

RADIO STATION WNCC-FM

Issues / Programs List

Second Quarter-2013

Compiled by Keith D. Giles

REVIEWED AND APPROVED BY

General Manager

Date

WNCC RADIO SECOND QUARTER 2013 ISSUES OUTLINE

SECTION A: NEWSCAST OVERVIEW AND QUARTERLY ISSUES ADDRESSED

- 1. ECONOMY/JOB**
- 2. PREVENTATIVE CARE**
- 3. DUKE RATES**
- 4. OBESITY/RECREATION**
- 5. HUNGER**
- 6. SYNTHETIC DRUGS**
- 7. POORLY INFORMED CITIZENS**
- 8. PUBLIC SAFETY**

SECTION B: SPECIAL AND NON-BROADCAST EVENTS

- 1. WEB SITE**

SECTION C: LONG FORM PROGRAMS

- 1. CITIZENS MAKING A DIFFERENCE**

SECTION D: SHORT FORM PROGRAMS

- 1. FOCUS ON THE FAMILY**
- 2. COMMUNITY CALENDAR AND PSAS**

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 **second** quarter are as follows:

1-Economy/Jobs

News Treatments: April: 4, 11, 22, 23, 30; May: 6, 14, 20, 30; June: 25

Both the economy and jobs picture continued improving during the second 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-Preventative Health Care

News Treatments: April: 15; May: 2, 23; June: 3, 4, 12, 28;

We continued to emphasize the importance of preventing health issues. Various agencies throughout the county extended opportunities to citizens to get screenings and tests, and we wanted to inform local residents. We also informed residents about the importance of how healthier choices can play a big role in taking care of themselves.

3-Duke Rate Hikes

News Treatments: May: 1, 21, 24; June: 13;

Power rates for Macon County households remained a key issue in the second quarter of 2013. Duke, the nation's largest utility, filed to raise rates to help fund improvements. We provided citizens with information on how their voice could be heard on this controversial issue. We also kept listeners abreast of the attorney general's efforts to combat what he described as unfair rate hikes.

4-Obesity/Recreation

News Treatments: April: 4; May: 6; June: 4, 27;

Being overweight carries a number of risks, and health studies have revealed obesity as one of the most common health problems in Macon County. Knowing this, we strove to provide much information citizens to take advantage of recreational opportunities—many with no cost. Exercise and being active is key to preventing and helping obesity.

5-Hunger

News Treatments: April: 25; May: 10, 17, 21; June: 5;

New information from Carenet revealed an alarming number of Macon County students who were defined as food insecure. In an effort to help connect listeners to the local food pantry's programs, we aired news announcements on happenings at Carenet. We also informed residents of opportunities to get free food and clothing.

6-Synthetic Drugs

News Treatments: May: 10, 15; June: 12, 28;

The ill-effects of synthetic drug use surfaced acutely in Macon County during the second quarter. Many parents and even former users began speaking out on the dangers of the drugs, such as K2 and Spice, which at the time, were legal. We provided citizens with the latest information on efforts to combat the problem including a meeting opportunity with Senator Jim Davis. Also informed residents of legislation that outlawed the substances.

7-Poorly informed citizens

News Treatments: April: 11, 15, 29; May: 1, 22; June: 11, 21, 24;

Lack of correct information can result in problems for a local community. Our goal in the second quarter was to address this by providing listeners with information on important events and workshops planned for their betterment.

8-Public Safety

News Treatments: May: 6, 16, 29; June: 3, 13, 21, 24;

Public Safety is usually a top issue we address with our programming. We have a powerful tool to inform the masses in events of potential dangers—with the hopes of avoiding a problem or disaster. Kept citizens up to date with key public safety issues regarding health and transportation.

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 2nd quarter.

Read 2 Me Program and the Western Mountain Reading Council

The issue of children's literacy has been on the forefront of civic leaders in Macon County over the past year. One of the programs which has been promoted heavily by government and civic organizations has been Read 2 Me and Dr. Gordon Mercer discusses with Diane Cotton about the issues of literacy. The two discussed how these organizations have helped kids in Macon County and how they are going about raising awareness and funds for these programs.

Aired on Saturday April 6, 2013 at 5:30am on WNCC-FM

The Taste of Scotland and Celtic Festival

After a years hiatus due to lack of interest and funding a group of citizens has reborn the Taste of Scotland festival. There is a tremendous Scottish heritage in Western North Carolina and Dr. Mercer discusses with Doug Morton the event chairman along with Mike Swift president of the Scottish tartans museum about what motivated them to start the festival again. The trio also talked about the struggles of the past with the festival and how they plan on rekindling the fire of festival goers by adding new events.

