

RADIO STATION WNCC-FM

Issues / Programs List

Third Quarter-2013

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REVIEWED AND APPROVED BY

General Manager

Date

WNCC RADIO THIRD 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 **third** quarter are as follows:

1-Jobs

News Treatments: July: 1, 3, 24, 31; August: 21,29; September: 19,20

Both the economy and jobs picture continued improving during the third quarter, but there are still many in need and looking for work. We kept citizens up to date with the latest jobs news including the sectors adding jobs and job listing information at the local JobLink office.

2-Pet Population

News Treatments: July 2, 11;

The early part of the quarter brought larger than normal numbers of cats and dogs to the animal control shelter. We informed listeners about adoption specials and other information to help get the pets find a home.

3-Obesity/Recreation

News Treatments: July 31; August: 1, 5, 27; September: 27;

Macon County continues to face obesity as a top health concern. Numerous other health problems have been documented as a result of being overweight. Our intent was to inform listeners of hospital programs that promote weight loss, in addition to recreational opportunities that provide a chance for citizens to become more active.

4-Election Reform

News Treatments: July 26, 30; August: 12, 14; September: 10;

North Carolina lawmakers passed a bill with sweeping changes to North Carolina's election process. Some of the key changes were the requirement for a voter ID to vote and changing of registration laws and early voting schedule. We kept citizens up to date with the latest news on this issue. We provided views from those against and those for the voting reform. We also provided key information about how it will affect them.

5-Public Safety

News Treatments: July 30; August: 19, 21, 28, 30; September: 11, 17, 18;

Public safety was and will always be an issue for Maconians. We provided information on an array of issues from swimming hazards to highway safety. Our intent is to inform listeners of arising dangers and help them avoid these public safety hazards for a safer community.

6-Health

News Treatments: July 16; August 22; September: 9, 19, 23, 30;

Our focus with health was to inform community members about how important preventative care is. We aired numerous stories regarding special events and activities, most of them free, which could help citizens find out which health tests/screenings they should have.

7-Heavy Rainfall

News Treatments: July: 2, 3, 8, 9, 10; August: 1, 8, 15;

Record rainfall pummeled Macon County during July. This affected citizens in many ways. Our goal was to keep them informed with the latest forecasts and about hazards and other problems that were created due to the rain. We also notified citizens about sewer spills that resulted from the summer deluge.

8-Food Insecurity

News Treatments: July: 26; August: 7, 9; September 3;

Food insecurity remained a top issue in the county for the third quarter. Fortunately, there are many programs and opportunities for local citizens to help fill the gap. We reminded residents about the need in the community to help spur donations to food bank Carenet. We also provided information about events and places residents could check with to get food.

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.

The following shows aired in the 3rd quarter.

Macon Co Humane Society

There are some needs and a new program at the Macon Co Humane Society and Kathy Halman Director of the Macon County Humane Society Shelter and Susan Slater the office manager at MCHS. They discuss funding for 2013 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 Saturday July 6th 2013 at 5:30am on WNCC-FM

The 10th Annual Franklin Folk Festival

Celebrating the Appalachian heritage in Macon County has been a focus of the upcoming Franklin Folks Festival and Dr Mercer talked to the organizers of this year's event. Teresa Ramsey, the treasurer of the folk heritage association along with Claire Suminzki who is on the committee of the folks festival discuss the planning and execution of the Folk Festival. The two talk about some new events taking place at the upcoming festival and how visitors and natives alike can celebrate the history of the Appalachian Mountains.

Aired on Saturday July 13th 2013 at 5:30am on WNCC-FM

A Novel by a Local Author Robert Shook and Carol Shearer “A Journey in Courage”

A story of the life of the Shook family has been made into a Novel and Dr. Mercer talks with the two authors of the book Robert Shook and Carol Shearer. The trio discusses how long the research took and the process of laying out a story line. Robert Shook is a Macon County native and currently is the director of the historical society museum of Macon County. The novel traces back the history of the Shook clan and how they have made their way to be today.

