

WFLS-FM
Quarterly Issues/Programming Report
for October-December 2011

ISSUE	TITLE	DESCRIPTION	DATE	TIME
Local news	2 minute newscast	Newscasts containing localized news stories were broadcast 10 times M-F	October 3 through December 30, 2011	Every 30-minutes 5am-8:30am, 5 & 6 M-F
The need for school supplies	"Focus" 30-minute PA interview program	Reporter Bill Dubensky and Sara Kadis of Rappahannock United Way discuss United Way's pack the POD campaign	10/02/2011	8:30p.m.
Hospice Care	"Focus" 30-minute PA interview program	Reporter Deirdre Blake is joined by Mary Washington Hospice RN, Nancy Jackson and manager Jessica Dederer to discuss the working of hospice care and steps taken to enter into a program.	10/09/2011	8:30p.m.
Pack the POD Campaign	"Focus" 30-minute PA interview program	Reporter Bill Dubensky and Sara Hadis of Rappahannock Area United Way follow up on the Pack the POD campaign.	10/16/2011	8:30p.m.
Disaster preparedness	"Focus" 30-minute PA interview program	Reporter Deirdre Blake is joined by Dr. Brooke Rossheim of the Rappahannock health District and Sara Walsh from United Way to discuss what people need to do to prepare for natural disasters such as tornadoes, tropical storms, hurricanes and earthquakes all which struck the region this year.	10/23/2011	8:30p.m.
Date:				

WFLS-FM
Quarterly Issues/Programming Report
for October-December 2011
Page 2

ISSUE	TITLE	DESCRIPTION	DATE	TIME
9/11 Ten Years After	"Focus" 30-minute PA interview program	Reporter Bill Dubensky and 9/11 survivor Dan Pantaleo discuss what happened on 9/11/2001 as Pantaleo was in the Pentagon	10/30/2011	8:30p.m.
2012 medicare Enrollment	"Focus" 30-minute PA interview program	Reporter Deidre Blake discusses senior access to medicare red, white and blue card with Managed Seniro Services', Armen Shatnigan and Rob Bracey.	11/6/2011	8:30p.m.
Underserved children	"Focus" 30-minute PA interview program	Reporter Bill Dubensky talks with Pat Smith of the Pat and Emmitt Smith Foundation to discuss what the needs of underserved children are in the community; arts, education, health and wellness programs.	11/13/2011	8:30p.m.
Earthquake Aid	"Focus" 30-minute PA interview program	Reporter Deidre Blake, Tom Nocera of the SBA and Art Allejandre of FEMA Disaster Assistance discuss how residents apply for small business loans and federal grants to help rebuild following 8/23 crathquake.	11/20/2011	8:30p.m.
New Food Guidelines and you health	"Focus" 30-minute PA interview program	Reporter Bill Dubensky and Elezabeth Ward, American Dietetic Association how new FDA guidelines affect people.	11/27/2011	8:30p.m.
Date:				

WFLS-FM
Quarterly Issues/Programming Report
for October-December 2011
Page 3

ISSUE	TITLE	DESCRIPTION	DATE	TIME
Holiday Depression	"Focus" 30-minute PA interview program	Reporter Deirdre Blake and Linda Lafavre, local clinical psychologist and Harry Croft, Psychologist discuss different types of depression and how to determine if one is depressed or just sad.	12/04/2011	8:30p.m.
Tax assistance	"Focus" 30-minute PA interview program	Reporter Bill Dubensky and Sara Nelson of Rappahannock United Way discuss the agency's tax help program for those in need and the elderly.	12/11/2011	8:30p.m.
College Savings	"Focus" 30-minute PA interview program	Reporter Deirdre Blake and Mary Morris, CEO Virginia 529 College Savings Plan how people can start saving for college now.	12/18/2011	8:30p.m.
Holiday Help	"Focus" 30-minute PA interview program	Reporter Bill Dubensky and Sara Nelson of the Rappahannock United Way discuss how the organization assists local residents in various ways during the holiday season.	12/25/2011	8:30p.m.
Community announcements		Throughout the day, short announcements about upcoming events and services that are available to the community.	October 1 through December 31, 2011	various times
			Date:	

COMMUNITY ISSUES PROGRAMMING REPORT

Station: WFLS, WWUZ, WVBX, WNTX . **Location:** WFLS Studios

Guest: Sara Kadis

ISSUE: United Way.

