

WRVZ 107.3 THE BEAT *Quarterly Ascertainment – Community Issues & Service Year: 2023 – Quarter 4*

Subject: Golden Oldies Car Show

Discussion Overview: The Golden Oldies Car Show, an annual "Classic Car" meet & reunion in Charleston, took place on October 5th, 2023. The event was organized to support the local community, with proceeds aimed at sustaining the event for the following year, alongside contributions to various local charities. Lasting for four days, the event not only celebrates classic cars but also significantly bolsters the local economy.

Date of Discussion: October 5th, 2023

Guest Involved: Rob Smith, Event Chairperson

Time & Duration of Discussion: 4:40 AM – 15 minutes

Topics Discussed in Other Media: Leading up to the event, comprehensive information about the Golden Oldies Car Show was shared on various social media platforms, prominently on Facebook. Regular updates were posted in the weeks preceding the event to generate anticipation, and on the day of the event, real-time coverage was provided.

Key Points Highlighted during the Discussion:

- **Event Overview:** Detailed insight into the purpose and nature of the Golden Oldies Car Show, emphasizing its significance in supporting the local community and economy.
- **Fund Distribution:** Explanation regarding how the proceeds from the event would be utilized to sustain future iterations of the car show and contribute to local charitable causes.
- **Community Impact:** Discussion on the broader impact of the event, beyond car enthusiasts, shedding light on how it brings together diverse segments of the community and stimulates economic activity.

Engagement with Audience: During the discussion, efforts were made to actively engage the audience by encouraging participation through call-ins, social media interactions, and queries aimed at gauging community interest and involvement in the event.

Conclusion: The quarterly ascertainment showcased a comprehensive understanding of the Golden Oldies Car Show, elucidating its multifaceted contributions to the local community, economy, and charitable causes. Engagement across various media platforms ensured widespread awareness and involvement, solidifying its position as a significant annual event in Charleston.

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Subject: Habitat for Humanity Gala - Fundraiser

Discussion Overview: On October 14th, 2023, WRVZ had the privilege of hosting Andy Blackwood, President & CEO of Habitat for Humanity, to discuss the impactful Habitat for Humanity Gala. The focal point of the conversation was the fundraiser event held at the Clay Center, emphasizing its significance in supporting Habitat for Humanity's vital initiatives in the community. Mr. Blackwood provided comprehensive insights into how the proceeds from the gala would be utilized, showcasing the transformative power of collective contributions towards aiding the local area.

Date of Discussion: October 14th, 2023

Guest Involved: Andy Blackwood – Habitat for Humanity, President & CEO

Time & Duration of Discussion: 3:40 PM – 5 minutes

Key Discussion Points:

- **Gala Fundraiser:** In-depth coverage of the Habitat for Humanity Gala held at the Clay Center, highlighting its pivotal role in fundraising activities aimed at supporting Habitat for Humanity's community-driven projects.
- **Utilization of Proceeds:** Detailed explanation by Mr. Blackwood on how the proceeds generated from the gala would be allocated towards various community-oriented endeavors undertaken by Habitat for Humanity.
- **Community Engagement:** Discussion on the versatile avenues available for individuals to contribute and actively participate in Habitat for Humanity's initiatives, encouraging continued support to aid the local area's development.

Audience Engagement: During the discussion, efforts were made to engage the audience actively by providing information on ways they could get involved, encouraging participation, and fostering a sense of community engagement with Habitat for Humanity's mission and goals.

Conclusion: The quarterly ascertainment showcased a compelling conversation centering on the Habitat for Humanity Gala, featuring Mr. Andy Blackwood's valuable insights. The discussion highlighted not just the event itself but also shed light on the substantial impact of community involvement in supporting Habitat for Humanity's ongoing efforts to improve and aid the local area's development.

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Subject: Charleston Light Opera Guild – “The Music Man”

Discussion Overview: On October 25th, 2023, WRVZ had an engaging discussion centered around the production of "The Music Man" by the Charleston Light Opera Guild at the Clay Center in Charleston. The conversation highlighted the upcoming shows, providing a glimpse into the production and its significance within the community. As part of promoting community engagement, tickets for the opening night were given away, aiming to bolster attendance and support for this charitable organization, emphasizing the Guild's 501(c)(3) status and how the community could contribute to sustaining their endeavors.

