

# **QUARTERLY ISSUES AND PROGRAMS REPORT**

**FOR**  
**STATION: WKQC-HD2**  
**K104.7 HD2 – Airing Sundays 6am to 7am**

**3<sup>rd</sup> QUARTER, 2016**  
**(July, August, September)**  
**Due October 10, 2016**

**Prepared by: Francene Marie Morris**  
**Public Affairs Director & Host/Producer**

**Description of Issues of Concern to Charlotte, North Carolina  
Addressed in Responsive Programming in the Carolinas  
Airing 6am to 7am - The Francene Marie Show - 3<sup>rd</sup> Quarter 2016**

1. HEALTH - The need for more research dollars for cancer research organizations. The importance of educating youth on disparaging health effects of drug addiction.
2. ENVIRONMENT - Taking a stand to save wildlife and make backyards wildlife friendly. Save endangered animals native to North Carolina.
3. CIVIL RIGHTS - The need for government officials to review non-violent offenders serving 20-plus years for drug use.
4. POLITICS - Sharing the importance of early voter registration. Review of new changes in ID required to vote at polls November 7, 2016.
5. FAMILY - The need to raise responsible millennials and break generational poverty patterns.
6. EDUCATION - The need to promote all groups with a mission to offer free programs to educate youth in music, career choices and proper school supplies need to compete on fair and level playing ground.
7. HUNGER - The need for grocery store expansions in low income grocery store deserts. The need for healthy nutritional choices for children.
8. CRIME - The need to reduce auto break-ins. The need to prevent and promote safe relationships to reduce domestic violence; the crimes of passion.
9. VETERANS - The need to assist veterans returning home with PTSD and other issues surrounding support system and reuniting the family unit.
10. COMMUNITY - The need to promote more free events for youth, families and community neighborhoods.

**WKQC-HD2**  
**Programs That Address Community Issues**  
**(Regularly Scheduled Public Affairs Programs)**  
**The Francene Marie Show - Third Quarter Report 2016**

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**Issue: Education**

**Aired: Sunday - July 3, 2016 – 6a to 7a**

**Length of segment: 20 minutes of 1-hour**

**Show Description:** Francene Marie interviews Drag Racer Doug Herbert, founder of “Put On The BRAKES”. The teen driving experience teaches teens the importance of safe driving skills. New stats prove 5,000 teens die in car crashes per year.

**Issue: Community Engagement**

**Aired: Sunday - July 3, 2016 – 6a to 7a**

**Length of segment: 30 minutes of 1-hour**

**Show Description:** Jason Williams – Co Executive Director of Meck-Min offers the community an interfaith platform to meet and discuss race, poverty, crime and a host of issues facing Charlotte Mecklenburg. We discussed how many events and services offered by the non-profit.

**Issue: Crime**

**Aired: Sunday - July 3, 2016 – 6a to 7a**

**Length of segment: 10 minutes of 1-hour**

**Show Description:** Huntersville North Carolina Police Department - Lieutenant Kevin Tatur talks with Francene Marie about increased car break-ins. He shares that more than 50% of cars are unlocked. Also gave safety tips to listeners.

**Issue: Education**

**Aired: Saturday July 10, 2016 – 6a to 7a**

**Length of segment: 25 minutes of 1-hour**

**Show Description:** Francene Marie interviews Jimmeka Anderson creator of, “I am not the media” for event at UNCC to teach teens how to decipher through how media portrays them on TV shows, on social media and news reports.

**Issue: Veterans**

**Aired: Saturday July 10, 2016 – 6a to 7a**

**Length of segment: 15 minutes of 1-hour**

**Show Description:** Musicians CJ and Brother Maxx raise money year round for Assist Dogs to be trained for Veterans with PTSD. The cost for one trained dog to be paired with one veteran ranges from \$4,000 to \$4,500.

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**Issue: Environment**

**Aired: Saturday July 10, 2016 - 6a to 7a**

**Length of segment: 20 minutes of 1-hour**

**Show Description:** Chairwoman Carol Buie Jackson of the North Carolina Wildlife Federation shared how to welcome wildlife to backyards. Carol also updated listeners on the push to increase Monarch Butterfly population. Discussed coyotes, North Carolina Red Wolf and others on endangered list.