How was issue ascertained: Guest contacted host

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

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

Date Aired: 10/02/11 6 am on WWUZ, WVBX: 11am WNTX:
8:30 pm on WFLS

Station Participant: Bill Dubensky host.

Guest Participants: Sara Kadis

Subject and/or Topics discussed: Finale preview of the United Way's pack the POD campaign.

Date production completed: 09/29/11 **Date submitted by program host:** 09/29/11

COMMUNITY ISSUES PROGRAMMING REPORT

Station: WFLS, WWVB, WWUZ, WNTX **Location:** In Person

ISSUE: Mary Washington Hospice

How was issue ascertained: e-mail request from community

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

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

Date Aired: ~~02/28/10~~
10-9-11

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

Station Participant Deirdre Blake , host

Guest Participants:

Nancy Jackson- Registered Nurse, Mary Washington Hospice
Jessica Dederer- Manager Mary Washington Hospice

Subject and/or Topics discussed:

When people turn to hospice and the level of a doctor's involvement in the process. Walking through the steps from the moment that a person is given a terminal diagnosis. How Hospice is funded and talking to caregivers about the sea of insurance information they will likely handle. Promoting this weekend's "Grapes in the Garden" event to raise money for the cause and staff training.

Date production completed: 9-23-11 **Submitted by program host:** Deirdre Blake

COMMUNITY ISSUES PROGRAMMING REPORT

Station: WFLS, WWUZ, WVBX, WNTX . **Location:** WFLS Studios

Guest: Sara Kadis

ISSUE: United Way.

How was issue ascertained: Guest contacted host

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

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

Date Aired: 10/16/11 6 am on WWUZ, WVBX: 11am WNTX:
8:30 pm on WFLS

Station Participant: Bill Dubensky host.

Guest Participants: Sara Kadis

Subject and/or Topics discussed: Follow-up on the United Way's pack the POD campaign.

Date production completed: 10/13/11 **Date submitted by program host:** 10/13/11

COMMUNITY ISSUES PROGRAMMING REPORT

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

ISSUE: Disaster Preparedness

How was issue ascertained: e-mail from Rappahannock Area Health District

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

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

Date Aired: 10-23-11

Time aired: Sunday 6 am on 99.3 WWVB, 96.9
WWUZ and 1350-AM/96.5; 8:30 pm on 93.3
WFLS

Station Participant: Deirdre Blake, host

Guest Participants: Sara Walsh- United Way
Dr. Brooke Rossheim, Rappahannock Area Health District

Subject and/or Topics discussed: Following the earthquake, tropical storm, hurricane and spring tornadoes, being prepared is more important now than ever in Virginia. What people need in their house to be ready, why a family emergency plan and drills are important. How to deal with the loss of wireless networks and other communication services during or after a natural disaster. Resources throughout the community where people can turn for guidance now.

Date production completed: 10-19-11 **Submitted by program host:** Deirdre Blake

COMMUNITY ISSUES PROGRAMMING REPORT

Station: WFLS, WWUZ, WVBX, , WNTX . **Location:** WFLS Studios

Guest: Dan Pantaleo

ISSUE: Pantaleo's book on his experience on 9/11/01

How was issue ascertained: Guest contacted host

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

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

Date Aired: 10/30/11 6 am on WWUZ, WVBX: 11am WNTX:
8:30 pm on WFLS

Station Participant: Bill Dubensky host.

Guest Participants: Dan Pantaleo

Subject and/or Topics discussed: Pantaleo's book on his experiences at the Pentagon
on 09/11/01

Date production completed: 10/27/11 **Date submitted by program host:** 10/27/11

COMMUNITY ISSUES PROGRAMMING REPORT

Station: WFLS, WWVB, WWUZ, WNTX **Location:** Fredericksburg, Va

ISSUE: 2012 Medicare Enrollment

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: 11-6-11

Time aired: Sunday 6 am on 99.3 WWVB, 96.9
WWUZ and 1350-AM/96.5; 8:30 pm on 93.3
WFLS

Station Participant: Deirdre Blake, host

Guest Participants: Armen Sharingan- Managed Senior Services
Rob Bracey- Managed Senior Services

Subject and/or Topics discussed: how seniors get access to more than the Medicare red, white and blue card. New deadlines for enrollment in things like Medicare Part D and prescription drug coverage for 2012. How people can get extra help with medication costs and weigh options for other insurance options.

