

WKSI-FM
Winchester, VA
Quarterly Issues/Programs List
Fourth Quarter, 2019

WKSI-FM
Quarterly Issues/Programs List

WKSI-FM provides its listeners with programming and public service announcements that address issues of concern to our local community. Among the issues determined to be of most concern to the community during the preceding calendar quarter were:

- **Awareness:** President Georgia Rossiter came to our studios to explain what SVERN is, and shine light on what they do as a young non-profit that rescues horses and mules from situations of neglect and abuse. We were surprised to discover how many animals they are helping, and how much bigger the need is, beyond what they can handle.
- **Child Development:** Executive Director Kelly Bober sat with us as we tearfully discovered how children suffering sexual abuse are identified, and the layers of treatment they receive from the Child Safe Center. The Fremont Street Nursery has been helping our community's poorest families for decades. Executive Director Frieda Roberson painted a picture for our listeners of the need for safe daycare for the working poor, and then went on to explain how the children at her nursery are thriving, and excelling in their schoolwork. She spoke of the different programs they make available to the children, and of the parents' involvement in the success.
- **Drug Abuse:** The host Jen Richter and her guest, Uttam Dhillon discussed how to properly dispose of prescription drugs and how to find an official location near us to do that.
- **Early Childhood Education:** Jill Williams is an expert on what young parents need to know about childhood development, and after 25 years with healthy Families, she was able to tell us how her agency addresses the lack of knowledge and preparation some parents in our community have when their newborn arrives. The agency helps them adjust into their new roles, making sure the children reach developmental targets.
- **Elderly Care:** The population of elderly is growing faster than the percentage of any other age group in our area. The Shenandoah Area Agency on Aging is working hard to help those who wish to "age in place" that is; to remain in their own homes. The challenge is how to make sure they are taking care of themselves and staying healthy and fed.
- **Emergency Assistance:** Captain Kelley Durant discussed the Salvation Army's centennial of service in Winchester, marking events where the agency has been there for the community over the past 100 years.
- **Health and Fitness:** Our host, Shelli Sonstein took a closer look at what it means to live with diabetes and the risk factors of

prediabetes. She also talked about the role genetics play in preventing and understanding the disease better.

- **Healthcare:** The Aids crisis has changed so much in the last 30 years. Here in the valley, Aids Response Effort has changed as well, and Executive Director John Nagley explained how new drugs have changed HIV into a chronic illness, not a death sentence. That said, there are still mountains to climb in terms of discrimination, housing shortages and prevention of infection in our area. The Dental Clinic of the NSV is where thousands turn for free or reduced healthcare. The need for their services is outpacing what they can provide. Our listeners learned how they can help, and how why the number of patients is growing.
- **Volunteering:** The Laurel Center's Executive Director Korey Campbell reached out to us asking if he could come talk to our listeners about his organization's need for volunteers. We discussed how Spousal Abuse is a difficult cycle to break, and the need his organization has for volunteers to help take care of children while the women at the center rebuild their lives, and search for employment.

**Section I
LOCAL PROGRAMMING**

Section I lists regularly-scheduled and special programs that represent the station's issue-responsive programming providing the most significant treatment of the issues listed above for the calendar quarter.

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
Emergency Assistance	VA Cross Roads - Salvation Army	Captain Kelly Durant continues our discussion of the Salvation Army's centennial of service in Winchester	Captain Kelly Durant	10/06/2019 07:00 AM	028:10
Emergency Assistance	VA Cross Roads - Salvation Army	Captain Kelly Durant continues our discussion of the Salvation Army's centennial of service in Winchester	Captain Kelly Durant	10/13/2019 07:00 AM	028:10
Drug Abuse	iHeartRadio's National Prescription Drug Take Back Day	Discussed how to properly dispose of prescription drugs and how to find an official location site near you.	Jen Richter, Host and Uttam Dhillon, Acting Administrator DEA	10/20/2019 07:00 AM	029:45
Volunteering	VA Cross Roads - The Laurel Center	Volunteer Director Korey Campbell discussed the non-profit's new home and new programs offered to abused women in our	Korey Campbell	10/27/2019 07:00 AM	029:59

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		valley.			
Health and Fitness	iHeartRadio's A Look Into Diabetes: Genetics and Prevention	Took a closer look at what it means to live with diabetes, the risk factors of prediabetes and the role genetics play in preventing and understanding the disease better.	Shelli Sonstein, Host	11/03/2019 06:57 AM	026:46
Child Development	VA Cross Roads - Child Parent Center	Executive Director Kelly Bober dropped by to discuss the problem of child sexual abuse in our community and how the Child-Parent Center tries to break the cycle.	Kelly Bober, Executive Director	11/10/2019 07:00 AM	028:57
Elder Care	VA Cross Roads - Shenandoah Area Agency on Aging	Linda Holtzapple, Executive Director explained to our listeners how Meals on Wheels work, and how important the service is for SAAA's clients.	Linda Holtzapple, Executive Director	11/17/2019 07:00 AM	031:07
Early Childhood Education	VA Cross Roads - Healthy Families NSV	Jill Williams explained how Healthy Families NSV teaches parenting skills to young parents.	Jill Williamson, Executive Director	11/24/2019 07:00 AM	025:29
Healthcare	VA Cross Roads - Aids Response Effort	Executive Director John Nagley discusses the size of population with HIV in our area, and the needs that population has.	John Nagley, Executive Director	12/01/2019 07:00 AM	030:10
Healthcare	VA Cross Roads - Dental Clinic of the NSV	The Free Dental Clinic serves the poorest members of our community, and Executive Director Patrick Wooten discussed what services they provide.	Patrick Wooten, Executive Director	12/08/2019 07:00 AM	030:13
Child Development	VA Cross Roads - Freemont Nursery	Frieda Roberson, the nursery's Executive Director explained how they keep our community's poorest children prepared for challenges in school	Frieda Roberson, Executive Director	12/15/2019 07:00 AM	030:29
Awareness	VA Cross Roads - Shenandoah Valley Equine Rescue Network	President Georgia Rossiter, executive director told our audience about the mostly-unknown problem of horses being neglected and abused, and what SVERN does to	Georgia Rossiter, Executive Director	12/22/2019 07:00 AM	029:07

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		rehabilitate and heal them			
Elder Care	VA Cross Roads - Shenandoah Area Agency on Aging	Linda Holtzapple, Executive Director explained to our listeners how Meals on Wheels work, and how important the service is for SAAA's clients.	Linda Holtzapple, Executive Director	12/29/2019 07:00 AM	031:07

**Section II
NETWORK (and/or SYNDICATED) PROGRAMMING**

Section II lists the network-provided (and/or syndicated) programming that the station broadcast during the preceding calendar quarter that addresses community issues. There was no network (and/or syndicated) programming on WKSI for the quarter.

ISSUE	PROGRAM / TITLE	DESCRIPTION	DATE/TIME	DURATION
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**Section III
PUBLIC SERVICE ANNOUNCEMENTS**

Section III lists public service announcements that the station broadcast during the preceding calendar quarter that address community issues.

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
Health and Fitness	AFLAC	000:31	002
Child Development	Child Mind Institute	000:33	009
Child Development	Child Mind Institute	000:35	006
Homelessness	Covenant House	000:30	007
Awareness	GLAAD	000:30	005
Safe Driving	Project Yellow Light	000:29	002
Safe Driving	Project Yellow Light	000:30	003
Environment	UN Goals	000:30	016