE ONLY:

Reviewed by:

Job Title:

date:

COMMUNITY LEADER ASCERTAINMENT SURVEY

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

Person Interviewed: Bill Freehling

Address: 706 Caroline St.

Phone: 540-372-1216

City, State, Zip: Fred, VA 22401

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

Ethnicity: White

Occupations, organizations, interests, and titles:

Assistant director of economic development,  
City of Fredericksburg

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?

- Need to get commuters off the road and voters dispersed
- Traffic gridlock
- Population growth

Interviewer: Shelly Bynum Job Title: Newscaster date:

OFFICE USE ONLY:

Reviewed by:

Job Title:

date:

COMMUNITY LEADER ASCERTAINMENT SURVEY

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

Person Interviewed: Brian C. Morgan

Address: ~~168 John Paul Jones Dr~~

Phone: 804-404-5292

City, State, Zip: P.O. Box 11  
Ladysmith, VA

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

Ethnicity: White

Occupations, organizations, interests, and titles:

Talent Scout

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?

Jobs of the Future

Interviewer: Shelly Bynum Job Title: Newscaster date: May 12, 2016

OFFICE USE ONLY:

Reviewed by:

Job Title:

date:



**COMMUNITY LEADER ASCERTAINMENT SURVEY**

**Station:** WFLS, WWUZ, WVBX, WNTX

**LOCATION:** Fredericksburg, Va.

**Person Interviewed:** Whitney Watts

**Address:** 309 Dickinson Dr

**Phone:** 540-735-1922

**City, State, Zip:** Bowling Green, VA 22422

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

**Ethnicity:**

**Occupations, organizations, interests, and titles:**

Chamber of Commerce

**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?**

traffic!

workforce development.

**Interviewer:** Shelly Bynum **Job Title:** Newscaster **date:**

**OFFICE USE ONLY:**

**Reviewed by:**

**Job Title:**

**date:**



COMMUNITY LEADER ASCERTAINMENT SURVEY

Station: WFLS, WWUZ, WVBX, WNTX

LOCATION: Fredericksburg, Va.

Person Interviewed: Libby O'Malley

Address: 2324 Plank Road

Phone: 619-361-4613

City, State, Zip: Fredsbrg, VA 22401

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

Ethnicity: Caucasian

Occupations, organizations, interests, and titles:

Startup founder  
non-profit executive director  
Fred & change

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?

- traffic !!!
- lack of technology-based companies in FXBG.
- local emphasis on retail, restaurant, tourism = low paying industries.

Interviewer: Shelly Bynum Job Title: Newscaster date:

OFFICE USE ONLY:

Reviewed by:

Job Title:

date:

**COMMUNITY LEADER ASCERTAINMENT SURVEY**

**Station:** WFLS, WWUZ, WVBX, WNTX

**LOCATION:** Fredericksburg, Va.

**Person Interviewed:** Joe Greene

**Address:** 131 Federal Dr  
371 4268

**Phone:** 540

**City, State, Zip:** Fredericksburg, Va. 22405

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

**Ethnicity:** White

**Occupations, organizations, interests, and titles:**  
Retired President and CEO of Mid-Atlantic Foam

**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? Traffic congestion.**

**Interviewer:** Shelly Bynum **Job Title:** Newscaster **date:** 3/17/16

**OFFICE USE ONLY:**

**Reviewed by:**

**Job Title:**

**date:**

**COMMUNITY LEADER ASCERTAINMENT SURVEY**

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

**Person Interviewed:** James Roberson

**Address:** 1300 Jeff Davis Hwy.

**Phone:** 540.373.3775

**City, State, Zip:** Fredericksburg Va. 22401

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

**Ethnicity:**

**Occupations, organizations, interests, and titles:** COO of Roberson's Music;  
President of 516 Project, Inc (501c3 construction ministry)

**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? Traffic Traffic Traffic. Transportation is a huge issue in our region right now. Affecting both personal and business. Education funding is also a huge issue for our business. We work closely with area schools and music education is a huge need for our students. Funding for these programs needs support from our community and our elected officials.**

**Interviewer:** Shelly Bynum **Job Title:** Newscaster **date:**

**OFFICE USE ONLY:**

**Reviewed by:**

**Job Title:**

**date:**

**COMMUNITY LEADER ASCERTAINMENT SURVEY**

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

**Person Interviewed:** SCOTT EDSON

**Address:** 3109 MEADOW SPRINGS DR

**Phone:** 540-654-5151

**City, State, Zip:** Fredericksburg, VA 22408

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

**Ethnicity:** White

**Occupations, organizations, interests, and titles:**

Row Rosner Family YMCN

Director of operations

**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?**

Challenging Challenge in full-filling our mission through  
Community Collaborative Efforts

**Interviewer:** Shelly Bynum **Job Title:** Newscaster **date:**

**OFFICE USE ONLY:**

**Reviewed by:**

**Job Title:**

**date:**

**COMMUNITY LEADER ASCERTAINMENT SURVEY**

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

**Person Interviewed:** Sharon Briv

**Address:** 5420 Wyndemerere Circle

**Phone:** 540 854 8414

**City, State, Zip:** Mineral VA 23117

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

**Ethnicity:** Caucasian

**Occupations, organizations, interests, and titles:**

RAELYN MARKETING PROMOTIONS President

**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?**

The influx of internet buying

**Interviewer:** Shelly Bynum **Job Title:** Newscaster **date:**

**OFFICE USE ONLY:**

**Reviewed by:**

**Job Title:**

**date:**

COMMUNITY LEADER ASCERTAINMENT SURVEY

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

Person Interviewed: Chris Repp

Address: 1407 Washington Ave

Phone: 540 842 5039

City, State, Zip: Fbg VA 22401

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

Ethnicity: white

**Occupations, organizations, interests, and titles:**

Volunteer for The Community Foundation of  
Rappahannock River Region. Serving as President-  
Elect of the board. Serve on PPTA board of  
Fredericksburg Academy. Lead Study Sessions at  
Presbyterian Church

**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?**

Taking care of the children in poverty, ensuring  
basic needs and advanced opportunities.

**Interviewer: Shelly Bynum Job Title: Newscaster date:**

**OFFICE USE ONLY:**

**Reviewed by:**

**Job Title:**

**date:**





*Fairview Baptist Church*  
900 Charlotte Street  
Fredericksburg, Virginia 22401  
540-373-8377

*Rev. Willard Sawyer*  
Associate Pastor/Minister of Music  
[jbcm pastor@fairview-baptist.org](mailto:jbcm pastor@fairview-baptist.org)

*Rev. Jim George*  
Senior Pastor  
[jim.george@fairview-baptist.org](mailto:jim.george@fairview-baptist.org)

*Rev. Alan Stanton*  
Minister of Children & Youth  
[alan.stanton@fairview-baptist.org](mailto:alan.stanton@fairview-baptist.org)

May 12, 2016

WFLS  
616 Amelia St  
Fredericksburg, VA 22401

On behalf of White Oak Equipment and Fairview Baptist Church, thank you for broadcasting announcements for the 32nd annual benefit Oyster Roast. Your continued advertising support of this annual event is truly appreciated, and your announcements this year were an important element in making the public aware of the event and the need we were addressing.

Your support of this community event was instrumental in helping us serve over 1300 people and raise over \$40,000 that will be used by the Ryan Mott family to offset Ryan's medical and funeral expenses.

Thank you and God Bless,

  
Mark McCarty  
V.P., White Oak Equipment

  
Art Blankenship  
Church Coordinator