Date production completed: 10-12-11 **Submitted by program host:** Deirdre Blake

COMMUNITY ISSUES PROGRAMMING REPORT

Station: WFLS, WWUZ, WVBX, WNTX . **Location:** Over the phone at WFLS studio.

Guest: Pat Smith

ISSUE: Pat Smith foundation.

How was issue ascertained: Through guest's PR firm.

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

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

Date Aired: 11/13/11 6 am on WWUZ, WVBX: 11am WNTX:
8:30 pm on WFLS

Station Participant: Bill Dubensky host.

Guest Participants: Pat Smith

Subject and/or Topics discussed: What the Pat Smith Foundation does in Virginia.

Date production completed: 11/10/11 **Date submitted by program host:** 11/10/11

COMMUNITY ISSUES PROGRAMMING REPORT

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

ISSUE: Earthquake Aid

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: 11-20-11

Time aired: Sunday 6 am on 99.3 WWVB, 96.9
WWUZ and 1350-AM/96.5; 8:30 pm on 93.3
WFLS

Station Participant: Deirdre Blake, host

Guest Participants:

Tom Nocera- Federal Disaster Loans, Small Business Administration

Art Allejandre- FEMA Disaster Assistance

Subject and/or Topics discussed:

How residents apply for small business loans and federal grants to help rebuild from the August, 2011 earthquake in Louisa County. Why the registration process is critical and what people can expect once they get assigned a number. How long the process takes and what happens once the federal or local money is awarded.

Date production completed: 11-14-11 **Submitted by program host:** Deirdre Blake

COMMUNITY ISSUES PROGRAMMING REPORT

Station: WFLS, WWUZ, WVBX, WNTX . **Location:** Over the phone at WFLS studio.

Guest: Elizabeth Ward
ISSUE: New FDA food guidelines.

How was issue ascertained: Through guest's PR firm

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

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

Date Aired: 11/27/11 6 am on WWUZ, WVBX: 11am WNTX:
8:30 pm on WFLS

Station Participant: Bill Dubensky host.

Guest Participants: Elizabeth Ward

Subject and/or Topics discussed: How new FDA food guidelines affect listners.

Date production completed: 11/21/11 **Date submitted by program host:** 11/21/11

COMMUNITY ISSUES PROGRAMMING REPORT

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

ISSUE: Holiday Depression

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: 12-4-11

Time aired: Sunday 6 am on 99.3 WWVB, 96.9
WWUZ and 1350-AM/96.5; 8:30 pm on 93.3
WFLS

Station Participant: Deirdre Blake, host

Guest Participants:

Linda Lafavre- Licensed clinical psychologist Fredericksburg, Va.

Harry Croft- Psychologist from San Antonio, Texas

Subject and/or Topics discussed:

What are the different types of depression and how do you know if you are really depressed in a clinical sense or just sad. Why can the winter in Virginia be more difficult for some residents and why are the holidays an increasingly stressful time? When you should see a doctor and what next.

Date production completed: 11-21-11 **Submitted by program host:** Deirdre Blake

Station: WFLS, WWUZ, WVBX, WNTX . Location: WFLS Studios

Guest: Sara Nelson

ISSUE: United Way.

How was issue ascertained: Guest contacted host

Series ___ or program: XX Title: Focus

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

**Date Aired: 12/11/11 6 am on WWUZ, WVBX: 11am WNTX:
8:30 pm on WFLS**

Station Participant: Bill Dubensky host.

Guest Participants: Sara Nelson

Subject and/or Topics discussed: United Way's tax help program.

Date production completed: 12/07/11 Date submitted by program host: 12/07/11

COMMUNITY ISSUES PROGRAMMING REPORT

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

ISSUE: College Savings

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: 12-18-11 **Time aired:** 6 am on WWVB, WWUZ, WNTX
8:30 pm on WFLS

Station Participant Deirdre Blake , host

Guest Participants:

Mary Morris- CEO of Virginia 529 College Savings Plan

Subject and/or Topics discussed:

How people can start saving for college early. Parents, grandparents and other family members can buy gifts of investments. They can also start saving throughout the year with the Virginia 529 payment savings plan.