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

The Franklin Gem and Mineral Society and Museum

The nickname for the town of Franklin is the Gem Capital and both the Gem and Mineral Society and Museum are an integral part of keeping this theme alive and well. Dr. Mercer talks with Fred Plesner, the past president of the Gem and mineral society also Bruce Siegfried, a Gem Expert and member of the Gem and Mineral Society. They discuss the mission and upcoming events the society is having including the Gem Shows that are a mainstay of Macon County.

Aired on Saturday April 27, 2013 at 5:30am on WNCC-FM

REACH of Macon County

Victims of domestic violence can always turn to REACH of Macon County. Dr. Mercer discusses with Ashley Freeman, the coordinator of the New Choices Program of REACH of Macon County the ongoing need in the community for their services and also the need for donations and volunteers. REACH has a new outreach for the Latino community which was heavily discussed throughout the program. 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 Saturday May 4, 2013 at 5:30am on WNCC-FM

Academic Year in the USA (AYUSA)

This program brings youth into the United States for a semester or full year of study and Dr. Mercer discusses with Donna Bell senior regional director of AYUSA along with Alberta Garcia a student from Spain who is spending a year in Macon County and Don Capaforte who is a host family for AYUSA the main mission of this program. They also discuss how this program affects lives from all over the world and the ways that citizens can become host families.

Aired on Saturday May 11, 2013 at 5:30am on WNCC-FM

Macon TRACS (Therapeutic Riding for Adults and Children's Success)

The Macon TRACS organization annually has a rummage sale at the fair grounds to raise funds for the services they offer. Dr. Mercer discusses with Jan McGhee from Macon TRACS about the horseback riding services they offer for special needs individuals and how people can take part in the rummage sale which is a major fundraiser for Macon TRACS.

Aired on Saturday May 18, 2013 at 5:30am on WNCC-FM

The Macon County Bee Keepers Association

The citizens of Macon County are very fortunate to have an active bee keepers association which promotes an activity that sometimes is overlooked by the general public but is vital to agriculture. Dr. Mercer talked to Tom Hill a past president of the bee keepers association along with Janet Hill the secretary of the bee keepers association about the mission and activities of the bee keepers. The trio along talked about how anyone can become go through their bee school which takes place once a year at the environmental resource center in Macon County.

Aired on Saturday May 25, 2013 at 5:30am on WNCC-FM

Macon County Manager Jack Horton

The economic climate continues to be at the front of every tax payers mind and County Manager Jack Horton discuss' the state of Macon County with Dr. Mercer and how this county compares to the rest of the state. They also discussed what issues are facing the county and the state with regards to legislation from Raleigh and how it will affect Macon County down the road.

Aired on Saturday June 1, 2013 at 5:30am on WNCC-FM

The Taste of Scotland and Celtic Festival

After a year's hiatus due to lack of interest and funding a group of citizens has reborn the Taste of Scotland festival. There is a tremendous Scottish heritage in Western North Carolina and Dr. Mercer discusses with Doug Morton the event chairman along with Mike Swift president of the Scottish tartans museum about what motivated them to start the festival again. The trio also talked about the struggles of the past with the festival and how they plan on rekindling the fire of festival goers by adding new events.

Aired on Saturday June 8, 2013 at 5:30am on WNCC-FM

Macon County Historical Society and Museum

The Macon County historical society and museum have made many additions and upgrades along with some renovations over the past few months. Dr. Mercer is joined by Bob Poindexter and Robert Shook to discuss the mission, goals and additions to the museum. There is a lot of history in Macon County which many of the citizens don't know about and the historical society and museum want not just visitors to our county but natives to come back and learn more about the history of Macon County.

Aired on Saturday June 15, 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 Sandra Queen 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 June 22, 2013 at 5:30am on WNCC-FM

The Franklin Gem and Mineral Society and Museum

The nickname for the town of Franklin is the Gem Capital and both the Gem and Mineral Society and Museum are an integral part of keeping this theme alive and well. Dr. Mercer talks with Fred Plesner, the past president of the Gem and mineral society also Ray Baer a past president of the Gem and Mineral society. They discuss the mission and upcoming events the society is having including the Gem Shows that are a mainstay of Macon County.

Aired on Saturday June 29, 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.

Group

Southwestern Community College

Relay for Life

Pine Grove Baptist Church

First Baptist Church

NAMI

East Franklin School

Patton UMC

Macon Co. Horse Association

Weight Watchers

Angel Med/Public Health

Friends of the MC Library

MC Senior Games

Master Gardeners

Event

Job Fair

Macon Bank 5K

Youth Fundraiser

Free community lunch

Family Education

Spring Fling

Fun in the Fields Day

Show

Meeting Dates and Times

Ladies Night Out

Spring Book Sale

Senior Expo

Plant Sale

