

RADIO STATION WNCC-FM

Issues / Programs List

First Quarter-2013

Compiled by Keith D. Giles

REVIEWED AND APPROVED BY

General Manager

Date

WNCC RADIO FIRST QUARTER 2013 ISSUES OUTLINE

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SECTION A: NEWSCAST OVERVIEW AND QUARTERLY ISSUES ADDRESSED

WNCC-FM airs four local newscasts during its broadcast day, Monday through Friday at 7:03am, 8:03am, 12:02pm, and 5:02pm, following three to ten minutes of world and national news from NBC Radio News. WNCC reports local and area news events and issues on an ongoing basis.

News Treatments: The nominal length of each of our lead or feature news stories described below is between 30-seconds and one minute 30 seconds.

Some of the issues covered in these newscasts and programs during the **first** quarter are as follows:

1-Citizen Health

News Treatments: January: 14, 22, 25; February: 5, 13, 20; March 15, 19, 21, 26

Encouraging citizens to do more for their health remained a top focus during the first quarter. We broadcast several news stories regarding health information pertinent to the top issues in Macon County including heart health and colon cancer; informed residents on valuable screenings, tests, and educational programs in the community.

2-Weather Preparedness

News Treatments: January: 14, 17, 24, 29; February: 4, 18; March: 5,8,21

The weather in the first quarter brought heavy rains, icy roads, cold temperatures, high winds and snow. We strived to keep our listeners informed with up to the minute weather reports and tips and reminders about being ready for inclement weather.

3-Recreation/Obesity

News Treatments: January: 10,16; February: 15; March: 15; April:4,9

Obesity and the need to get out more still challenges Macon County. We broadcast several news stories including opportunities to get out and fish, exercise; and give feedback on local trails and recreation management. We also kept the community informed on the potential forthcoming recreation park at the Parker Farms property.

4-Hunger/Residents in Need

News Treatments: January: 24,28; February: 15, 22

A tough economy continued to impact citizens of Macon County in the first quarter. Some families are in great need; we made it a point to inform them on how to get assistance with utilities, food, etc. and also provided information on how citizens could help with the local food bank Carenet and other sources.

5-Poorly Informed Citizens

News Treatments: January: 18, 31; February: 2,4,7,8

We ran several news reports informing citizens of happenings in the General Assembly including new laws with impact in Macon County. Also, we kept the closing and re-opening of the Whitley Plant in the eyes of the public by reporting on details as they emerged.

6-Jobs

News Treatments: January: 7, 17, 29; February: 1, 13; March: 7, 20, 26; April: 4

While the final quarter of 2012 and the first of 2013 showed promise of a recovering job market, many Maconians remained out of work. We aired several newscasts informing residents of happenings with the local job link office including job postings and additional info.

7-Substance Abuse

News Treatments: January: 11; February: 26; March: 15, 21

Unfortunately, substance abuse, specifically meth, remained a problem locally in the first quarter of 2013. In a hopeful effort of making citizens more aware of the dangers of drug abuse, we aired news stories about tougher meth laws, the reality of meth labs, and also events where citizens could drop off unused medicines to prevent prescription abuse.

8- Transportation

News Treatments: January: 24, 29; February: 1, 25; March: 5, 13, 25

One key service we provide our listeners is the latest information on transportation projects and issues that affect them. We aired up to the minute information on road hazards, road closings, and anticipated delays to help drivers stay safer and still arrive at their destinations on time. The news casts were in cooperation with the NCDOT in a combined effort to get the word out to travelers.

SECTION B: SPECIAL EVENTS

1-WEB SITE

WNCC HAS ITS OWN WEB SITE. LISTENERS ARE ENCOURAGED TO VISIT 967WNCC.COM TO SEE UPDATES ON NEWS, WEATHER, AND MORE. A NEW ADDITION HAS BEEN THE "STREAMING" OF LOCAL HIGH SCHOOL SPORTING EVENTS.