Date production completed: 12-1-11 **Submitted by program host:** Deirdre Blake

Station: WFLS, WWUZ, WVBX, WNTX . Location: WFLS Studios

Guest: Sara Nelson

ISSUE: United Way.

How was issue ascertained: Guest contacted host

Series ___ or program: XX Title: Focus

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

**Date Aired: 12/25/11 6 am on WWUZ, WVBX: 11am WNTX:
8:30 pm on WFLS**

Station Participant: Bill Dubensky host.

Guest Participants: Sara Nelson

Subject and/or Topics discussed: What the United Way does during the holidays to help the community.

Date production completed: 12/21/11 Date submitted by program host: 12/21/11

COMMUNITY LEADER ASCERTAINMENT SURVEY

Station: WFLS, WWUZ, WVBX WNTX **LOCATION:** WFLS Studio.

Person Interviewed: Sara Kadis.

Contact made through: Guest contacted host.

Guest: Sara Kadis of the United Way.

3310 Shannon Park Drive
Fredericksburg, VA 22408
(540) 373-0041

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

Sara Kadis.

What are the major needs and problems facing your community as they concern your group or organization? Reaching out and getting to the people who need the help our member organizations provide.

**What are the most important needs and problems facing your community?
See that our member organizations get the proper funding they need to serve our community..**

Interviewer: Bill Dubensky **Job Title:** Radio news Anchor/reporter **date:** 10/19/11

Reviewed by:

Job Title:

date:



12/31/2010

COMMUNITY LEADER ASCERTAINMENT SURVEY

Station: WFLS, WWUZ, WWVB, WYSK-AM **LOCATION:** WFLS RADIO

Person Interviewed: NANCY JACKSON

Address: 9705 CHARLESFIELD DR

Phone: 540-898-2316

City, State, Zip: FREDERICKSBURG, VA 22407

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

Ethnicity: CAUCASIAN

Occupations, organizations, interests, and titles:

REGISTERED NURSE, MARY WASHINGTON HOSPICE

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?

**HEALTHCARE/MEDICARE REIMBURSEMENT
AWARENESS OF HOSPICE, WHAT IT IS, WHAT IT OFFERS
HOSPICE PROGRAMS AVAILABLE IN THE COMMUNITY
FUNDRAISING/DONATIONS FROM THE COMMUNITY**

Interviewer: Deirdre Blake **Job Title:** Radio News Anchor/reporter **date:** ⁹⁻²³⁻¹¹ ~~9-23-11~~

OFFICE USE ONLY:

Reviewed by:



Job Title:



date:



COMMUNITY LEADER ASCERTAINMENT SURVEY

Station: WFLS, WWUZ, WWVB, WYSK-AM **LOCATION:** WFLS Radio Station

Person Interviewed: Jessica L. Dederer, Manager
Mary Washington Hospice

Address: 81 Tavern Road

Phone: 540-741-2365

City, State, Zip: Stafford, VA 22554

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

Ethnicity: Caucasian

Occupations, organizations, interests, and titles:

Mary Washington Hospice, Manager
Girl Scout Commonwealth of Virginia - Girl Scout Troop Leader
Stafford Baseball League – Baseball Coach
Anthony Burns Elementary School – PTO member
Rodney Thompson Middle School – PTO 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?

Organization:

Awareness of community benefit provided by Hospice
Need for fund development for Mary Washington Hospice (grants & community support)

Community:

Health care coverage, utilization and reimbursement
Traffic in the area, infrastructure to support volume of commuters
Economy – cost of housing, resale of homes purchased at height of mortgage market

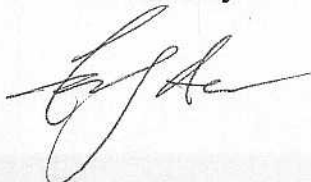
Interviewer: Deirdre Blake **Job Title:** Radio News Anchor/reporter **date:** 9-23-11

OFFICE USE ONLY:

Reviewed by:

Job Title:

date:



COMMUNITY LEADER ASCERTAINMENT SURVEY

Station: WFLS, WWUZ, WVBX WNTX **LOCATION:** WFLS Studio.

