

ISSUES AND PROGRAMS LIST
3rd QUARTER 2014

Station WRFC, 960 AM, Athens, Georgia, determined the following issues were of significant concern to the local community and were dealt with according to the attached schedule during the third quarter of 2014.

1. Community/Charity Events/Organizations
2. Education
3. Health
4. Economy/Economic Development
5. Environment
6. Public Safety/Crime
7. Political

Prepared by:

Heather Taylor
Digital Content Editor
Public Affairs Director
Cox Media Group, Athens, Ga.
WRFC-AM

COMMUNITY-CHARITY EVENTS-ORGANIZATIONS-

NAME OF PROGRAM DATE TIME DURATION SOURCE

Georgia Focus 7/20/14 7:30a.m. 30-minutes Local
A need for public awareness of historic sites in the community. On this program recorded at the Cyclorama in Atlanta, historians Barry Brown and Gordon Elwell, authors of Crossroads of Conflict, discuss the numerous Civil War sites across the state. Also, Don Rooney, Curator of Wilbur G. Kurtz: History in Gone with the Wind, an exhibit at the Atlanta History Center, talks about the Wilbur Kurtz works that are being featured.

WRFC News 7/22/14 6:48a.m. 30-sec Local
7:48a.m. 30-sec Local

A need for recognition and appreciation for an element of our local history. This day marks the 150th anniversary of the start of the Civil War Battle of Atlanta.

WRFC News 7/25/14 6:48a.m. 30-sec Local
7:48a.m. 30-sec Local

A need for recognition for an element of our local history as well as a need for awareness of a local event. The 10th annual observance of the lynchings at the Moores Ford Bridge at the Oconee-Walton County line are set for Saturday: the murders of two young black couples in 1946 remains unsolved; civil rights activists have continued to call on federal investigators to do more to learn who committed the murders, which have been described as the last mass lynching in America.

Georgia Focus 7/27/14 7:30a.m. 30-minutes Local
A need for public awareness of a local charity. Speedway Children’s Charities provides funding for non-profit organizations that meet the direct needs of children in and around our community. During August they have several fundraising events culminating with the Atlanta 500 at Atlanta Motor Speedway. Program guests are Scott Fillmore, Executive Director of the Atlanta Chapter of Speedway Children’s Charities and Ed Clark, President of Atlanta Motor Speedway.

WRFC News 8/15/14 6:48a.m. 30-sec Local
8:48a.m. 30-sec Local

A need for public awareness about an event benefiting the local food bank. The report detailed that the Classic City Barbecue Festival will take place and a portion of the proceeds goes to the Food Bank of Northeast Georgia.

Georgia Focus 8/17/14 7:30a.m. 30-minutes Local
A need for public awareness of the Georgia Department of Juvenile Justice. The Georgia Department of Juvenile Justice serves the state’s youthful offenders at facilities around the state. They hold young offenders accountable for their actions through the delivery of services and sanctions in appropriate settings and by supporting youth in their communities to become productive and law-abiding citizens. Program guest is Avery Niles, Commissioner of the GA Department of Juvenile Justice.

WRFC News 8/20/14 6:48a.m. 30-sec Local
7:48a.m. 30-sec Local

A need for a transition center for military veterans returning to civilian careers. This report detailed a groundbreaking in Warner Robins that Governor Nathan Deal attended to celebrate the start of work on a \$10 million military education and training center.

Georgia Focus	8/24/14	7:30a.m.	30-minutes	Local
---------------	---------	----------	------------	-------

A need for public awareness of a community event benefiting a local charity. JeepFest is an annual event in Jasper sponsored and operated by the Pickens County Sheriff's Office and is one of the major annual fundraisers for the Georgia Sheriff's Youth Homes which is a state-wide charity. Pickens County Sheriff Donnie Craig and Ryker Lowe from Jasper Jeep discuss this year's JeepFest and the work of the Youth Homes.

Newsmakers Today	9/21/14	7:00a.m.	12-minutes	Local
------------------	---------	----------	------------	-------

A need for public awareness of a community event. Olivia Long with AIDS Athens was on the program discussing the Athens AIDS Walk.

WRFC News	9/23/14	6:48a.m.	30-sec	Local
		8:48a.m.	30-sec	Local

A need for community involvement in local charities. The report detailed the annual Volunteer Fair at the Tate Student Center. Several community service organizations were on hand.

