

WSOC-FM

Second Quarter Issues Report Public Affairs Issues of Concern

April – May - June
Due July 10, 2013

COMMUNITY AFFAIRS PROGRAMMING

Prepared by: Francene Marie
Hosted by: Francene Marie

Public Affairs Programs

Show Title – Francene Marie Show

Francene Marie show hosted by Francene Marie is a locally produced show. The show addresses local, regional and national issues of concern to Charlotte and the Metrolina area. Airing on Sunday mornings from 6:00AM to 7:00AM.

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ISSUES OF CONCERN TO CHARLOTTE, NC
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Brief description of show content listed below. All 10 topics cover issues of concern to local Charlotte community.

1. Health

The need to promote blood donation. Promoting ALS events and stories. Helping efforts to support Cancer research and childhood diabetes.

2. Children

The need to support non-profits promoting a stable home life for children. Educational opportunities for children to explore nature and farm living.

3. Fitness

The need to promote healthy living through workouts, dancing and healthy eating.

4. Animals

The need to share events and efforts supporting low cost spayed and neuter. The adoption opportunities in the Carolinas.

5. Education

The need to eradicate illiteracy. The need to support girls in science and engineering.

6. Environment

The need to clean up the Catawba River. The need for Duke Power to take responsibility of coal ash-ponds.

7. Charities

The need to share IRS news related to organizations attaining non-profit status. Local retailer allowing non-profits to benefit financially.

8. Small Businesses

The need to help educate small business owners about free classes and online resources.

9. Foreclosure

Help for homeowners going through economic hardships in North Carolina.

10. Performing Arts

The need to support performing arts departments at local schools. The need to support local film makers.

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HEALTH

Issue: Health

PA Show

Date: May 12, 2013

Time: 30 minutes of 1-hour

Francene Marie interviewed local Red Cross regarding partnership with Carowinds Amusement Park to raise awareness of blood donation and discounts for deployed military home and veterans.

Issue: Health

PA Show

Date: May 5, 2013

Time: 30 minutes of 1-hour

Francene Marie interviewed 13-year old Lauren Wilson who lost her childhood friend to Cancer. Lauren is fighting back by chairing a committee for Relay For Life In Balantyne YMCA.

Issue: Health

PA Show

Date: May 12, 2013

Time: 30 minutes of 1-hour

Francene Marie interviewed Committee members for 24-Hours of Booty upcoming ride in support of Cancer patients. Janet Ervin – Marketing Director and Michael Hernandez shared how the community comes together annually.

Issue: Health

PA Show

Date: June 9, 2013

Time: 30 minutes of 1-hour

Francene Marie interviewed Josie Sanctis - Mrs. North Carolina 2013 regarding Trichotillomania a (hair pulling disorder) she's dealt with since the age of 9. Josie is now a spokesperson for Trich patients.

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EDUCATION

Issue: Education

PA Show

Date: May 26, 2013

Time: 30 minutes of 1-hour

Francene Marie interviewed local poet & author Kym Gordon Moore. She says low reading scores and incarceration stats are related and by teaching kids that reading can be fun can increase writing skills, esteem and grades.

Issue: Education

PA Show

Date: May 26, 2013

Time: 30 minutes of 1-hour

Francene Marie interviewed Board member - Charlene Slaughter with Florence Crittenton Services regarding parenting classes taught to mothers at FCS. FCS is a non-profit helping single mothers raise healthy children.

CHILDREN

Issue: Children

PA Show

Date: May 5, 2013 also aired on June 9th (same length)

Time: 30 minutes of 1-hour

Francene Marie interviewed Bonnie Griffin owner of *Fossils On The Farm* regarding customized 3rd & 4th grade curriculum to help children explore fossils.

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FITNESS

Issue: Fitness

PA Show

Date: June 23, 2013

Time: 30 minutes of 1-hour

Francene Marie interviewed Executive Director Oneaka Mac of Oneaka Dance company – a non-profit serving low income areas of the city, teaching dance to children and seniors. Oneaka explained African Dance and its history.

