

WWCW'S QUARTERLY ISSUES AND PROGRAMS REPORT 3rd Quarter 2016 – JULY, AUGUST, SEPTEMBER

WWCW's programs, news reports and public services announcements provided significant treatment of the following issues that were important to the community in the 3rd quarter of 2016:

Environment
Employment
Safety
Politics
Business
Law Enforcement
Community
Education
Health

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

Local:

Program	Day	Time
WFXR News...First at Ten	Monday-Friday	2:00-3:00 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	8:00-9:00 am

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.

Today's Homeowner	Sunday	10:00-10:30 am
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Today's Homeowner with Danny Lipford® is a nationally-syndicated television show that delivers inspiration and practical home improvement advice to viewers. The weekly half-hour show is hosted by Danny Lipford, a seasoned remodeling contractor and media personality. With the help of his co-hosts, Danny expertly covers start-to-finish remodeling projects, home tips, and trends in an easy-to-understand style.

Conversations with
Andre Whitehead

Sunday

9:00-10:00 am

“Conversations with Andre’ Whitehead” presents business features, news segments, health topics, political discussions, inspirational moments, sports and entertainment.

Environment – topics covered under this issue include: flooding, agriculture regulations

Program Title: Flooding

Date: 7/1/16

Time: 2am

Duration of Segment: 1:20

Detailed Description: The cleanup continues in West Virginia, just over a week after the historic flooding. The Federal Government is now doing its part to help many in West Virginia’s rebuild.

Program Title: Agriculture regulations

Date: 7/26/16

Time: 2am

Duration of Segment: 2:15

Detailed Description: Agriculture regulations put in place by the next president could have a major impact on Virginia. Agriculture is Virginia’s number one industry and many farmers are struggling and blame government regulations. WFXR Report Sophia Borrelli spoke with one farmer who says they are not sure which candidate has the best plan to ease their burden.

Employment – topics covered under this issue include: new jobs, time management

Program Title: New Jobs in Altavista

Date: 7/5/16

Time: 2am

Duration of Segment: 1:14

Detailed Description: A multi-million dollar investment is bringing new jobs to the town of Altavista. We talk with residents about how this growth will impact their lives.

Program Title: Time management

Date: 7/17/16

Time: 2am

Duration of Segment: 2:27

Detailed Description: Tonight, in Virginia at Work, time mastery. How to design your time to reach your richest outcomes. Becky Freemal speaks with a local job coach about how you can design your time for success at work.

Safety – topics covered under this issue include: fire deaths/injuries, purse snatcher, drunk driving, self-defense class

Program Title: Fire safety

Date: 7/6/16

Time: 2am

Duration of Segment: 1:45

Detailed Description: An increase in fire deaths and injuries have the Roanoke County Fire and Rescue Department issuing a call to action, urging families to have a fire safety plan in place. WFXR speaks to a neighbor of a couple who lost both of their sons in a fire back in March and found out the horrible experience pushed the entire neighborhood to make fire safety a priority.

Program Title: Purse snatcher
Time: 2am
Date: 7/18/16
Duration of Segment: 1:35
Detailed Description: New details tonight on a purse snatcher targeting women in Roanoke County. We now know the specific locations the suspect is scoping; Target. WFXR's Lauren Taylor reports police say women need to be on guard.

Program Title: Drunk driving
Time: 2am
Date: 8/25/16
Duration of Segment: 2:06
Detailed Description: Virginia Tech is giving students a first hand look at the impact of drunk and distracted driving. According to college drinking prevention dot gov, every year, nearly 2-thousand college-aged students die from alcohol related unintentional injuries, including car crashes. Tonight the school held a mock simulation car crash on campus using students as first responders and victims.

Program Title: Self-defense class
Time: 2am
Date: 8/27/16
Duration of Segment: 1:57
Detailed Description: There are many classes that teach self-defense and one course shows students how to defend themselves with an everyday object, not often thought of as a weapon.

Politics – topics covered under this issue include: Rep. National Convention, history in the Commonwealth, Tim Kaine as VP, Chelsea Clinton visit, debate coverage

Program Title: Rep. National Convention
Time: 2am
Date: 7/7/16
Duration of Segment: 1:30
Detailed Description: With the Republican National Convention coming up in two weeks, one Virginia delegate says he does not want to vote for Donald Trump. That's why he's suing the Commonwealth for his right to vote another way.