During the quarterly period, WRFC aired PSA's for Athens Orthopedic Clinic promoting the Glow and Go Aquathlon. Total announcements – 28.

During the quarterly period, WRFC aired PSA's for The Boys & Girls Club. Total announcements – 54.

During the quarterly period, WRFC aired PSA's for the United Way promoting the kickoff of a United Way fundraising event. Total announcements – 85.

During the quarterly period, WRFC aired PSA's for the Treehouse Foundation promoting the Primal Rush Race. Total announcements – 27.

During the quarterly period, WRFC aired PSA's for The American Cancer Society promoting the Tri To Beat Cancer Triathlon which raised money for the foundation. Total announcements – 30.

EDUCATION-

NAME OF PROGRAM DATE TIME DURATION SOURCE

WRFC News
7/7/14
6:48 a.m. 30-sec. Local
7:48 a.m. 30-sec. Local

A need for a way to obtain a business degree online for those who are not able to attend college traditionally. The report dealt with the new Terry College of Business Online Bachelor of Business Administration Program and how it is aimed at adult learners and targets full-time employees, military personnel, and others who want to upgrade their business skills.

WRFC News
7/9/14
7:48 a.m. 30-sec. Local
8:48 a.m. 30-sec. Local

A need to improve the CRCT numbers in Clarke County. The report detailed that the latest CRCT numbers have been released and are improving.

WRFC News
7/10/14
6:48 a.m. 30-sec. Local
8:48 a.m. 30-sec. Local

A need to improve mathematics in Georgia schools. The report detailed that the University of Georgia received a grant from the National Science Foundation. The University will use the \$2 million on programs designed to improve education in mathematics.

WRFC News
7/30/14
6:48a.m. 30-sec Local
7:48a.m. 30-sec Local

A need for community members who have not completed their college degree requirements to be able to go back to school so that they can move forward in their career. The report detailed the “Go Back, Move Ahead Plan” that was rolled out by Governor Nathan Deal. It is designed to make it easier for state residents who have not completed degree programs to go back to college.

WRFC News
8/26/14
6:48a.m. 30-sec Local
8:48a.m. 30-sec Local

A need for a center at the University of Georgia that will have the latest technology, education tools, and professors to give students the best possible science education. The report detailed that a campus groundbreaking ceremony took taking place for the new Science Learning Center on the University of Georgia campus.

WRFC News
8/26/14
6:48a.m. 30-sec Local
7:48a.m. 30-sec Local

A need for a decision on Common Core education standards. The report details that a state house committee on government’s role in education met to discuss the Common Core standards and the federal Race to the Top program. More meetings are to come.

WRFC News
8/27/14
7:48a.m. 30-sec Local
8:48a.m. 30-sec Local

A need for a center at the University of Georgia that will have the latest technology, education tools, and professors to give students the best possible science education. The report detailed that Governor Nathan Deal was in Athens keynoting the groundbreaking ceremony. It’s a \$45 million project, scheduled to open by Fall 2016.

WRFC News	9/9/14	6:48a.m.	30-sec	Local
		7:48a.m.	30-sec	Local

A need for information on different colleges for students and potential college students. The report detailed the 2014 Athens PROBE College Fair. It will have representatives from more than 100 colleges and universities.

WRFC News	9/10/14	6:48a.m.	30-sec	Local
		7:48a.m.	30-sec	Local

A need for more funding for Georgia's public schools. The report detailed that the State Board of Regents will meet in Atlanta to lay out plans for the upcoming legislative session, saying lawmakers will be asked to allocate another \$46 million in state funding for Georgia's public colleges and universities.

WRFC News	9/11/14	6:48a.m.	30-sec	Local
		8:48a.m.	30-sec	Local

A need for local students to receive college educations. The report detailed College Admissions Family Night at Clarke Central High School. This night provides an opportunity for Clarke Central students and parents to get information on the college application process.

WRFC News	9/11/14	6:48a.m.	30-sec	Local
		7:48a.m.	30-sec	Local

A need for the removal of the undue burden caused by the state's Teacher and Leader Evaluation System. The report detailed that the Clarke County School Board met and adopted a resolution to the system. They found that the evaluation system relies too much on test scores.