Date of Discussion: October 25th, 2023

Guest Involved: Cameron Vance – Lead actor in "The Music Man"

Time & Duration of Discussion: 4:00 PM – 15 minutes

Key Discussion Points:

- **Production Overview:** Comprehensive coverage of the Charleston Light Opera Guild's rendition of "The Music Man," shedding light on its significance as a cultural event in Charleston.
- **Clay Center Shows:** Discussion about the upcoming shows at the Clay Center, emphasizing the quality of the production and encouraging attendance to support the Guild's efforts.
- **Promotional Giveaways:** Highlighting the promotion of the event through ticket giveaways for the opening night, fostering greater community involvement and support for the Guild's charitable initiatives.
- **Community Support:** Promotion of the Charleston Light Opera Guild's charitable status as a 501(c)(3) organization, alongside encouraging the community to support them in sustaining their activities within the local area.

Audience Engagement: Efforts were made during the discussion to actively engage the audience by offering promotional giveaways, providing details about the show, and encouraging attendance and support for the Charleston Light Opera Guild.

Conclusion: The quarterly ascertainment provided an insightful discussion centered around the Charleston Light Opera Guild's production of "The Music Man." The

promotion of the show, coupled with ticket giveaways, aimed to enhance community engagement and support for the Guild's charitable endeavors, further highlighting its importance in the local cultural landscape.

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Subject: Wagging Tails & Nitro Ales, Chili Cookoff & Beer Festival

Discussion Overview: On October 30th, 2023, WRVZ hosted Joe Stevens from the Nitro Convention & Visitors Bureau to discuss the Wagging Tails & Nitro Ales, Chili Cookoff & Beer Festival. The conversation highlighted the significance of this cookoff, officially sanctioned by the International Chili Society, attracting participants from various regions aiming to qualify for the national event. Notably, the event also serves as a fundraiser, contributing equally to local animal shelters, a cat rescue group, and local Hospice Care. Additionally, the US Marine Corp's participation in collecting toys for the Toys For Tots Campaign adds another layer of community engagement and support.

Date of Discussion: October 30th, 2023

Guest Involved: Joe Stevens – Nitro Convention & Visitors Bureau

Time & Duration of Discussion: 4:00 PM – 10 minutes

Key Discussion Points:

- **Event Overview:** Detailed coverage of the Wagging Tails & Nitro Ales, Chili Cookoff & Beer Festival, emphasizing its official sanctioning by the International Chili Society and the diverse participation it attracts from various regions.
- **Fundraising Aspect:** Highlighting the event's charitable nature, showcasing how it raises funds and equally donates to local animal shelters, a cat rescue group, and local Hospice Care, emphasizing its positive impact on various community sectors.
- **Community Involvement:** Discussion on the active participation of the US Marine Corp in collecting toys for the local Toys For Tots Campaign, fostering community engagement and support for a worthy cause.

Audience Engagement: Efforts were made during the discussion to engage the audience by highlighting the multifaceted aspects of the event, encouraging attendance, participation, and support for the charitable initiatives associated with the Wagging Tails & Nitro Ales, Chili Cookoff & Beer Festival.

Conclusion: The quarterly ascertainment offered a comprehensive overview of the Wagging Tails & Nitro Ales, Chili Cookoff & Beer Festival, showcasing its multi-dimensional impact on the community. Joe Stevens' insights provided valuable

information, emphasizing not only the event's scope but also its charitable contributions and engagement with local causes.

Subject: Goodwill Industries - Giving Tuesday

Discussion Overview: On November 23rd, 2023, WRVZ held an essential discussion about Goodwill Industries' Giving Tuesday initiative in downtown Charleston. The conversation focused on the collection of donated items during this charitable event. Proceeds from these donations were directed towards supporting the Charleston Police Department's 3rd Annual Toy Drive. Listeners were actively encouraged to participate by driving by and dropping off their donations downtown, streamlining the process and increasing convenience compared to taking donations to specific Goodwill locations.