**Issue: Civil Rights**

**Aired: Sunday - July 17, 2016 – 6a to 7a**

**Length of segment: 30 minutes of 1-hour**

**Show Description:** Mark Potock with the Southern Poverty Law Center shares social and criminal injustices, but disputed the disparity as a conspiracy regarding African American men locked up, accounting for 40% of inmate population. He reminded listeners of website crashes of popular white supremacy groups in 2008 as Senator Barack Obama takes his victory as president on general election night.

**Issue: Crime**

**Aired: Sunday - July 17, 2016 – 6a to 7a**

**Length of segment: 15 minutes of 1-hour**

**Show Description:** CMPD Captain Roddy with Crime Stoppers reminded listeners of anonymously reporting crimes for cash rewards. Also shared how crimes are investigated through the Crime Stopper program when detectives investigate.

**Issue: Education**

**Aired: Sunday - July 17, 2016 – 6a to 7a**

**Length of segment: 15 minutes of 1-hour**

**Show Description:** Jacotra Potts and Jarred Jones with Charlotte Mecklenburg Schools - Project Lift interviewed with Francene Marie. They shared Project Leadership & Investment For Transformation program which works directly with CMS nine schools. The public/private partnership is organized as a non-profit organization, operating as one of five learning communities in the Charlotte-Mecklenburg School System.

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**Issue: Community Engagement**

**Aired: Sunday - July 24, 2016 – 6a to 7a**

**Length of segment: 30 minutes of 1-hour**

**Show Description:** Francene Marie interviews Jeff Hood with Hoodie's House of Hope for Youth regarding Christmas In July annual event that offers free school supplies, food, and entertainment. The Celebration of Hope event is open to any and all community stakeholders.

**Issue: Community Engagement**

**Aired: Sunday - July 24, 2016 – 6a to 7a**

**Length of segment: 30 minutes of 1-hour**

**Show Description:** Tara West with R.A.I.N spoke with Francene Marie about efforts to introduce Millennials to more than 35 non-profits in Mecklenburg County at Fillmore venue on one day of sharing. Also shared HIV free testing and stats.

**Issue: Hunger**

**Aired: Sunday - July 31, 2016 – 6a to 7a**

**Length of segment: 20 minutes of 1-hour**

**Show Description:** Francene Marie interviews Executive Director - Rita Sims of Rowan County Meals on Wheels. She shared increase of support needed for seniors. Their Capital Campaign will soon help to build a kitchen to increase 55,000 meals they already serve annually.

**Issue: Environment**

**Aired: Sunday - July 31, 2016 – 6a to 7a**

**Length of segment: 20 minutes of 1-hour**

**Show Description:** Francene Marie interviews Joel Olsen CEO of O2 emc, an Independent Power Producer regarding trending energy saving measures using solar farms in North Carolina. He shares how the land is leased from farmers in rural areas filing vacant plots with sheep, donkeys and solar panels.

**Issue: Political**

**Aired: Sunday - July 31, 2016 – 6a to 7a**

**Length of segment: 20 minutes of 1-hour**

**Show Description:** Michael Dickerson with Mecklenburg Board of Elections reviewed what to expect in 2016 general election. He described how absentee ballots are counted first, also how more than 100 cars line up to drop ballots at Board of Elections office the night of election.

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**Issue: Environment**

**Aired: Sunday – August 7, 2016 – 6a to 7a**

**Length of segment: 16 minutes of 1-hour**

**Show Description:** Terry Landsdell brought by 3 students; Mary, Margo, Bhakti and Calvin to talk about new air monitoring device called an AIRBEAM. They want citizens to work with them on the Citizens Science Project walking around sectors of the city with AIRBEAM monitoring device.

**Issue: Education**

**Aired: Sunday – August 7, 2016 – 6a to 7a**

**Length of segment: 9 minutes of 1-hour**

**Show Description:** Francene Marie interviews Alexis Page regarding blogging for non-profits and those making a living writing blogs. She explained 19 steps and processes many professional bloggers do to capture readers and future sponsors.