Georgia Focus	8/10/14	7:30a.m.	30-minutes	Local
---------------	---------	----------	------------	-------

A need to find a cure for Parkinson's Disease. Parkinson's disease is a chronic and progressive movement disorder that affects millions of people worldwide. In the US, as many as one million live with Parkinsons with approximately 60,000 diagnosed each year. Guests Bill Wilkins, Co-Founder of the Wilkins Parkinson's Foundation and Tamra Cantore, head of "Team Cantore" which raises funds for Parkinson's, discuss upcoming events to support research efforts.

WRFC News	8/12/14	7:48a.m.	30-sec	Local
		8:48a.m.	30-sec	Local

A need for more mothers to breastfeed. The report detailed that the CDC reports that not enough Georgia mothers are breastfeeding.

Georgia Focus	8/31/14	7:30a.m.	30-minutes	Local
---------------	---------	----------	------------	-------

A need for more organ donators. More than 120,000 men, women and children are awaiting organ transplants to save their lives. Thousands more are in need of tissue and cornea transplants. The Donate Life Georgia registry allows Georgians to easily join the state's organ donation registry and the LifeLink Foundation is an organization dedicated to the recovery of organs and tissue for transplantation. Pogram guests are Lisa Service, whose daughter Kate received a liver transplant last year and Tracy Ide from Lifelink, Chairperson for Donate Life Georgia.

Georgia Focus	9/7/14	7:30a.m.	30-minutes	Local
---------------	--------	----------	------------	-------

A need for childhood obesity awareness. More than 23 million children and teenagers in the US ages are obese or overweight, many are in Georgia. Children's Healthcare of Atlanta is leading efforts statewide to turn the tide on this problem and improve the wellness of Georgia's children. Dr. Stephanie Walsh, Medical Director of Children's Healthcare of Atlanta's Strong4Life and Wendy Palmer, Strong4Life's Program Manager discuss healthy ways to avoid obesity.

Georgia Focus	9/28/14	7:30a.m.	30-minues	Local
---------------	---------	----------	-----------	-------

A need for public awareness of the Georgia Lions Lighthouse. The reach of the Georgia Lions Lighthouse extends to every county in the state. The Lighthouse facilitated over 400 eye surgeries last year, provided over 4,800 brand new pairs of eyeglasses, and gave over 2,600 eye exams. In addition, 962 people received hearing aids through their new digital aid program. Caren Kaplan and Alison Kuhlke from the Georgia Lions Lighthouse discuss their programs.

During the quarterly period, WRFC aired PSA's for The American Cancer Society to raise awareness of cancer, its treatment, and to raise funds. Total announcements – 16.

ECONOMY-ECONOMIC DEVELOPMENT-

NAME OF PROGRAM DATE TIME DURATION SOURCE

Georgia Focus 7/6/14 7:30a.m. 30-minues Local
A need for more jobs for veterans. Show Your Stripes is an initiative to address the issue of unemployment among U.S. military veterans. This special program produced by iHeartRadio and hosted by journalist Rick Sanchez generates awareness around the issue of veteran unemployment and encourages businesses to hire skilled veterans and help those transitioning out of the military find jobs.

WRFC News 7/18/14 6:48 a.m. 30-sec. Local
8:48 a.m. 30-sec. Local
A need for jobs. The report detailed that the June jobless rate numbers are at 7.4% for June, up from 7.2% in May.

Newsmakers Today 7/20/14 7:00a.m. 8-minutes Local
A need for money for the Georgia Department of Transportation. Steve Henson was on the show speaking on the federal highway funding bill.

WRFC News 7/21/14 7:48 a.m. 30-sec. Local
8:48 a.m. 30-sec. Local
A need for jobs. This report detailed that the state Labor Department said that Athens had a 9.4% decrease in first-time claims for unemployment benefits from June of last year to June of this year. Statewide, the decrease was 4.7%, with only Columbus and Albany showing increases.

WRFC News 7/24/14 6:48 a.m. 30-sec. Local
8:48 a.m. 30-sec. Local
A need for jobs. This report detailed that the state labor department reports an increase in the Athens unemployment rate: the local jobless rate checked in at 6.3% in June, up from 5.6% in May. Athens still has the lowest unemployment rate in the state. The Georgia jobless rate for June was 7.4%, up from 7.2% state unemployment the month before.