SECTION C: LONG FORM PROGRAMS

1-Citizens Making A Difference in Macon County

Program host Dr. Gordon Mercer, Political Science Professor and President Emeritus of the Public Policy Institute at Western Carolina University in Cullowhee, NC, sits down and discusses local issues with different organizations and groups in Macon County and western North Carolina each Saturday morning for 30 minutes on WNCC-FM at 5:30 a.m. – 6 a.m. They are produced and aired weekly.

Franklin Town Manager Jack Horton

A new year has begun and new challenges are facing the town of Franklin. Dr Mercer and the Franklin town manager talk about the upcoming year in regards to the budget and the economy. They also discussed the previous year of 2012 and some of the accomplishments that took place. They also informed the citizens of the town of Franklin on the financial obligations that the town has to meet and how they are balancing the budget even in this difficult economic time.

Aired on January 5th at 5:30am on WNCC-FM

REACH of Macon County & Jackson County

Victims of domestic violence can always turn to REACH of Macon County Jenifer Turner Lynn, the rape prevention coordinator and June Hernandez the manager of the Reach for bargains Thrift Store discuss the ongoing need in the community for their services and also the need for donations and volunteers. They also discuss the youth advocacy program and the new choices program. The duo talked about the efforts of the new choices program to help needy individuals in the Macon and Jackson Counties. Also they touched on upcoming events that REACH of Macon County will have to support their ongoing efforts to help domestic violence victims and help prevent domestic violence in the community.

Aired on January 12th at 5:30am on WNCC-FM

Angel Medical Center - February Heart Month

The cardiac department at Angel medical center has join Dr. Mercer to talk about Heart Disease prevention. Joining Dr Mercer on the program are Tom Fortner, Cardiac rehab Kristen Branch registered dietitian and David Lightner WCU intern to talk about ways to live your life to prevent heart disease. Throughout the month Angel conducts classes and seminars to help the citizens of Macon County live a heart healthy life.

Aired on January 19th at 5:30am on WNCC-FM

The Taste of Scotland and Celtic Festival

The festival celebrating Scottish history was not help in 2012 after the organizers did not have the funds to put a festival on. In 2013 a group of citizens along with help from Macon County are reviving the taste of Scotland festival. Joining Dr. Mercer to talk about the plan leading up to the festival is Doug Morton the director of the taste of Scotland festival. The two talk about why it wasn't held last year and what steps have been made for this years festival to be a success.

Aired on January 26th at 5:30am on WNCC-FM

Macon County Carenet

The fundraising activities of Macon County Carenet continue to increase as the need for their services does. Each month the volunteers plan fundraising activities and Shania Atkins the director of Carenet talk and Sandra Queen operation director for Carenet with Dr. Mercer about the fundraising activities planned in the next few months. They stress the ongoing need for Carenet and how the communities support goes along was in making Macon County better.

Aired on February 1st at 5:30am on WNCC-FM

Macon Co Humane Society

There are some needs and a new program at the Macon Co Humane Society and Susan Slater on the Staff of the Macon County Humane Society along with Lynn Neely on the board of directors of the Humane Society Thrift Store. They discuss funding for 2012 and the microchip program. They also discussed the value of the Humane Society to the county and the advantages of supporting and maintaining the shelter and how the Thrift Store provides funding for the Shelter.

Aired on February 9th at 5:30am on WNCC-FM

Seventh Day Adventist Community Center and Thrift Store

They help families and individuals through emergencies with food, fuel assistance, clothes and various other types of assistance. Dr Mercer talks with Kay Dorendeto from the Thrift store and Paula Welch a volunteer with the community center about how the seventh day Adventist church helps citizens every day with everyday needs. They talked about the needs currently at the community center and how citizens of the county can donate monetarily and with their time.

Aired on February 16th at 5:30am on WNCC-FM

Macon County Commissioner Ronnie Beale

The New Year is now in full swing and Dr Mercer talks to Macon Commissioner Ronnie Beale about what the Macon County commissioners have been up to in the new year. They discussed how new legislation with effect the county and the challenges that they are facing in trying to improve the services in the county. The discussed a number of different issues facing the county including the McCoy Bridge and the steep slope ordinance.