Aired on Saturday July 20th 2013 at 5:30am on WNCC-FM

Academic Year in the USA

The main mission of AYUSA is to help people learn about different cultures. The organization brings together exchange students from all around the world to the USA to live and go to school for a year. Dr Mercer talks with Donna Bell the senior regional director of AYUSA and Tammie Norris a host family volunteers about this organization its mission and how citizens can volunteer to become a host family for an exchange student

Aired on Saturday July 27th 2013 at 5:30am on WNCC-FM

Local Boy Scout Troop 235

The boy scouts of American are a community service organization preparing you men for the future. Dr Mercer talks to the special needs boy scout troop 235 based in Macon County to find out how much different their troop is from the rest of the boy scouts. He talks with Ray Ramona the scout master & Conda Bradley assistant scout leader about the issue they face with scouting and how special this troop is to the county and all of Western North Carolina.

Aired on Saturday August 3rd 2013 at 5:30am on WNCC-FM

The Franklin Young Professionals

A new civic organization in Macon County has been formed and wants to promote their agenda. Dr. Mercer talks with Ashley Freeman Franklin Young Professionals Historian and Events coordinator chair about the mission of the group. They talked about the mission of the young professionals and why someone should join their group. The two also discussed how the FYP volunteers their time to area organizations and how they have helped raise monies for the needy.

Aired on Saturday August 10th 2013 at 5:30am on WNCC-FM

Wildlife Rehabilitation

Many people come to the county to see the abundant wildlife which populate this part of North Carolina and there is a need for injured animals like deer to be taken care of. Dr. Mercer talked to Mark Myer and Sydney Myer about how they have started rehabilitating baby deer in WNC. The trio also discussed the need for more people to step up and help because of the increased demand for their services.

Aired on Saturday August 17th 2013 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 Kathy Halman Director of the Macon County Humane Society Shelter and Susan Slater the office manager at MCHS. They discuss funding for 2013 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 Saturday August 24th 2013 at 5:30am on WNCC-FM

Smoky Mountain Pregnancy Care Center

The health of women and babies is paramount to a healthy community. This week Dr Gordon Mercer talks to Jenny Golding CEO of SMPCC and Lori Sealy the speaker and songwriter at the upcoming SMPCC banquet about the mission and goals of this organization. They also gave information on how citizens can help this wonderful organization through their upcoming fundraising banquet.

Aired on August 31st 2013 at 5:30am on WNCC-FM

The Macon County Historical Society and Museum

The historical society and museum has been working to preserve the history of Macon County and this month along with Barbra McCrea will be publishing a book called "Images of Franklin". Dr Mercer is joined by Bob Poindexter President of the Macon County Historical Society and Barbra McCrea past editor of the Franklin Press to discuss the making of this book and also the planning of a new book coming out in a few years focusing on the school system of Macon County.

Aired on September 7th 2013 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 Shanna Atkinson and Claudia Knaggy talks with Dr. Mercer about the Carenet weight loss challenge. They stress the ongoing need for Carenet and how the communities support goes along was in making Macon County better.

Aired on Saturday September 13th , 2013 at 5:30am on WNCC-FM

Macon County Commissioner Ron Haven

As the Fall 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 how the county can continue to attract more tourism dollars and how the county commissioners are playing a role in that.

Aired on September 20th 2013 at 5:30am on WNCC-FM

Oktoberfest to Benefit Angel Medical Center

For the 5th year in a row Angel has put on Oktoberfest to benefit the Angel Foundation to help fund equipment for the hospital. Dr. Mercer talks with Don Capaforte and Sissy Pattilo a member of the AMC board and Gary Shields about all the events that pertains to Oktoberfest. The entertainment line-up and how it will be set-up.

Aired on Saturday September 28th 2013 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>
Franklin Garden Club	Luncheon
Weight Watchers	Regular Meeting
Angel Medical Center	Blood Drive
Hickory Knoll UM Church	Food Pantry
Macon Childcare	Golf Tournament
Ellijay Missionary Baptist Church	Vacation Bible School
Macon Co. Schools	Fill The Bus
Macon Co. Humane Society	Adoption Special Event
Mountain Valley FD	Blood Drive
First Baptist Church	Free Community Lunch
AMC/Macon Public Health	Ladies Night Out
Cartoogechaye Baptist	Bible Camp
American Legion Post 108	Bingo
Macon Aero Modelers	Charity Fun Fly
Lifespring Community Church	His Table event
Pickin' on the Square	Event

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Senior Services

Medicare event

Gem & Mineral Society

Special Program

Macon Middle School

Boys Soccer Try-Outs