WRFC News 7/24/14 7:48 a.m. 30-sec. Local
8:48 a.m. 30-sec. Local
A need for jobs. This report detailed that between 70 and 100 new jobs will be coming to Athens because of E-Pellets LLC who bought the old Louisiana Pacific facility off Commerce Road. They are planning on opening and hiring within the next twelve months.

WRFC News 7/29/14 6:48a.m. 30-sec Local
7:48a.m. 30-sec Local
A need for lower gas prices. This report detailed that AAA said that Georgia gas prices are at their lowest levels in four months. The statewide average for a gallon of self-serve regular is \$3.43.

WRFC News 8/1/14 6:48a.m. 30-sec Local
7:48a.m. 30-sec Local
A need for a tax holiday for back to school shopping to give families an easier time when purchasing the necessary supplies to send children back to school. The report detailed that there will be a two-day sales tax. Shoppers can make back-to-school purchases free of state and local sales taxes.

WRFC News	8/5/14	7:48a.m.	30-sec	Local
		8:48a.m.	30-sec	Local

A need for public transit in Athens. The report detailed that a study has shown that Athens buses-combining those of Athens Transit and the University of Georgia- have the fourth-highest per capita ridership in the country. Athens, among cities with populations of 65,000 or more, ranks behind only New York, San Francisco, and Washington in per capita public transit ridership.

WRFC News	8/13/14	6:48a.m.	30-sec	Local
		7:48a.m.	30-sec	Local

A need for an end to the ban of off-shore drilling in the Atlantic in order to put more money into Georgia's economy state-wide. The report detailed that The Georgia Chamber of Commerce says oil and gas off the coast of Georgia could add an additional \$23 million to the state's annual economy.

WRFC News	8/20/14	6:48a.m.	30-sec	Local
		7:48a.m.	30-sec	Local

A need for jobs. The report detailed that the University of Georgia's student employment fair will take place at the Tate Center. Dozens of employers both on and off campus are expected to attend.

WRFC News	9/10/14	6:48a.m.	30-sec	Local
		8:48a.m.	30-sec	Local

A need for jobs. The report detailed that there is a meeting of the Georgia Bioscience Joint Development Authority. They are looking to lure high-tech research firms to the Highway 316 corridor between Athens and Atlanta.

WRFC News	9/17/14	6:48a.m.	30-sec	Local
		7:48a.m.	30-sec	Local

A need for more jobs. The report detailed that Atlanta-based UPS says it plans to hire upwards of 95,000 seasonal workers to handle holiday shipments throughout Georgia.

WRFC News	9/18/14	7:48a.m.	30-sec	Local
		8:48a.m.	30-sec	Local

A need for more jobs. The report detailed that the state unemployment rate hits 8.1% in August which is up from 7.7% in July.

WRFC News	9/25/14	6:48a.m.	30-sec	Local
		7:48a.m.	30-sec	Local

A need for jobs. The report detailed that the state Labor Department reported a dip in the Athens unemployment rate. It was 6.4% in August, down from 6.6% in July.

ENVIRONMENT-

NAME OF PROGRAM **DATE** **TIME** **DURATION** **SOURCE**

WRFC News 7/21/14 7:48 a.m. 30-sec. Local
8:48 a.m. 30-sec. Local

A need for visitors to Georgia's National Parks. This report detailed that Georgia's national parks saw 7 million visitors in 2013.

WRFC News 7/29/14 6:48a.m. 30-sec Local
7:48a.m. 30-sec Local

A need for public input on proposed new environmental regulations. The report detailed that the EPA is kicking off two days of public hearings in Atlanta to gather public input on proposed new environmental regulations that would force Georgia to trim carbon emissions from power plants by 48% over the next 15 years. The hearings are taking place at the Omni Hotel in Atlanta.

WRFC News 7/31/14 6:48a.m. 30-sec Local
8:48a.m. 30-sec Local

A need for environmental rules. The report detailed that the EPA wrapped up two days of hearings in Atlanta. The hearings were on proposed new environmental rules, a pending requirement that Georgia power plants reduce carbon emissions by more than 45% over the next 15 years.