Program Title: Making history in the Commonwealth
Time: 2am
Date: 7/19/16
Duration of Segment: 2:20
Detailed Description: The Commonwealth making history tonight with the first Indian-American National Delegate from Virginia. It's day two of the Republican National Convention and the delegates have officially nominated Donald Trump as their presidential candidate. WFXR Reporter Mark Curtis has more on the roll-call vote.

Program Title: Tim Kaine as Clinton running mate
Time: 2am
Date: 7/22/16
Duration of Segment: 2:00
Detailed Description: Hillary Clinton has announced her selection of Virginia Senator Tim Kaine as her running mate. She made the announcement via text message and Twitter shortly after 8 this evening.

Program Title: Chelsea Clinton visit
Time: 2am
Date: 9/14/16
Duration of Segment: 1:44
Detailed Description: Chelsea Clinton made several stops in the Star City today, rallying support for her mother. This as the presidential candidates focus in on battleground states like Virginia.

She targeted young voters today and spoke with students at Roanoke College about her mother's plan to ease the college debt burden.

Program Title: Debate coverage

Date: 9/26/16

Time: 2am

Duration of Segment: 12:00

Detailed Description: Election debate coverage, local experts react, local voters react and deadlines for Virginia voters to register.

Business – topics covered under this issue include: workplace environment, agri-business, downtown flooding, new FLSA law, mall new owner

Program Title: Workplace environment

Date: 7/8/16

Time: 2am

Duration of Segment: 1:52

Detailed Description: A trusting workplace is transparent. You'll witness strong relationships and cohesion between departments. The bottom line, people are happy and they are productive. Tonight, in Virginia at Work, we tackle the issue of trust or the "lack thereof" in the workplace.

Program Title: Agri-business

Date: 8/3/16

Time: 2am

Duration of Segment: 1:35

Detailed Description: Most farms in Virginia require fields, barns and greenhouses. But instead of growing out, some farms are expanding up. WFXR's Bill Wadell explains the possible future of farming.

Program Title: Downtown flooding

Date: 8/16/16

Time: 2am

Duration of Segment: 1:30

Detailed Description: Downtown Roanoke business owners want answers after waters flooded the area for a third time this summer. We took the frustrations of business owners to the city to find out what's getting done to keep this from happening again.

Program Title: FLSA law

Date: 9/11/16

Time: 2am

Duration of Segment: 2:02

Detailed Description: The countdown is on and employers are scrambling to get all the facts as a new law will soon go into effect that means overtime pay for millions more workers across the country. In Virginia at Work, we look at the facts and how it will affect you.

Program Title: Mall new owner

Date: 9/15/16

Time: 2am

Duration of Segment: 1:21

Detailed Description: The Tanglewood Mall has a new owner. The announcement comes as Roanoke County leaders kick off a major revitalization study for that area. The Tanglewood Mall first went up for sale in April, and officially closed to Alabama-based Blackwater Resources.

Law Enforcement – topics covered under this issue include: new police chief

Program Title: New police chief

Date: 7/12/16

Time: 2am

Duration of Segment: 1:50

Detailed Description: After a four month long search, the City of Roanoke has chosen a new police chief. Tim Jones will begin serving immediately. WFXR sat down with him today to talk about how he plans to continue improving the community.

Community – topics covered under this issue include: redevelopment efforts, program for dads, upgrade community park, proposed nursing home development, revitalization, zoo accreditation, new community center

Program Title: Redevelopment efforts

Date: 7/14/16

Time: 2am

Duration of Segment: 1:30

Detailed Description: Earlier this evening city leaders in Danville hosted a cookout in the Schoolfield Village community. Organizers say it served as a way to meet with neighbors to discuss redevelopment efforts in the community. Neighbors say they're excited to see renewed interest in Schoolfield.

Program Title: Program for dads

Date: 8/1/16

Time: 2am

Duration of Segment: 1:35

Detailed Description: Parenting is a difficult job especially if you don't have the skills. Total Action for Progress offers a program to help men become better dads. WFXR explains how the Father's First program is transforming lives.

Program Title: Upgrading community park

Date: 8/9/16

Time: 2am

Duration of Segment: 1:30

Detailed Description: Roanoke County leaders want to spend 10 million dollars to upgrade a community park. They want to transform Explore Park into a premier outdoor destination. They have been working on the master plan for a year now. It was finally unveiled tonight.

Program Title: Proposed nursing home development

Date: 8/15/16

Time: 2am

Duration of Segment: 1:22

Detailed Description: An update on a story we've been following. Roanoke County homeowners in Hidden Valley are furious over a proposed nursing home development. WFXR was at the meeting tonight where homeowners and community members got heated.

