

WWCW'S QUARTERLY ISSUES AND PROGRAMS REPORT

4th Quarter 2016 – OCTOBER, NOVEMBER, DECEMBER

WWCW's programs, news reports and public services announcements provided significant treatment of the following issues that were important to the community in the 4th quarter of 2016:

Health
Environment
Business
Children/Youth
Education
Community
Crime
Women's Issues
Legislature
Employment

Programs: Programs providing the most significant treatment of the above-identified community issues:

Local:

Program	Day	Time
WFXR News...First at Ten	Monday-Friday	3:00-4:00 am

All of the above programming is locally produced news programming presenting a mix of news, weather, sports, lifestyle programming focusing on current issues and events.

Syndicated:

Program	Day	Time
The Doctors	Monday-Friday	5:00-6:00 am; 12:30-1:30pm

The Doctors, is co-hosted by ER physician Dr. Travis Stork, plastic surgeon and reconstructive surgery expert Dr. Andrew Ordon and pediatrician Dr. James Sears; along with recurring co-hosts, OB-GYN Dr. Jennifer Ashton, urologist Dr. Jennifer Berman, and family doctor and sexologist Dr. Rachael Ross. Each day the team of doctors provides the most up-to-date information regarding health and wellness, as well as news-making medical stories that may affect you or your family.

Conversations with

Andre Whitehead	Sunday	9:00-10:00 am
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"Conversations with Andre' Whitehead" presents business features, news segments, health topics, political discussions, inspirational moments, sports and entertainment.

Health – topics covered under this issue include: drug abuse

Program Title: Drug abuse
Time: 10pm

Date: 10/26/16
Duration of Segment: 1:30

Detailed Description: In Salem, Virginia State Police teamed up with local non-profit organizations to campaign against heroin and prescription drug abuse. Organizers hosted a discussion this evening with parents at Salem High School. Police officers spoke about the drug epidemic's presence in the Roanoke Valley and gave parents advice about prevention. Speakers also included a local mother who lost her son to a drug overdose.

Environment – topics covered under this issue include: frost damage

Program Title: Frost damage

Date: 10/11/16

Time: 10pm

Duration of Segment: 1:25

Detailed Description: Some people in southwest Virginia woke up to a little frost on the grass this morning. It was the first frost of the season, and it may happen again tonight. WFXR has more on how growers can spare their plants from frost damage and transition their gardens into the cool season.

Business – topics covered under this issue include: new business, tanglewood mall planning, holiday shopping

Program Title: Brew House

Date: 10/13/16

Time: 10pm

Duration of Segment: 1:30

Detailed Description: In less than a year a new brew house will open in Bedford. Today, Beale's Brewery and BBQ held a groundbreaking ceremony. Paris Holmes shows us the new site and how this two million dollar project will benefit the town.

Program Title: Tanglewood Mall planning

Date: 11/16/16

Time: 10pm

Duration of Segment: 2:15

Detailed Description: People in Roanoke County gathered to help develop the county's 419 town center planning study. The goal is to revitalize the 419 corridor near Tanglewood Mall and help bring new business and neighbors to the area. Tonight officials kicked off their design workshop for the project.

Program Title: Holiday shopping

Date: 11/28/16

Time: 10pm

Duration of Segment: 2:30

Detailed Description: Between Black Friday shopping and the deals today for Cyber Monday, many people are shopping for holiday gifts online. That of course means a lot of packages to deliver but that also sometimes brings a rise in scams and other crimes.

Children/Youth – topics covered under this issue include: drug addiction, food insecurities, music therapy

Program Title: Youth drug addiction

Date: 10/31/16

Time: 10pm

Duration of Segment: 2:05

Detailed Description: The Roanoke Prevention Alliance receives a grant to fight youth drug addiction. The drug-free communities support program, sponsored by the White House, leads the effort to aid communities in preventing drug use among minors. Charlie Cooper shows us how the grant will help put a stop to this growing problem.

Education – topics covered under this issue include: discipline in schools, challenges for teachers

Program Title: Discipline in schools

Date: 10/5/16

Time: 10pm

Duration of Segment: 1:40

Detailed Description: Educators work on new rules on how to discipline students in Virginia. The General Assembly directed the state's Department of Education to come up with preliminary regulations on the use of seclusion and restraint. This afternoon they hosted the second of three roundtable discussion to get feedback from educators and parents.

Program Title: PHCC donation

Date: 10/17/16

Time: 10pm

Duration of Segment: 1:55

Detailed Description: A million dollar donation will help four community colleges in our area teach their students so you get better childcare. Sophia Borrelli spoke to administrators at Patrick Henry Community College to see how they will use the money.