Person Interviewed: Sara Kadis.

Contact made through: Guest contacted host.

Guest: Sara Kadis of the United Way.

3310 Shannon Park Drive
Fredericksburg, VA 22408
(540) 373-0041

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

Sara Kadis.

What are the major needs and problems facing your community as they concern your group or organization? Reaching out and getting to the people who need the help our member organizations provide.

What are the most important needs and problems facing your community? See that our member organizations get the proper funding they need to serve our community..

Interviewer: Bill Dubensky **Job Title:** Radio news Anchor/reporter **date:** 10/19/11

Reviewed by:



Job Title:



date:

12/31/2010

COMMUNITY LEADER ASCERTAINMENT SURVEY

Station: WFLS, WWUZ, WWVB, WNTX **LOCATION:** Fredericksburg, VA

Person Interviewed: Brooke Rossheim, M.D., M.P.H.

Address: Rappahannock Area Health District
608 Jackson Street
Fredericksburg, VA 22401

Phone: 540-899-4797

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

Ethnicity: Caucasian

Occupations, organizations, interests, and titles:

District Director, Rappahannock Area Health District
Virginia Department of Health

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?

1. Need for increased affordable health care
2. Need for increased access to health care
3. Rates of Sexually Transmitted Infections
4. Need for public information / education about animal bites / rabies issues
5. Rates of tobacco use
6. Need for improved colon cancer screening
7. Need for increased access to and affordability of dental care

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

OFFICE USE ONLY:

Reviewed by:

Job Title:

date:



Deirdre Blake

10/24/2011

COMMUNITY LEADER ASCERTAINMENT SURVEY

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

Person Interviewed: Sara Walsh

Address: 3310 Shannon Park Drive

Phone: 540-373-0041

City, State, Zip: Fredericksburg, Va. 22408

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

Ethnicity: Caucasian

Occupations, organizations, interests, and titles:

Rappahannock United Way, Fredericksburg
Various local agency boards and non-profits

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 people how to prepare themselves and their families for the worst with disaster plans, kits and teaching them where to find quick, on-line resources.

Interviewer: Deirdre Blake **Job Title:** Radio news Anchor/reporter **date:** 12-20-10

Reviewed by:

Job Title:

date:



12/31/2010

COMMUNITY LEADER ASCERTAINMENT SURVEY

Station: WFLS, WWUZ, WVBX, WNTX **LOCATION:** WFLS Studio.

Person Interviewed: Dan Pantaleo.

Contact made through: Guest contacted host.

Guest: Dan Pantaleo .

P.O. Box 675
Stafford, VA 22405
540-834 - 1044

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

Dan Pantaleo.

What are the major needs and problems facing your community as they concern your group or organization? Teaching younger generations about the attack on the Pentagon on 9-11-01.

What are the most important needs and problems facing your community? Education and keeping the memory of those who died that day alive.

Interviewer: Bill Dubensky **Job Title:** Radio news Anchor/reporter **date:** 10/16/11

Reviewed by:



Job Title:



date:

12/31/2010

COMMUNITY LEADER ASCERTAINMENT SURVEY

Station: WFLS, WWUZ, WWVB, WNTX **LOCATION:** Fredericksburg, VA.

Person Interviewed: Armen Sharingan II

Address: 4900 Cox Road

Phone: 804-285-1193

City, State, Zip: Glen Allen, Va. 23060

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

Ethnicity: Arabic

Occupations, organizations, interests, and titles:

Managed Senior Services, Richmond

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?

Help senior citizens in Virginia get access to insurance and healthcare.

Interviewer: Deirdre Blake **Job Title:** Radio news Anchor/reporter **date:** 12-20-10

Reviewed by:

Job Title:

date:



Ner Smith

12/31/2010

COMMUNITY LEADER ASCERTAINMENT SURVEY

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

Person Interviewed: Rob Bracey

Address: 4900 Cox Road

Phone: 804-285-1193

City, State, Zip: Glen Allen, Va. 23060

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

Ethnicity: Caucasian

Occupations, organizations, interests, and titles:

Managed Senior Services in Richmond, Va.

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?

Providing Medicare and Medicaid information to senior citizens, caregivers and adult children in the Commonwealth.