Program Title: revitalization

Date: 9/12/16

Time: 2am

Duration of Segment: 1:33

Detailed Description: Revitalization is underway in the Melrose/Orange Ave area in Roanoke and officials say it will continue over the next four years. Millions of dollars will be invested in the neighborhoods and now officials need the community's input on how the money should be spent next year.

Program Title: Zoo Accreditation

Date: 9/23/16

Time: 2am

Duration of Segment: 2:30

Detailed Description: Officials with Roanoke's Mill Mountain Zoo say the zoo has lost its accreditation with the Association of Zoos and Aquariums. They say this is not because of animal care, but instead due to fiscal troubles.

Program Title: New community center

Date: 9/29/16

Time: 2am

Duration of Segment: 1:27

Detailed Description: A new community center opened its doors today in northwest Roanoke to focus on issues like crime and unemployment. Charlie Cooper has more on the Paradise Cathedral Community Outreach Center's effort to improve the community.

Education – topics covered under this issue include: Floyd County HS project, adding security at schools, bullying, college tuition

Program Title: Floyd County HS project

Date: 7/28/16

Time: 2am

Duration of Segment: 1:58

Detailed Description: Several Floyd County High School students are taking part in a unique project this summer, growing strawberries hydroponically. They are the first school in the country to do anything like this, and hope to create the blueprint for other schools nationwide. WFXR's Taylor Kanost shows how this process works and the benefits it could provide strawberry growers.

Program Title: Adding security

Date: 8/11/16

Time: 2am

Duration of Segment: 1:55

Detailed Description: Roanoke County adding security upgrades at three schools. According to the FBI, there were 160 active shooter incidents in the United States between 2000 and 2013, most of them happening in schools and stores. 32 people died when a gun man opened fire at Virginia Tech in 2007. Those numbers are more than enough to alarm Roanoke County School Board Officials, who made the decision to increase security.

Program Title: Bullying

Date: 8/18/16

Time: 2am

Duration of Segment: 2:09

Detailed Description: Bullying is a growing problem in schools across the country. A problem so severe it's led to thousands of suicides each year. Nearly half of all kids in school are bullied frequently, while two out of three kids say they've seen it going on. While there are no federal anti-bullying laws on the books, there are some in Virginia, but are they effective enough to prevent it?

Program Title: College Tuition

Date: 9/28/16

Time: 2am

Duration of Segment: 1:55

Detailed Description: The rising cost of college tuition is a political talking point this year. Hilary Clinton wants to make public colleges free for people making less than \$125-thousand dollars a year.

Health – topics covered under this issue include: sleep habits for kids, food deserts, ways to better education, flu season

Program Title: Sleep habits for kids

Date: 8/23/16

Time: 2am

Duration of Segment: 2:00

Detailed Description: Good sleep habits are vital especially as kids transition back to school. Research has shown that a good night's rest can help kids focus better on their school work. But adjusting your child's summertime sleep schedule for the school year isn't always easy. WFXR's Paris Holmes shows us some ways to help your children get a restful night's sleep.

Program Title: Food deserts

Date: 8/30/16

Time: 2am

Duration of Segment: 1:43

Detailed Description: Millions of people live in neighborhoods with limited access to grocery stores and healthy foods. Research done by the American Heart Association found more than 1.7 million people in Virginia, live in what's called food deserts. Sophia Borrelli has more on the push to get state legislator to solve that problem.

Program Title: Ways to a better education

Date: 9/22/16

Time: 2am

Duration of Segment: 1:52

Detailed Description: Research proves that a full stomach leads to better education. That's why Virginia Tech is hosting a two-day summit focused on ending childhood hunger in the Commonwealth. Virginia's first lady Dorothy McAuliffe is leading the No Kid Hungry Summit which involves teachers and nutritionists as well.

Program Title: Flu season

Date: 9/30/16

Time: 2am

Duration of Segment: 2:10

Detailed Description: It's that time of year, flu season is right around the corner and it's time to get your shot. But health officials are concerned that the changes to this year's vaccine are deterring people from getting immunized.

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

Community – Helping children thrive, caring for Veterans

Employment – Job training and employment assistance

Education – Supporting teachers by purchasing supplies, adopt a classroom

Health – Hunger prevention, heart disease awareness, vaccines for meningitis

Environment – Planting trees to help purify water

Public Safety – Planning for emergencies

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