Program Title: Teacher challenges

Date: 11/9/16

Time: 10pm

Duration of Segment: 5:00

Detailed Description: The challenges teachers face are well known. In exchange for modest pay, they are expected to inspire and introduce exciting new things to our kids. But the teaching profession is becoming more stressful and more dangerous. Research shows stress affects a teacher's job performance, their health and also your child's ability to learn. So what's the cause of the problem? First, the breakdown of the American family, add to that, the fact that students don't always respect their teachers and sometimes even violently attack them. All of it is leading to a nation of stressed out teachers who are leaving the profession.

Community – topics covered under this issue include: homelessness, community program, new traffic pattern, state parks, construction

Program Title: Community program in danger

Date: 10/4/16

Time: 10pm

Duration of Segment: 1:45

Detailed Description: A potential life-saving community program is in danger of shutting down. Sabrina's Place is a supervised visitation and safe exchange center for victims of domestic violence, sexual assault, stalking and child abuse. The program recently lost its federal funding and needs 146 thousand dollars to keep it doors open until they can reapply next year.

Program Title: Homelessness

Date: 10/19/16

Time: 10pm

Duration of Segment: 2:14

Detailed Description: Homeless families in the Roanoke Valley will get some much needed help finding a place to live. This morning the United Way received \$40,000 from a relief agency to help fight homelessness. Paris Holmes explains why homeless advocates hope this is the first stop in helping end homelessness in the region.

Program Title: New traffic pattern

Date: 11/21/16

Time: 10pm

Duration of Segment: 2:40

Detailed Description: The new diverging diamond interchange at Valley View is now open. The opening comes only days away from Thanksgiving and Black Friday shopping. Officials say the

new interchange will reduce congestion and increase safety in the busy shopping area. Charlie Cooper got a first hand look this morning on how it will affect your holiday travels.

Program Title: Natural Bridge

Date: 12/14/16

Time: 10pm

Duration of Segment: 1:50

Detailed Description: Natural Bridge has been a state park for nearly three months. And now the process is underway to create the park's first ever master plan. All Virginia state parks are required to have a master plan by law and it could mean some changes for visitors.

Program Title: Construction

Date: 12/19/16

Time: 10pm

Duration of Segment: 2:05

Detailed Description: Big changes are coming for people who use the Franklin Road Bridge. The city plans to demolish it and build a new one. Paris Holmes explains why the bridge needs to be torn down and how it will affect your daily commute.

Crime – topics covered under this issue include: gun violence, resolving crime

Program Title: Gun violence

Date: 10/27/16

Time: 10pm

Duration of Segment: 6:00

Detailed Description: Gun violence has been a hot topic over the past few months, especially along the campaign trail. Unfortunately, we are not immune to this trend in Southwest and Central Virginia. In Roanoke, the police chief says he is worried about how many acts of gun violence he is seeing on our streets. While the numbers are scary, the reality is, behind every number is a family, changed forever, by a bad decision.

Program Title: Resolving crime

Date: 12/6/16

Time: 10pm

Duration of Segment: 2:30

Detailed Description: People in Danville are trying to figure out ways to combat crime as the city wraps up its deadliest year on record since 1953. Tonight, city council members held a special work session as police and other city officials presented a plan of nearly 30 short-term and long-term strategies to reduce violent crime.

Women's Issues – topics covered under this issue include: women's shelter

Program Title: Women's shelter

Date: 11/4/16

Time: 10pm

Duration of Segment: 1:40

Detailed Description: A new women's shelter is open in Wytheville. Wythe Refuge and Mercy House is open and unlike many shelters in the area, this particular one accepts children. Paris Holmes explains how the shelter is already helping a mother in need.

Legislature – topics covered under this issue include: FSLA

Program Title: FSLA

Date: 11/22/16

Time: 10pm

Duration of Segment: 2:05

Detailed Description: Developing news, a federal judge issues an injunction for President Obama's new overtime law. This means the more than 4 million workers who would have been affected will not be eligible for overtime pay if they make less than \$47,476.

Employment – topics covered under this issue include: new jobs

Program Title: New jobs

Date: 12/13/16

Time: 10pm

Duration of Segment: 1:45

Detailed Description: Dozens of new jobs are on the way to Southwest Virginia. A Canada based manufacturing company plans to open its first facility in the U.S. and it's setting up shop in Henry County.

Public Service Announcements: In addition to the above programming WWCW broadcast public service announcements related to the following issues:

Community – Veteran services, clothing drive

Employment – Helping everyone succeed,

Health – Lung disease, breast cancer awareness, vaccinations

Public safety – Fire safety awareness

Youth – Children's rights, educating kids in low income families

These public service announcements were broadcast at various times throughout the day.