Interviewer: Deirdre Blake **Job Title:** Radio news Anchor/reporter **date:** 12-20-10

Reviewed by:

Job Title:

date:



Neer Dutt

12/31/2010

COMMUNITY LEADER ASCERTAINMENT SURVEY

Station: WFLS, WWUZ, WVBX and WNTX**LOCATION:** Over the phone at the WFLS studio.

Person Interviewed: Pat Smith President of Pat and Emmitt Smith Charities

Contact made through: Contact was made to us through a public relations agency.

Guest: Pat Smith, President of Pat and Emmitt Smith Charities
14801 Quorum Dr., Suite 220
Dallas, TX 75254
972 701-8222

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

Pat Smith .

What are the major needs and problems facing your community as they concern your group or organization? To ensure that truly no child is left behind, equitable access to resources is the first step. Using proceeds from high-impact events featuring first-class entertainment, Pat and Emmitt Smith Charities creates experiences and distributes grants to high-quality non-profits providing historically underserved children with arts, education, health and wellness programming.

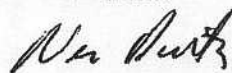
What are the most important needs and problems facing your community? PESC endeavors to help its grantees run more efficiently by children them with complementary community based organizations and the corporate community that can help them reach their full potential.

Interviewer: Bill Dubensky **Job Title:** Radio news Anchor/reporter **date:** 11/23/11

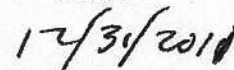
Reviewed by:



Job Title:



date:



COMMUNITY LEADER ASCERTAINMENT SURVEY

Station: WFLS, WWUZ, WWVB, WNTX
Fredericksburg, VA 22401-3887

LOCATION: 616 Amelia Street,

Person Interviewed: Art Alejandre

Address: N/A

Phone: N/A

City, State, Zip: N/A

Age: 12-17 18-45 46-65 over 65 N/A

Ethnicity: N/A

Occupations, organizations, interests, and titles:

Federal Emergency Response Official - FEMA Public Information Officer – The rest is not applicable

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 major need in Louisa County is for the residents to register with FEMA so they can receive Federal help to repair the damage caused to their homes by the Aug. 23 earthquake and following tremors.

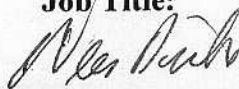
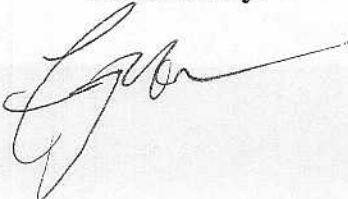
Interviewer: Deirdre Blake Job Title: Radio News Anchor/reporter date: 11-14-11

OFFICE USE ONLY:

Reviewed by:

Job Title:

date:



11/20/2011

COMMUNITY LEADER ASCERTAINMENT SURVEY

Station: WFLS, WWUZ, WWVB, WNTX **LOCATION:** Fredericksburg

Person Interviewed: Tom Nocera

Address: 101 Marietta St. NW Suite 700
Atlanta, GA 30303
Phone: 404 275-5532

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

Occupations, organizations, interests, and titles:

Public Affairs Officer for the U.S. Small Business Administration - Office of Disaster Assistance

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 U.S. Small Business Administration's primary organizational need in the aftermath of disasters is to communicate with accuracy through the available news media to the public the essential messages concerning the federal disaster loan program which our agency administers. One of the problems we always have to overcome is the fact that while our agency's name indicates "business" that in times of disaster the SBA provides assistance to many more homeowners and renters through low interest loans.

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

OFFICE USE ONLY:

Reviewed by:

Job Title:

date:



Nes Perin

11/18/2011

COMMUNITY LEADER ASCERTAINMENT SURVEY

Station: WFLS, WWUZ, WVBX WNTX **LOCATION:** WFLS Studio.

Person Interviewed: Elizabeth Ward

Contact made through: Through guest's PR firm

Guest: Elizabeth Ward.
1120 Connecticut Avenue N.W., Suite 480
Washington, D.C. 20036
Phone: 800/877-0877

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? Getting information out to the public about the new FDA food guidelines.

What are the most important needs and problems facing your community? Preventing diabetes in Americans, and how eating habits can contribute to a healthy lifestyle.