Issue: Fitness

PA Show

Date: June 30, 2013

Time: 60 minutes of 1-hour

Francene Marie interviewed Dr. Mark Matthews regarding crossfit training concept and compared it to living hundreds of years ago. Dr. Matthews also explored the new pyramid of eating like our ancestors ate. The Paleo diet is not a craze, but a way of eating fresh and nutritious foods to fuel our body.

Issue: Fitness

PA Show

Date: June 23, 2013

Time: 30 minutes of 1-hour

Francene Marie interviewed Amber Brown with YWCA regarding their residential program for mothers and fathers in transition. The YWCA also offers fitness options for the community. Joe Montgomery with Industrial Strength housed in the YWCA shared new options to exercise, like ballet.

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ANIMALS

Issue: Animals
PA Show
Date: May 19, 2013
Time: 20 minutes of 1-hour

Francene Marie interviewed Roxanne McDonald promoting "Stand Up For Dogs & Cats" benefiting the Humane Society of Charlotte. Roxanne shared how many cats and dogs the Society has helped in the past year.

Issue: Animals
PA Show
Date: June 2, 2013
Time: 30 minutes of 1-hour

Francene Marie interviewed Melissa Knicley with CMPD Animal Care & Control regarding pet safety in hot temperatures and events to support spay & neuter free clinics during the year.

CHILDREN

Issue: Children
PA Show
Date: May 19, 2013
Time: 30 minutes of 1-hour

Francene Marie interviewed Sandy Marshall with Project Scientist regarding Summer & Fall programs supporting science and math, with a concentration on grade school age girls. The classes are held at Queens College.

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CHILDREN

Issue: Children
PA Show
Date: April 28, 2013
Time: 30 minutes of 1-hour

Francene Marie interviewed Executive Director - Kelly Vasta with JDRF in regards to childhood diabetes. Kelly shared the news of raffling off \$14,000 Rolex watch to raise money and awareness. Amount raised to be announced.

ENVIRONMENT

Issue: Environment
PA Show
Date: April 14, 2013
Time: 60-minutes of 1-hour

Francene Marie interviewed Executive Director – Rick Gaskin regarding Duke Power’s Coal Ash Ponds contaminating the Catawba River. Rick says other cities would never have contamination so close to drinking water. Charlotte officials and Duke Power must clean up their act and keep the public’s interest in mind.

CHARITIES

Issue: Charities
PA Show
Date: April 7, 2013
Time: 30 minutes of 1-hour

Francene Marie interviewed Belk Store managers regarding Charity Days at Belk Stores. Non-profits have a chance to sell tickets to Belk Charity Day and keep ticket sales for organization.

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PERFORMING ARTS

Issue: Performing Arts

PA Show

Date: June 16, 2013

Time: 30 minutes of 1-hour

Francene Marie interviewed Peyton Lea regarding his film “Just Tom” at the Epicenter. Peyton was born and raised in North Carolina and hired 80% of his cast and crew from the Carolinas.

Issue: Performing Arts

PA Show

Date: June 2, 2013

Time: 30 minutes of 1-hour

Francene Marie interviewed Alyson Stevens with Northwest School of the Arts. She shared how students were chosen to perform “The Color Purple” in a International Thespian Festival in Nebraska. Wells Fargo pitched in \$50,000 to help with a \$131,000 to get the kids and the set to Nebraska.

CHARITIES

Issue: Charities

PA Show

Date: April 7, 2013

Time: 30 minutes of 1-hour

Francene Marie interviewed Chad Seigler with Guardian Capitol regarding his goal in becoming a 501C3 with no help from IRS staff. Chad explained his plight along with other non-profits sitting on the back burner for approval.

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FORECLOSURES

Issue: Foreclosures

PA Show

Date: April 21, 2013

Time: 60 minutes of 1-hour

Francene Marie interviewed Executive Director – Bob Kucab with NC Foreclosure regarding programs to assist homeowners in maintaining their mortgages. This is the second campaign NC Foreclosure has offered homeowners in our area. Bob explained how to apply and where. www.ncforeclosure.com

BUSINESS

Issue: Business

PA Show

Date: June 16, 2013

Time: 30 minutes of 1-hour

Francene Marie interviewed CEO & President Tom Bartholomy with the Better Business Bureau regarding new and old scams online, in person and via phone. Although people are aware of the scams they still fall prey, especially teens and senior citizens.