**Issue: Health**

**Aired: Sunday – August 7, 2016 – 6a to 7a**

**Length of segment: 11 minutes of 1-hour**

**Show Description:** Mark Weber - Media Chair and Patti Weber - Teams Ambassador for PurpleStride Charlotte 2016 joined Francene Marie to talk about meeting in Marshall Park for the BEST 5K run & family friendly walk on September 9, 2016.

**Issue: Family**

**Aired: Sunday – August 7, 2016 – 6a to 7a**

**Length of segment: 24 minutes of 1-hour**

**Show Description:** Kwain Bryant with Goodwill Industries of the Southern Piedmont shares youth programs now being held at new Levine campus. He shares their year round evidence based curriculum's and successful graduates.

**Issue: Civil Rights**

**Aired: Sunday - August 14, 2016 – 6a to 7a**

**Length of segment: 22 minutes of 1 hour**

**Show Description:** Matt Hirschky = Director of Advancement for Equality North Carolina gave listeners the 101 on HB2. He went into detail to explain how the Bill is more than a bathroom Bill. The Bill is expected to effect middle class Americans losing rights and possible wages due to its contents.

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**Issue: Health**

**Aired: Sunday - August 14, 2016 – 6a to 7a**

**Length of segment: 21 minutes of 1 hour**

**Show Description:** Previous tobacco smoker Meghan was chosen to talk about Vaping; the new solution for tobacco smokers. Please note: Meghan is **NOT** associated with any paid advertising. She uses social media to share her journey as she switches from traditional cigarettes to vaping with homemade recipes.

**Issue: Family**

**Aired: Sunday - August 14, 2016 – 6a to 7a**

**Length of segment: 17 minutes of 1 hour**

**Show Description:** President and CEO Lori Gougeon of In-Reach and Keiba Young with First In Families. They shared their mission of serving and providing innovative housing, employment and community services to support people with intellectual, developmental and other disabilities and their families.

**Issue: Crimes**

**Aired: Sunday - August 21, 2016 – 6a to 7a**

**Length of segment: 30 minutes of 1 hour**

**Show Description:** Francene Marie interviews Britney Bowes and Christy Salters, aka "Christy Martin" the reigning light middleweight WBC World Champion; Coal Miner's Daughter. The boxing champ talks about the painful day her husband stabs and shoots her with 9-milimeter. Now she advocates for Safe Alliance Women's Shelter.

**Issue: Education**

**Aired: Sunday - August 21, 2016 – 6a to 7a**

**Length of segment: 30 minutes of 1 hour**

**Show Description:** Broadcasting veteran Billy Grooms shares his long standing career from the early 80's to 2000's. He shares tips for future broadcasters on-air, in promotions and sales. Also gave perspective on the future of broadcasting.

**Issue: Health**

**Aired: Sunday - August 28, 2016 – 6a to 7a**

**Length of segment: 30 minutes of 1 hour**

**Show Description:** Francene Marie interviews Grace, Scott, Mark and Beth regarding PurpleStride 5K and 1 mile walk at Marshall Park, 800 East 3rd St, in Charlotte on September 10, 2016. Pancreatic Cancer Action Network always returns to share stories of survivors and many who have lost the battle.

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**Issue: Health**

**Aired: Sunday - August 28, 2016 – 6a to 7a**

**Length of segment: 30 minutes of 1 hour**

**Show Description:** Francene Marie interviews Dr. Aerik Williams - Board certified physician in Allergy and Immunology. He shares new therapy for managing peanut allergies for both children and adults. Also shared information about seasonal and food allergies, stinging insect allergies, drug allergies, eczema, asthma, sinus problems, chronic cough, anaphylaxis, recurrent infections, immune deficiency, and more.

**Issue: Veterans**

**Aired: Sunday – September 4, 2016 – 6a to 7a**

**Length of segment: 30 minutes of 1 hour**

**Show Description:** Navy Veteran Yvonne McGetters and one anonymous veteran speak about the almost impossible feat of receiving benefits when returning home in a timely manner with PTSD. They also face a host of other problems regarding family. They claim that many local and national non-profits serving veterans never share monies raised for veterans to help veterans.