WRFC News 8/5/14 6:48a.m. 30-sec Local
7:48a.m. 30-sec Local

A need for planning of the Oconee Rivers Greenway Network Plan. The report detailed that the second of three public forums on plans for the Oconee Rivers Greenway Network Plan is on tap.

WRFC News 8/11/14 6:48a.m. 30-sec Local
8:48a.m. 30-sec Local

A need for planning of the Oconee Rivers Greenway Network Plan. The report detailed that the final public forum on plans for the Oconee Rivers Greenway Network Plan will occur on the night of the report.

WRFC News 8/15/14 6:48a.m. 30-sec Local
8:48a.m. 30-sec Local

A need for public awareness about a smog alert. The report detailed that there is a Code Orange smog alert for the day of the report.

WRFC News 8/19/14 6:48a.m. 30-sec Local
7:48a.m. 30-sec Local

A need for a reservoir to supply drinking water to Walton and Oconee Counties. The report detailed that the August meeting of the Hard Labor Creek Reservoir management board is on tap to discuss working and planning for the reservoir.

WRFC News 9/15/14 6:48a.m. 30-sec Local
7:48a.m. 30-sec Local

A need for plans for Athens-Clarke County green space. The report detailed that a public information session is set to discuss possible uses for hundreds of acres of forest land off Tallassee Road.

PUBLIC SAFETY-CRIME

<u>NAME OF PROGRAM</u>	<u>DATE</u>	<u>TIME</u>	<u>DURATION</u>	<u>SOURCE</u>
WRFC News	7/1/14	6:48 a.m.	30-sec.	Local
		7:48 a.m.	30-sec.	Local

A need for a new gun law in Georgia. The report detailed the law that goes into effect July 1 and expands the number of places in which permitted gun owners can carry their firearms. The measure cleared the legislature earlier this year.

WRFC News	7/2/14	6:48 a.m.	30-sec.	Local
		8:48 a.m.	30-sec.	Local

A need to keep minors from buying electronic cigarettes. The report detailed the new state law from the Georgia Department of Public Health that makes it illegal to sell or distribute electronic cigarettes to anyone under 18 years of age.

Georgia Focus	7/13/14	7:30a.m.	30-minutes	Local
A need for summer water safety. According to the Department of Public Health, in 2011, the most recent publicly available data, there were 27 drowning-related deaths in Georgia for children 14 and younger. Many drowning incidents occur in swimming pools, but lakes, rivers and oceans can also be dangerous. Kristen Sanderson, Program Coordinator for Safe Kids Georgia at Children’s Healthcare of Atlanta, Ajumu Bajoku, Director of Healthy Lifestyles at Boys & Girls Clubs of Metro Atlanta and Stephanie McConnell who lost her 3-year-old son in a drowning, discuss the importance of safety around water.				

WRFC News	7/31/14	6:48a.m.	30-sec	Local
		7:48a.m.	30-sec	Local

A need excellence in the community’s police departments. The report detailed that the Georgia Association of Police Chiefs met in Savannah and named Athens-Clarke County Police Chief Jack Lumpkin as the Police Chief of the Year.

WRFC News	8/11/14	6:48a.m.	30-sec	Local
		7:48a.m.	30-sec	Local

A need for a lower death rate of children in Georgia. The report detailed that more Georgia children are dying despite state intervention. Children’s’ deaths are up 18% between 2012 and 2013 even with DFACS involvement. DFACS says 180 children died in 2013 despite investigations into abuse and doling out assistance. It says the increase could be partly from better reporting.

WRFC News	8/12/14	6:48a.m.	30-sec	Local
		7:48a.m.	30-sec	Local

A need for police training. The report detailed that there will be police activity on and around the campus of Athens Technical College. Officers from the Athens-Clarke County Police Department and the University of Georgia campus Police Department will take part in the active shooter drills.

WRFC News	8/13/14	6:48a.m.	30-sec	Local
		8:48a.m.	30-sec	Local

A need for police training. The report detailed that police training exercises continued at Athens Technical College. Athens-Clarke County Police and University of Georgia campus police took part in drills.

WRFC News	8/18/14	6:48a.m.	30-sec	Local
		7:48a.m.	30-sec	Local

A need for pedestrian safety and safe routes to school in Athens-Clarke County. The report detailed that a public forum on pedestrian safety and safe routes to school is on tap.