Aired on February 23rd at 5:30am on WNCC-FM

One Dozen Who Care

This nonprofit organization recently moved their operation from Cherokee County to Macon County in 2012. Dr. Mercer informs listeners that their mission is to strengthen local leadership and economies along with bringing cultures together. He also talked to Lynn Brumby the director of One Dozen Who Care about how they got started and what they are doing for the citizens of Macon County.

Aired on March 2nd at 5:30am on WNCC-FM

Colon Cancer Awareness and Prevention from Angel Medical Center

Its colon cancer awareness month and the colon cancer team from Angel Medical Center Tim Gordon, lab director Shelia Price, Paula Elders, Pathology Department Supervisor talk with Dr. Mercer about the importance of getting regular screens for colon cancer and how to go about preventing colon cancer. Also they discussed what program they have at Angel to help citizens with prevention.

Aired on March 9th at 5:30am on WNCC-FM

Macon County Commissioner Ron Haven

As the spring season approaches in the mountains Dr. Mercer has a local entrepreneur and county commissioner in to discuss the designation of an Appalachian gateway community and the business climate in the county. The two also discussed the upcoming April Fools trail days which Ron Haven began a few years back to celebrate the Appalachian Trail hikers who pass through the county.

Aired on March 16th at 5:30am on WNCC-FM

Local Author Danita Stoudamire and Riley Henry

There are many artistic individuals in Macon County and Dr. Mercer has invited two local authors Danita Stoudamire and Riley Henry in to discuss their book "A life for Nancy daughter of Frankie Silvers" It's a historical portrayal of the hanging Frankie Silvers in 1830's and was supposedly the first women ever hung in North Carolina. They also discuss how the information was gathered for the book.

Aired on March 23rd at 5:30am on WNCC-FM

“Images of Macon County” a Photo Book

Preserving the history in pictures of Macon County is being thrown the spotlight with a book about to be published this year called “Images of Macon County” by Barbara McCrea and Sherry Jackson. They both join Dr Mercer in discussing the book and how they have collected so many historical photos over the years. They also are asking for the citizens help with more photos of certain events and people throughout history in the county.

Aired on March 30th at 5:30am on WNCC-FM

SECTION D: SHORT-FORM PROGRAMS

Organization: **FOCUS ON THE FAMILY**

Program: **FOCUS ON THE FAMILY COMMENTARY**

Description: *Program Length is one and a half minutes*

Focus on the Family Commentary is designed to provide your listeners with daily tips on the keys to stronger marriages, effective parenting, deeper relationships and a more satisfying life. Common sense answers to the challenges facing today's families are offered with an easy humor and sensitivity. Five different programs air once each day Monday through Friday at 7:15am

COMMUNITY CALENDAR AND PSAs

The Community Calendar is a regularly scheduled listing of various community events. These announcements are responsive to community issues and are approximately 30-seconds in length and aired on an R-O-S basis. This is only a sampling of the community groups & events that have benefited from these announcements.

<u>Group</u>	<u>Event</u>
Hickory Knoll United Methodist Church	Food Pantry and Coat Closet
Weight Watchers	Regular meetings
Angel Medical Center	Diabetes Management Class
Relay For Life	First Team Captain's Meeting
Aviation Historical Society	Special Presentation
Macon Co. Poultry Club	Meeting
Red Cross	Blood Drive at Mountainview School
Franklin Garden Club	Luncheon
Macon Co Little League	Sign-ups
Franklin Community Church	Free Dinner
Macon Co. Humane Society	Adoption Day
NAMI	Family to Family Program
SCC HIT Club	Fundraiser
Cooperative Extension	Shiitake Mushroom Workshop
Chamber of Commerce	Alive After Five
American Legion Post 108	St. Patty's Day Dance
Angel Medical Center	Men's Night Out

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Clarks Chapel Methodist Church

Parsonage Fund Benefit

MC Academic Foundation

Annual Auction