Interviewer: Bill Dubensky **Job Title:** Radio news Anchor/reporter **date:** 12/15/11

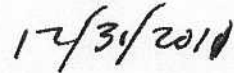
Reviewed by:



Job Title:



date:



COMMUNITY LEADER ASCERTAINMENT SURVEY

Station: WFLS, WWUZ, WWVB, WNTX

LOCATION: Fredericksburg, Va.

Person Interviewed: Dr. Harry Croft

Address: 8038 Wurzbach Rd. #570

Phone: 210-692-1222

City, State, Zip: San Antonio, Tx. 78229

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

Ethnicity: Caucasian

Occupations, organizations, interests, and titles:

Private practice psychiatrist

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?

Helping people that are diagnosed with depression to find the light at the end of the tunnel.

Interviewer: Deirdre Blake **Job Title:** Radio news Anchor/reporter **date:** 12-20-10

Reviewed by:

Job Title:

date:



Deirdre Blake

12/31/2010

COMMUNITY LEADER ASCERTAINMENT SURVEY

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

Person Interviewed: Linda Lafavre

Address: 2217 Princess Anne Street Ste. 202

Phone: 540-373-9574

City, State, Zip: Fredericksburg, Va. 22401

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

Ethnicity: Caucasian

Occupations, organizations, interests, and titles:

Licensed clinical psychologist, child and marriage counselor

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?

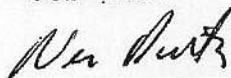
How people learn to deal with depression and when family can help, before seeking the help of a licensed professional.

Interviewer: Deirdre Blake **Job Title:** Radio news Anchor/reporter **date:** 12-20-10

Reviewed by:

Job Title:

date:



12/31/2010

COMMUNITY LEADER ASCERTAINMENT SURVEY

Station: WFLS, WWUZ, WVBX WNTX **LOCATION:** WFLS Studio.

Person Interviewed: Sara Nelson.

Contact made through: Guest contacted host.

Guest: Sara Nelson of the United Way.

3310 Shannon Park Drive
Fredericksburg, VA 22408
(540) 373-0041

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

Sara Nelson.

What are the major needs and problems facing your community as they concern your group or organization? Reaching out and getting to the people who need the help our member organizations provide.


What are the most important needs and problems facing your community? See that our member organizations get the proper funding they need to serve our community..

Interviewer: Bill Dubensky **Job Title:** Radio news Anchor/reporter **date:** 12/15/11

Reviewed by:



Job Title:



date:

12/31/2010

COMMUNITY LEADER ASCERTAINMENT SURVEY

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

Person Interviewed: Mary Morris

Address: 9001 Arboretum Parkway

Phone: 804-786-0832

City, State, Zip: Richmond, Va. 23236

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

Ethnicity: Caucasian

Occupations, organizations, interests, and titles:

Virginia College Savings Plan CEO

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?

Making college more attainable for more young people by starting the saving process early, through parents, guardians and other family members.

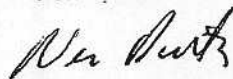
We have a number of new options that allow people to set money aside in advance that won't "break the bank," while still caring for a young persons other needs. Starting saving as a holiday gift is especially easy. More state funding will help spread the message so that all of the money to pursue higher education does not have to come at the last minute.

Interviewer: Deirdre Blake **Job Title:** Radio news Anchor/reporter **date:** 12-20-10

Reviewed by:

Job Title:

date:



12/31/2010

COMMUNITY LEADER ASCERTAINMENT SURVEY

Station: WFLS, WWUZ, WVBX WNTX **LOCATION:** WFLS Studio.

Person Interviewed: Sara Nelson.

Contact made through: Guest contacted host.

Guest: Sara Nelson of the United Way.

3310 Shannon Park Drive
Fredericksburg, VA 22408
(540) 373-0041

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

Sara Nelson.

What are the major needs and problems facing your community as they concern your group or organization? Reaching out and getting to the people who need the help our member organizations provide.

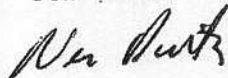
**What are the most important needs and problems facing your community?
See that our member organizations get the proper funding they need to serve our community..**

Interviewer: Bill Dubensky **Job Title:** Radio news Anchor/reporter **date:** 12/15/11

Reviewed by:



Job Title:



date:

12/31/2010