



# Community Issues Report

WSVG-AM 790 Mt. Jackson, VA

Q1 2017

Prepared by Jim Jones  
April 20, 2017

## **Station Mission**

With physical tower presence in Woodstock, VA and tower/office presence in Mount Jackson, VA, WSVG and WAMM radio aim to service the citizens of Shenandoah County, Page County and Rockingham County with meaningful information geared to improving the living conditions of all. This is accomplished by featuring local music artists on the radio, but more importantly by broadcasting information and advice to raise the standard of living in the community. This goal is achieved by broadcasting rotating short form Public Service Announcements and broadcasting long form content on 790 AM and 1230 AM.

## **Public Service Announcements**

No fewer than five (5) public service announcements air on WSVG and WAMM every day. Lengths of these announcements vary from 15 seconds, 30 seconds and 60 seconds in length. Topics covered include a wide array of public service information pieces related to community issues such as high school dropout prevention, adoptive parenting encouragement, anti-drunk driving campaigns, disease prevention/early diagnosis, among others. This quarter's topics were:

- Emergency Preparedness by the Ad Council
- Adoption by Adopt Us Kids
- Addiction to pain killers / opioids
- Heart attack and CPR from American Heart Association
- Stroke recognition from American Stroke Association
- Reckless Driving Prevention from MADD
- Cancer prevention and treatment from American Cancer Society
- Autism recognition by Autism Speaks
- Community service call to action by Corporation for National and Community Service
- Diabetes recognition by the Ad Council
- Emergency Preparedness by FEMA
- Fire Prevention by the Ad Council
- Public service volunteer campaign by Corporation for National and Community Service
- Hunger prevention from Feeding America
- Lead poisoning prevention from EPA
- Encouragement and power of positive thinking by Foundation for a Better Life
- Reading encouragement from the Library of Congress
- Peace Corps
- Rotary
- Selective Service enrollment
- Social Security
- United Way
- Arts encouragement by Virginia Foundation for the Humanities
- Wildlife Land Trust

# Mount Jackson Independent Baptist Church

Every Sunday at approximately 10 AM, WSVG and WAMM Radio broadcast a 30-minute sermon from Pastor Kelly Coffelt of the Mount Jackson Independent Baptist Church. Topics covered include overcoming depression, substance abuse and assistance for those suffering.

## InfoTrak

Every Sunday at approximately 9:30 AM, WSVG and WAMM Radio broadcast a 30-minute program on important issues and problems facing the community. Here is the list of topics covered this quarter:

**Robert T. Kiyosaki**, investor, entrepreneur, author of "*Rich Dad Poor Dad: What The Rich Teach Their Kids About Money That the Poor and Middle Class Do Not*"

Mr. Kiyosaki discussed the difference in how wealthy people view and use money, compared to middle and lower income Americans. He said it is not necessary to earn a high income to become rich. He explained why he thinks it is such a problem that few students receive any financial education in school. He also discussed the best job categories for young people who are ready to choose a career.

**Issues covered:**  
Personal Finance  
Parenting  
Education

**Length: 10:03**

**Thomas Beckman, MD**, Fellow in Advanced General Internal Medicine at the Mayo Clinic

Many patients seek a second opinion before treatment for a complex medical condition. Dr. Beckman led a study at Mayo that found that only 12 percent of second opinions confirm that the original diagnosis was complete and correct. He explained what illnesses should merit the pursuit of a second opinion.

**Issues covered:**  
Personal Health

**Length: 7:03**

**Dennis C. Miller**, businessman, former CEO of a New Jersey hospital, author of "*Moppin' Floors to CEO*"

Mentors often make a huge difference in a young person's career. Mr. Miller explained why older generations may be key to enhancing the career prospects of Millennials. He offered ideas for how to locate a mentor. He also explained why volunteering may be a wise career move for older members of the workforce.

**Issues covered:**  
Career  
Senior Citizens  
Volunteering

**Length: 4:40**

Show # 2017-20

**Date aired:** \_\_\_\_\_ **Time Aired:** \_\_\_\_\_

**Gwendolen Wilder**, domestic violence survivor, author of "*It's Ok To Tell My Story!: Surviving Common*"

*Law Domestic Violence”*

Ms. Wilder shared her story of years of domestic violence and her eventual escape. She talked about the hurdles that prevent women from leaving abusive relationships. She discussed the sources of help and support available to victims, and offered advice for how to take the difficult step of leaving.

**Issues covered:**  
**Domestic Violence**  
**Women’s Issues**

**Length: 9:15**

**Pamela Wisniewski, PhD**, Assistant Professor of Computer Science at the University of Central Florida

Dr. Wisniewski led a study at Penn State that found that teens rarely talk to their parents about potentially risky online experiences. She said that parents and children often have much different perceptions of and reactions to the same online events, such as cyberbullying, sexual exchanges and viewing inappropriate content online.

**Issues covered:**  
**Youth at Risk**  
**Parenting**  
**Online Security**

**Length: 7:58**

**Richard M. Gersberg, PhD**, Professor and Head of the Division of Environmental Health in the Graduate School of Public Health

Cigarettes are the most common form of litter in the world, with more than 5.6 trillion filters finding their way into the environment every year. Dr. Gersberg led a study that found that 50% of fish died when exposed to water polluted by cigarette butts. He talked about the reasons behind the findings and the overall environmental impact.

