

**WSYD RADIO STATION
Mount Airy, NC
Quarterly Issues/Programs
2nd Quarter 2015
Submitted July 3, 2015**

Programs

News:

National news updates once per hour 6:00 am – 6:00pm Monday through Friday. Sixty seconds in duration.

Local, NC, & VA Regional news updates at 6:00am, 7:00am, 7:30am, 8:00am, 12:00pm, and 5:30pm Monday through Friday. Duration of 6-7 minutes.

Weather:

Updates 2 times per hour, Monday through Friday, 6:00 am – 6:00pm. One minute in duration.

Quarterly Issues

WSYD has determined that the following issues are important to the Mount Airy, Surry County, North Carolina community: Topics relating to child abuse, health, travel safety, Government funding, those who served and seniors.

Child Abuse - Aired the Community Affairs program from 9:30 a.m. to 9:45 a.m. 15 minutes in duration on April 2, 2015. Announcer Tim Frye had as his guest Department of Social Services worker in Surry County Nikki Hall. She defined child abuse as when a juvenile or child under the age of 18 has a serious injury other than non-accidental means inflicted upon them by their parent or caretaker. Hull indicated the numbers are increasing in Surry County for child abuse or neglect. From the previous year, 2014, there were 1,284 reports of child abuse. She indicated what is being done through social workers to help bring those numbers down.

Health - Aired the program Your Right to Know with Crystal Selba of the Mount Airy Social Security office heard at 12:15 p.m. on April 11, 2015 for 5 minutes. She told of April being Stress Awareness Month. Stress can lead to the silent killer heart disease and high blood pressure. Selba recognized sources of stress and told of the best ways to understand how you can start eliminating factors in your life that put unnecessary strain on your body and mind.

Travel Safety – Ran 30 second public service announcements from May 1st to June 30th 2015. The theme Buckle Up Whatever It Takes. Never give up until your kids buckle up. These PSAs were produced for the National Highway Traffic Safety Administration and the Ad Council.

Government Funding - Aired the local news story two minutes in length at 6 a.m. 7 a.m. 8 a.m. 12 noon and 5:30 p.m. on May 1, 2015. News Director Mark Brown indicated some Mount Airy commissioners don't want to increase city funding regularly provided to outside entities such as the Surry Arts Council, Mount Airy Museum of Regional History, and the Mount Airy Public Library. These commissioners don't see any way that special agency funding can be increased due to the current recession.

Those Who Served - Produced public service announcements 60 seconds in length from May 19, 2015 until May 30, 2015. The title was Memorial Day Above and Beyond. The radio station along with many local businesses partnered to pay tribute to those fallen local heroes who went above and beyond the Call of Duty. These drew attention to how Memorial Day has diminished over the years and many have forgotten the meaning and tradition of the day.

Seniors – Ran public service announcements 30 seconds in length from 6/1/15 to 6/30/15. The radio station along with Mountain Valley Hospice reminded seniors they need to take extra precautions in preparing for the summer heat. Temperatures in the low-90s can be very dangerous to seniors. Tips were given on how to survive the summer heat avoiding sunburn, severe dehydration, and heat illness.