

RADIO STATION WNCC-FM

Issues / Programs List

Fourth 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 **fourth** quarter are as follows:

1-Jobs

News Treatments: October: 4, 23; November: 25; December: 6, 9, 23;

Both the economy and jobs picture continued improving during the fourth 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-Informed Voters

News Treatments: October: 1, 2, 3, 4, 7, 9, 18; November: 1, 5;

Municipal elections took place during the fourth quarter of the year, and with interest in local government growing, we disseminated information detailing our candidates. These were attempts to better informed our listeners and also encourage voting.

3-Public Safety

News Treatments: October: 2, 4, 9, 10, 11, 14, 22, 31; November: 14, 25;

Public safety issues encompassed several different areas in the quarter including increased deer crossing, fire dangers, and others. Our goal was to make the listener aware of these issues, thus promoting safety in the community.

4-Those In Need

News Treatments: October: 10, 11, 16,; November: 1, 5, 21, 25, 26; December: 2, 10, 13, 18;

While the economy continued to improve in the fourth quarter, many continue to struggle in Macon County. A variety of programs and services are available to help those in need. We aired information regarding these programs and how the community can help support and sustain them.

5-Health

News Treatments: October: 9; November: 12, 15; December: 4, 5, 17;

In the fourth quarter, health in the local community remained a vital issue. Key issues in Macon County include obesity, access to care, mental health, and increased need for screenings. We aired information about these issues in hopes of promoting a healthier community.

6-Scams

News Treatments: October: 2, 21; December 13, 23;

Scams emerged in Macon County in the fourth quarter. Some involved phone or email, and others involved the internet. The county has a high elderly population, who are often targeted in these scams. We aired information about details of the scams and how to prevent becoming a victim.

7-Healthcare Reform

News Treatments: November: 4, 5, 12, 18, 20, 21;

The new healthcare laws were a big issue in the fourth quarter. The insurance reform stirred up a lot of questions among residents. Thankfully, resources became available to help answer the questions and concerns among Maconians. We aired details about these resources and other critical information from the state and local leaders on this issue to help guide our listeners.

8-Government Shutdown-Local Impact

News Treatments: October: 2, 3, 7, 9, 14, 16, 18;

The partial shutdown of the federal government created a trickle-down effect into the lives of Macon County residents. We stayed on top of anything that could be impacted on a local level by the shutdown. Information was sent out about how local health and human services were impacted, what citizens, who rely on these programs, need to do, and information about when the shutdown was resolved.

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 4th quarter.

Discussion of Current Public Policy Issues in America

As the upcoming elections approach Dr. Mercer invites students and faculty from the Public Policy Institute at Western Carolina University to talk about current issues. The following students Garret Whipsky, Ellison Henry and faculty member Don Livingston have a candid discussion on the issues facing the current administration. The group also talked about the major points of interest of the political candidates up for election in November 2013.

Aired on Saturday October 5th 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 Tammie Siegler who is a volunteer with the Macon County Humane Society Shelter and Susan Slater the office manager at MCHS. They discuss funding for the last quarter of 2013 and their upcoming adoption days event. 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 October 12th 2013 at 5:30am on WNCC-FM

Southwestern Community College

The value of a quality workforce in the county is priceless and Dr Mercer invited two representatives from Southwestern Community College to Mary Otto Seltzer a faculty member at SCC and Dr Sheryl Davids Dean of the Macon Campus Dean of the new programs which are being offered at SCC this coming semester. Also the trio discussed plans for future expansion of the college by offering new degree programs.

Aired on Saturday November 2nd 2013 at 5:30am on WNCC-FM

Playwright Gary Carden and the Benefit play entitled "Coy"

The Rickman store and the Macon County Heritage Center in the Cowee School have yearly fund raisers. This year the local playwright has donated his play called "Coy" to be performed on November 9th 2013 at the old Cowee School. All of the proceeds will go towards the Cowee community development organization. Gary Carden joins Dr. Mercer to discuss the origin of the play and how this all came about.

Aired on Saturday November 9th 2013 at 5:30am on WNCC-FM

West Mill Cowee District and The Rickman Store

A few years ago the Cowee School closed and the Cowee community has been organizing fund raisers to renovate the old Cowee school building to make it a community center. Dr. Mercer has invited Barry Clinton the musical liaison for the West Mill Cowee District & Cowee community development organization to talk about the ongoing efforts to raise monies to fund the renovations.

Aired on Saturday November 16th 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 talks with Dr. Mercer about the Carenet's holiday donations push. They stress the ongoing need for Carenet and how the communities support goes along was in making Macon County better.

Aired on Saturday November 23rd 2013 at 5:30am on WNCC-FM

Newly Elected Mayor of Franklin Bob Scott

The elections are about a month behind us and the municipality of Franklin, North Carolina has elected a new mayor for the first time in 12 years. Dr. Mercer talked with Mayor Bob Scott about his new position and what some of the challenges will be for him as he takes over. The duo discuss some of the platforms he ran his campaign on and how he plans on implementing these initiatives in 2014 and throughout his 4 year term of mayor.

Aired on Saturday December 7th 2013 at 5:30am on WNCC-FM

Entrepreneurial Education Opportunities Program at SCC

Starting a business is a daunting task that many individuals fear and Southwestern Community College has developed a new program to help train the citizens of the region in how to properly plan and execute a business. Dr. Mercer talks with Tiffany Henry the Director of the SCC small business center along with Scott Sutton the Director of SCC's occupational training. The trio discusses how the program got started and what benefits it brings to the citizens of the region.

Aired on Saturday December 14th 2013 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 December 21st 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>
LifeSpring Community Church	His Table free meal
Macon Youth Football	Game Schedule
Angel Medical Center	Oktoberfest
Nantahala School	Harvest Sale
Aviation Historical Society	Meeting
Macon Co. Art Association	Meeting
Boy Scot Troup #235	Court of Honor
Gem & Mineral Society	Meeting
Hickory Knoll UMC	Rummage Sale
Macon Co. Humane Society	Annual Auction
Red Cross	Franklin Community Blood Drive
American Legion 108	Bingo
Marine Corps League	Meeting
Relay For Life	Love Lights a Tree
Franklin FFA	Breakfast with Santa
Red Cross	Otto Community Center Blood Drive
Clarks Chapel Methodist	Parsonage Dinner

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Angel Medical Center

Ladies Night Out

Grace Baptist Church

Special Singing