**Issues covered:**  
**Pollution**  
**Environmental Issues**

**Length: 4:57**

Show # 2017-21

**Date aired:** \_\_\_\_\_ **Time Aired:** \_\_\_\_\_

**Irwin Redlener, PhD**, Director of Columbia University's National Center for Disaster Preparedness

Dr. Redlener said that a limited nuclear attack can be survivable. He said sheltering in place is the best way to avoid the radiation that would follow a nuclear detonation. He outlined emergency supplies that every household should have on hand, and he discussed the reasons that public officials are reluctant to discuss the topic.

**Issues covered:**  
**Disaster Preparedness**

**Length: 8:41**

**Olympia LePoint**, mathematician, rocket scientist, author of “*Mathaphobia: How You Can Overcome Your Math Fears and Become a Rocket Scientist*”

Ms. LePoint was a professional rocket scientist for NASA programs from 1998 to 2007, and was involved in 28 successful shuttle launches. She discussed the shortage of females in STEM (Science, Technology, Engineering & Math) careers and why it is important to encourage young women to enter these fields.

**Issues covered:**  
Women's Issues  
Education  
Career

**Length: 8:36**

**David M. Neyens, PhD**, Assistant Professor in the Department of Industrial Engineering at Clemson University

In a future filled with self-driving cars, how quickly will human drivers be able to regain control in the event of a system failure or sudden emergency? Dr. Neyens led a study that found that driver reaction times were poor. He said car designers will need to find ways to give drivers much earlier warnings. He added that driver education programs will also need to change significantly, once driverless cars hit the mass market

**Issues covered:**  
**Automotive Safety**  
**Driver Education**

**Length: 5:08**

Show # 2017-22

**Date aired:** \_\_\_\_\_ **Time Aired:** \_\_\_\_\_

**Mark Underwood, PhD**, neuroscience researcher, expert on brain aging and cognitive function, President and co-founder of Wisconsin-based biotech company Quincy Bioscience

Dr. Underwood said most people start to experience mild memory loss by age 40. He explained the relationship of early memory problems to advanced forms of dementia as people enter their 70s and 80s. He outlined basic steps to take to keep the brain active, which may prevent or slow cognitive decline as a person ages.

**Issues covered:**  
**Personal Health**  
**Alzheimer's Disease**  
**Senior Citizens**

**Length: 8:01**

**Patty Osterberg**, Education & Outreach Director of Sustainable Electronics Recycling International, an organization that sets standards for responsible electronics recycling

Ms. Osterberg discussed the most responsible ways to recycle unused mobile phones and other electronic gadgets. Her organization certifies recyclers with the R2 standard, which verifies that recycling companies perform their services in a responsible and ethical manner. She talked about the environmental impact of throwing a phone in the trash.

**Issues covered:**  
**Recycling**  
**Environment**  
**Consumer Matters**

**Length: 8:59**

**Tim Lohrentz**, Program Manager of the Insight Center for Community Economic Development, a non-profit organization that focuses on policies to build economic health in lower income communities

Mr. Lohrentz conducted a study of payday loans and their net impact on the US economy. He found that the burden of repaying the high-interest loans results in \$774 million in lost consumer spending and 14,000 job losses annually. He outlined the alternatives to payday loans that are available to low-income borrowers.

**Issues covered:**  
**Payday Loans**  
**Poverty**  
**Government Regulations**

**Length: 5:10**

Show # 2017-23

**Date aired:** \_\_\_\_\_ **Time Aired:** \_\_\_\_\_

**Gregory Plemmons, PhD**, Associate Professor of Pediatrics at Monroe Carell Jr. Children's Hospital at Vanderbilt University

Dr. Plemmons led a study that found the percentage of younger children and teens hospitalized for suicidal thoughts or actions in the United States has doubled over the past decade. He talked about the possible reasons for such a steep increase, what ages are at the greatest risk, and how parents can recognize signs of suicidal thoughts in their children.

**Issues covered:**

**Length: 7:46**

**Teen Suicide  
Parenting**

**Jeff Stalnaker**, President and Co-Founder of First Orion, a provider of data and phone call transparency solutions

Mr. Stalnaker's company commissioned a survey that found that Millennials are more likely than any other generation to give away personal information to scammers over the phone. He said nearly 40 percent of those surveyed have been contacted by someone impersonating the IRS. He talked about other current scams, and offered advice on how to avoid falling prey to scammers.

**Issues covered:**

**Length: 9:17**

**Consumer Matters  
Crime**

**Kara Lusk-Dudley**, Public Affairs Manager, Biomedical Communications, American Red Cross

Summertime is one of the most challenging times of the year for blood donations. Ms. Lusk-Dudley explained why, and outlined the process that a new blood donor can expect. She explained how to locate a donation center or blood drive nearby. She noted that the Red Cross is also in greater need of organizations to host blood drives during the summer months.

