

WAVQ Quarterly Report January-March 2020

Spotlight on Onslow 30 minute show

January: Jacksonville Onslow Spots Commission, Marisa Reeder, assistant executive director. We discussed a new event for January, Fit4U as well as the upcoming race series and other commission major events for 2020. 30-minute show aired January 12 at 9 am and January 18 at 9 am. Four one-minute vignettes aired once daily for four weeks. Show made available on demand at wavqradio.net. Issues covered: fitness, health, community fitness opportunities, support for fundraising events for nonprofits, New Year health and fitness resolutions.

February: The Cape Fear Area Chapter, American Red Cross, James Jarvis Executive Director. We discussed the need for blood after the holidays, Red Cross public education efforts and emergency preparedness. 30-minute show aired at 9 am and at 9 am. Four one-minute vignettes aired once daily for four weeks. Show made available on demand at wavqradio.net. Issues covered: Health education, public health, emergency preparedness, emergency response.

March: One Book, One Community, Virginia Sharp March, director of the Onslow County Public Library system and Sally Goodman, manager of library services for Coastal Carolina Community College. We discussed this year's book selection "Call Me American" by Abdi Nor Iftin. 30-minute show aired at 9 am and at 9 am. Four one-minute vignettes aired once daily for four weeks. Show made available on demand at wavqradio.net. Issues covered: literacy, education, Immigrant issues, history.

Social media outreach at facebook.com/wavqradio: We produced and shared the following video interviews: January 20, Cassandra Smith, local girl scout, on the annual cookie drive and the importance of the fundraiser. January 21, James Jarvis, Cape Fear Area Chapter, American Red Cross, on an upcoming local blood drive. February 22, Dennis Aschenbrenner, board member for the Onslow Literacy Council and volunteer Kimberly Rey on this year's fundraising gala. March 18, 19 and 20 Victoria Reyes, Community Relations Officer and Alyssa Antczak, preparedness coordinator for the Onslow County Health Department on COVID-19.

Live or prerecorded on air in studio interviews: January 20, Cassandra Smith, local girl scout, on the annual cookie drive and the importance of the fundraiser. Live in studio 11 am until noon. February 19, Dennis Aschenbrenner, board member for the Onslow Literacy Council and volunteer Kimberly Rey on this year's fundraising gala and the importance of literacy to the community. Live in studio 1-2 pm. March 18, Victoria Reyes, Community Relations Officer and Alyssa Antczak, preparedness coordinator for the Onslow County Health Department on COVID-19. Live in studio 1-2 pm.

PSA campaigns: Onslow Literacy Gala- 180 scheduled announcements aired between February 5 and March 5, 2020. Hope for the Warriors Run for the Warriors, 72 scheduled announcements aired March 5-13, 2020. Announcement pulled because event was rescheduled due to COVID-19. COVID-19 PSAs, a series of 5 which rotated every hour beginning March 23 (airing continued into the second quarter of 2020).