

WSYD RADIO STATION
Mount Airy, NC
Quarterly Issues/Programs
4th Quarter 2012
Submitted January 5, 2013

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 Food Ministries, Highway Safety, Needy Families, Health and Well-Being, and Education

Food Ministries - WSYD conducted a live remote broadcast on location from Lowes Foods supermarket from 5:00 to 7:00 p.m., 2 hours in duration, on November 1, 2012. The Friends Feeding Friends program is made up of area school students that collect and package food for needy families in our community. We also ran 60-second public service announcements leading up to the remote broadcast.

Highway Safety - WSYD Radio Station, in cooperation with the North Carolina State Highway Patrol Trooper Van Tate, covered topics such as highway safety, DWI, Thanksgiving Holiday safety, speeding, and seat belts. These public service announcements ran from November 17, 2012 to December 31, 2012.

Also North Carolina State Highway Patrol Trooper Ricky Lawson talked with WPAQ announcer Tim Frye on Community Affairs program airing on November 18, 2012 9:15 to 9:30 a.m. 15 minutes in duration. The subject matter was child safety restraints, child car seats, and how to properly use them. This was simulcast on WSYD at the same time.

Needy Families - WPAQ announcer Tim Frye interviewed Major Rogers of the local Salvation Army on Community Affairs program airing on December 5, 2012 from 9:30 until 9:45 a.m., which was simulcasted over WSYD. 15 minutes in duration. The topic was the red kettle drive where folks fill up red kettles with money to help needy families over Christmas.

Health and Well-Being - WPAQ announcer Tim Frye spoke with representatives of the local chapter of the American Red Cross on December 10, 2012 3:15 to 3:30pm about upcoming American Red Cross Holiday blood drives. Duration 15 minutes. This was simulcasted over WSYD.

Education - Saint Paul Elementary School kindergarteners come in and conduct a live studio program over WPAQ, which allow them the opportunity to sing Christmas songs to cheer up those depressed over the Christmas season. This live over the radio program included a visit with Santa this occurred on December 16th 2012 from 9 to 9:45 a.m. 45 minutes in duration. It was simulcasted on WSYD at the same time.