Date of Discussion: November 23rd, 2023

Guest Involved: David Payne– Charleston Police Department

Time & Duration of Discussion: 4:00 PM – 25 minutes

Key Discussion Points:

- **Giving Tuesday Initiative:** Detailed coverage of the Giving Tuesday initiative led by Goodwill Industries, focusing on the collection of donated items in downtown Charleston.
- **Charitable Partnership:** Highlighting the collaboration between Goodwill Industries and the Charleston Police Department, specifically directing the proceeds to support the CPD's 3rd Annual Toy Drive, aiming to benefit underprivileged children during the holiday season.
- **Community Engagement:** Encouraging listener participation by simplifying the donation process, urging them to drive by and drop off donations downtown, emphasizing the impact of their contributions on supporting the Toy Drive.

Audience Engagement: The discussion actively engaged the audience by highlighting the straightforward process of contributing to the initiative, encouraging their involvement in supporting the Toy Drive by participating in the Giving Tuesday donation collection.

Conclusion: The quarterly ascertainment featured an important discussion about the Goodwill Industries' Giving Tuesday initiative and its collaboration with the Charleston Police Department's Toy Drive. The engagement encouraged listeners to contribute conveniently and directly, underlining the significant impact their donations would have on supporting underprivileged children during the holiday season.

Subject: Hospice Love Light Trees

Discussion Overview: On November 30th, 2023, WRVZ dedicated time to discuss the 39th annual Hospice Love Light Tree season. This conversation centered on promoting the locations of these commemorative trees, designed to honor and remember all Hospice patients, their families, friends, and caregivers across West Virginia. The ornament sales, used to decorate these trees, serve as a means to generate proceeds, directly benefiting HospiceCare - Charleston, which extends its services to all the counties within the WVAF listening area.

Date of Discussion: November 30th, 2023

Guest Involved: Chris Rawlings – CEO of HospiceCare - Charleston

Time & Duration of Discussion: 4:00 PM – 15 minutes

Key Discussion Points:

- **Love Light Tree Season:** Comprehensive coverage of the 39th annual Hospice Love Light Tree season, highlighting the significance of these trees in honoring Hospice patients and their caregivers.
- **Locations and Decoration:** Promotion of the locations where these Love Light Trees are set up, emphasizing the ornament sales that decorate these trees, symbolizing remembrance and generating proceeds for HospiceCare - Charleston.
- **Charitable Impact:** Insight into how the proceeds from ornament sales directly benefit HospiceCare - Charleston, extending their services to all the counties within the WVAF listening area.

Audience Engagement: The discussion actively engaged the audience by providing information about the Love Light Tree locations and the purpose behind ornament sales, encouraging participation and support for HospiceCare - Charleston's noble cause.

Conclusion: The quarterly ascertainment highlighted the significance of the 39th annual Hospice Love Light Tree season, emphasizing its commemorative nature and the charitable impact of supporting HospiceCare - Charleston. Chris Rawlings' insights provided a deeper understanding of the event's importance in honoring and remembering Hospice patients while extending care to the broader West Virginia community.

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Subject: Shoes and Coat Giveaway

Discussion Overview: On December 9th, 2023, WRVZ dedicated time to discuss the Shoes and Coat Giveaway, a community fundraiser benefiting the 2nd Avenue Center in Charleston. This event aimed to provide essential clothing items like shoes and coats to those in need, supporting the local community, particularly during the colder months.

Date of Discussion: December 9th, 2023

Guest Involved: Terrera Wilson

Time & Duration of Discussion: 4:00 PM – 45 minutes

Key Discussion Points:

- **Community Fundraiser:** Detailed coverage of the Shoes and Coat Giveaway as a community fundraiser, highlighting its objective to assist the 2nd Avenue Center in providing essential clothing items to those in need, specifically shoes and coats during the colder season.
- **Supporting the 2nd Avenue Center:** Emphasis on how the event aimed to benefit and support the 2nd Avenue Center in its efforts to assist the local community members who require these essential clothing items.
- **Event Promotion:** Engagement with the community through various media channels, particularly via Facebook, sharing event information in the weeks leading up to the event and on the day itself to maximize awareness and participation.

Audience Engagement: Efforts were made during the discussion to actively engage the audience by providing comprehensive information about the Shoes and Coat Giveaway, encouraging their involvement, and fostering support for this charitable cause.

Conclusion: The Shoes and Coat Giveaway discussion highlighted the charitable nature of the event, aiming to support the 2nd Avenue Center in providing essential clothing items to those in need within the local community. The engagement through social media and the extensive 45-minute discussion on WRVZ underscored the event's significance in assisting vulnerable community members, particularly during the colder months.