Newsmakers Today	8/24/14	7:00a.m.	12-minutes	Local
------------------	---------	----------	------------	-------

A need for safety during the Labor Day Weekend. Harris Blackwood with the GOHS was on the program discussing highway safety during the holiday weekend.

Newsmakers Today	8/31/14	7:00a.m.	9-mintues	
------------------	---------	----------	-----------	--

Local
A need for safety during UGA football games. Jimmy Williamson, UGA Police Chief was on the program discussing preparations for a football weekend.

WRFC News	9/11/14	7:48a.m.	30-sec	Local
		8:48a.m.	30-sec	Local

A need for public awareness of an emergency preparedness resource fair. The report details that the University of Georgia will hold the resource fair at the Student Center.

Newsmakers Today	9/14/14	7:00a.m.	15-minutes	Local
------------------	---------	----------	------------	-------

A need for emergency preparedness. Ed Roller and Cham Dallas were on the show talking about emergency preparedness.

Georgia Focus	9/21/14	7:30a.m.	30-minutes	Local
---------------	---------	----------	------------	-------

A need for emergency preparedness. September is Emergency Preparedness Month and The Georgia Emergency Management Agency works to teach preparedness, lessen the effects of a disaster, and strengthen response and recovery efforts in GA. One of GEMA's areas of focus is the new Praise & Preparedness program that provides faith-based organizations with the tools needed to take action to prepare for a disaster. Program guests are Lisa Janak-Newman and Janay Stargell from GEMA.

POLITICAL-

NAME OF PROGRAM **DATE** **TIME** **DURATION** **SOURCE**

WRFC News 7/8/14 6:48 a.m. 30-sec. Local
7:48 a.m. 30-sec. Local

A need to know the candidates. The report detailed that Republican congressional candidates Jody Hice and Mike Collins will debate in Watkinsville at the Oconee County Library. Hice and Collins were the top vote-getters in the May 20 Republican primary. They're racing to replace Athens Congressman Paul Broun.

WRFC News 7/9/14 6:48 a.m. 30-sec. Local
8:48 a.m. 30-sec. Local

A need to know the candidates. The report informed that 10th District Congressional candidates Jody Hice and Mike Collins debated at the Oconee County Library in Watkinsville.

Newsmakers Today 7/13/14 7:00a.m. 8-minutes Local
A need to know the candidate. Melissa Link spoke about her political campaign for 3 ACC Commission runoff.

Newsmakers Today 7/20/14 7:00a.m. 10-minutes Local
A need to know the candidate. Greg Hecht, Democrat candidate for State Attorney General spoke on his election platform.

WRFC News 8/4/14 6:48a.m. 30-sec Local
7:48a.m. 30-sec Local

A need to know the candidates. The report detailed that Democrat Michelle Nunn is challenging Republican rival David Perdue to a series of five debates, one of which is already scheduled for later this month in Macon. The U.S. Senate candidates are set to meet August 21st in a forum sponsored by the Georgia Chamber of Commerce. The winner of their November election replaces retiring Republican Senator Saxby Chambliss in January.

WRFC News 8/6/14 6:48a.m. 30-sec Local
7:48a.m. 30-sec Local

A need to know the candidate. The report detailed that the Democratic candidate to be state Insurance Commissioner is due in Athens. Liz Johnson will speak at the ceremonial opening of the new Clarke County Democratic Party fall campaign headquarters.

WRFC News 8/11/14 6:48a.m. 30-sec Local
8:48a.m. 30-sec Local

A need to know the candidate. The report detailed that Richard Woods, Republican candidate for state School Superintendent is among the speakers at a meeting of the Athens-Clarke County Republican Party.

WRFC News 8/15/14 6:48a.m. 30-sec Local
8:48a.m. 30-sec Local

A need to know the candidates. The report detailed that former Georgia Governor and Senator Zell Miller is endorsing Democrat Michelle Nunn in her campaign against Republican David Perdue. Miller is endorsing another Republican in a high-profile November contest, backing Governor Nathan Deal over Democratic state Senator Jason Carter. There is new polling on those races as well: Perdue leads Nunn, Deal and Carter are effectively tied.