**Issues covered:**

**Length: 5:10**

**Blood Donation  
Personal Health**

Show # 2017-24

**Date aired:** \_\_\_\_\_ **Time Aired:** \_\_\_\_\_

**Elizabeth Rosenthal, MD**, former reporter and senior writer at The New York Times, Editor in Chief of Kaiser Health News, former ER physician, author of "*An American Sickness: How Healthcare Became Big Business and How You Can Take It Back*"

Dr. Rosenthal discussed the rapidly rising costs of healthcare in the past few decades and the reasons behind them. She gave examples of some of the more egregious differences in healthcare costs in the US, compared to other countries. She explained how healthcare consumers can learn to negotiate with hospitals and doctors.

**Issues covered:**

**Length: 8:39**

**Personal Health  
Consumer Matters**

**Jodie Plumert, PhD**, Professor in the Department of Psychological and Brain Sciences at the University of Iowa

For adults, crossing the street by foot seems easy. Yet it is anything but simple for a child. Dr. Plumert led a study that found that perceptual judgment and motor skills are not fully developed in most kids until age 14. She explained what parents can do to help children learn these life and death skills as early as possible.

**Issues covered:**

**Length: 8:27**

**Traffic Safety  
Parenting  
Children's Issues**

**Adriana Zuniga-Teran**, architect, postdoctoral research associate in the University of Arizona's Udall Center for Studies in Public Policy.

Ms. Zuniga-Teran conducted a study that examined how the design of a neighborhood can affect health and wellness. She found that those who live in traditional neighborhoods do the most walking, while those who live in suburban developments report the highest levels of mental well-being.

**Issues covered:**

**Length: 5:02**

**Mental Health  
Personal Health  
Community Issues**

Show # 2017-25

**Date aired:** \_\_\_\_\_ **Time Aired:** \_\_\_\_\_

**Sally Erny**, National Stakeholder Engagement Officer of the National Court Appointed Special Advocate Association

Ms. Erny explained how court-appointed special advocates (CASAs) look out for the interests of abused or neglected children. She discussed how CASA volunteers work with attorneys and other court officers to ensure the youngsters are in safe and healthy foster care, and eventually, permanent homes. She also outlined the training that these volunteers receive, and how someone can volunteer.

**Issues covered:**

**Length: 8:26**

**Child Abuse  
Foster Care  
Volunteerism**

**Clint Emerson**, retired Navy Seal, author of "*100 Deadly Skills: Survival Edition: The SEAL Operative's Guide to Surviving in the Wild and Being Prepared for Any Disaster*"

Mr. Emerson offered numerous tips on how to crime-proof a house and how to avoid becoming a victim of crime in other environments, as well. He explained the importance of being aware of your environment, in order to react to dangerous situations or avoid them in the first place. He also talked about the options available to people caught in active shooter incidents or terrorist attacks.

**Issues covered:**

**Length: 8:46**

**Crime Prevention  
Terrorism**

**Tracy Mehan**, Manager of Translational Research for the Center for Injury Research and Policy at the Research Institute at Nationwide Children's Hospital in Columbus, Ohio

On an average day in the US, 13 children receive emergency treatment for a lawn mower-related injury. Ms. Mehan talked about the most common injuries and how they typically vary, depending on the age of the child. She offered suggestions for parents on how to prevent lawn mower-related injuries.

**Issues covered:**

**Child Safety**  
**Product Safety**  
**Parenting**

**Length: 5:02**

Show # 2017-26

**Date aired:** \_\_\_\_\_ **Time Aired:** \_\_\_\_\_

**Catherine Collinson**, President of the Transamerica Center for Retirement Studies, a non-profit private foundation

Ms. Collinson talked about the option of "phased retirement," in which an employee begins to gradually put in shorter work weeks. She said the strategy permits workers to test out retirement to see if they enjoy it and can afford it, and allows them to avoid tapping into Social Security or savings until truly necessary. She said many employers welcome it, because it allows the senior employee to mentor younger colleagues and the organization to retain institutional knowledge.

**Issues covered:**

**Retirement**  
**Career**

**Length: 8:42**

**Brian Wansink, PhD**, behavior economist, food psychologist, John Dyson Professor of Consumer Behavior at Cornell University, Director of the Cornell Food and Brand Lab, author of "*Slim By Design, Mindless Eating Solutions for Everyday Life*"

Dr. Wansink discussed his research at Cornell, which examines how and why we make choices about the food we eat. He said the way a kitchen or other living environment is set up can encourage weight loss naturally. He outlined innovative but inexpensive steps restaurants, grocery stores and school cafeterias can make to encourage healthier dining choices.

**Issues covered:**

**Health and Nutrition**  
**Consumer Matters**

**Length: 8:34**

**Cami Walker**, author of "*29 Gifts: How a Month of Giving Can Change Your Life*"

At age thirty-five, Ms. Walker was diagnosed with multiple sclerosis. As she battled depression about her illness, she received an uncommon prescription from an African medicine woman: Give to others for 29 days. She shared her story of finding small ways to help others, and how it made a dramatic difference in her own health and happiness.

**Issues covered:**

**Charitable Contributions**  
**Volunteerism**  
**Mental Health**

**Length: 4:24**