**Issue: Hunger**

**Aired: Sunday – September 4, 2016 – 6a to 7a**

**Length of segment: 15 minutes of 1 hour**

**Show Description:** John Hadley with Eastside Strategy Team shares Taste of the World event that sells out early every year. The event loads participants on a bus and travels to 3 restaurants on the east side of Charlotte to promote restaurant entrepreneurs struggling for business. Funds raised helps local non-profits serving grocery store desserts.

**Issue: Community Engagement**

**Aired: Sunday – September 4, 2016 – 6a to 7a**

**Length of segment: 15 minutes of 1 hour**

**Show Description:** Mark Pendagrass founder of Creating Exposure Through The Arts promotes and advocates for young artist couch-surfing to make a living wage. The group tries to bring community members out for free events showing off photography projects.

**Issue: Health**

**Aired: Sunday - September 11, 2016 – 6a to 7a**

**Length of segment: 20 minutes of 1 hour**

**Show Description:** This show might be sensitive for impressionable children and teens as we discuss how HIV AIDS is contracted. Francene Marie interviews Roberto Alvarez with R.A.I.N – his job as PrEP Counselor helps patients in with HIV positive, also shared stats in North Carolina.



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**Issue: Education**

**Aired: Sunday - September 11, 2016 – 6a to 7a**

**Length of segment: 20 minutes of 1 hour**

**Show Description:** Francene Marie interviews Carrie Cook and 2 (minor) members of EmpowHERment. regarding their leadership mentoring program, They shared their organization model and promoted 2016 Summit happening September 17, 2016.

**Issue: Community Engagement**

**Aired: Sunday - September 11, 2016 – 6a to 7a**

**Length of segment: 20 minutes of 1 hour**

**Show Description:** Doug Lowe interviews with Francene Marie to promote annual Kitty Cabaret benefiting CMPD Animal Care & Control. We discussed animal care and adoption as well as no-kill shelters.

**Issue: Politics**

**Aired: Sunday - September 18, 2016 – 6a to 7a**

**Length of segment: 20 minutes of 1 hour**

**Show Description:** Delores Hunt the President of League of Women Voters (a non-partisan) group who shares the importance of voting and their efforts to educate young voters and those unfamiliar with voting process.

**Issue: Civil Rights**

**Aired: Sunday - September 18, 2016 – 6a to 7a**

**Length of segment: 20 minutes of 1 hour**

**Show Description:** Dr. Madeline McClenny shares her life long career advocating for the release of non-violent offenders serving 20 years for the use and possession of marijuana. She is presently lobbying in Washington, DC for President Obama to release all non-violent offenders before leaving office on Election Day.

**Issue: Crime**

**Aired: Sunday - September 18, 2016 – 6a to 7a**

**Length of segment: 10 minutes of 1 hour**

**Show Description:** Psychologist Chanda Scott with Safe Alliance drops by to help promote “Community Speaks” event September 29, 2016. She discussed how she works with children in Safe Alliance Women’s Shelter who witness domestic violence.

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**Issue: Community Engagement**

**Aired: Sunday - September 18, 2016 – 6a to 7a**

**Length of segment: 10 minutes of 1 hour**

**Show Description:** Wallid Nassar founder of Lebanese Festival shares information for annual fundraiser. Walid goes into detail explaining the wonderful food being prepared and fun activities for the entire family.

**Issue: Family**

**Aired: Sunday - September 25, 2016 - 6a to 7a**

**Length of segment: 20 minutes of 1 hour**

**Show Description:** Charlotte Family Housing Executive Director Stephen Smith shares how the non-profit helps single moms and dads from start to finish when finding housing, opening bank accounts and breaking generational poverty.

**Issue: Community Engagement**

**Aired: Sunday - September 25, 2016 – 6a to 7a**

**Length of segment: 10 minutes of 1 hour**

**Show Description:** Little Braylon stopped by with his dad to promote “Bring It 4 Braylon Foundation”. Braylon was diagnosed with a form of pediatric cancer. Make A Wish made it possible for Bryalon to play the role of assistant coach for the Carolina Panthers.

**Issue: Health**

**Aired: Sunday - September 25, 2016 – 6a to 7a**

**Length of segment: 30 minutes of 1 hour**

**Show Description:** Francene Marie interviews Angela Allen – Executive Director of Center for Prevention Services regarding parents having the conversation about addiction with children before being introduced to illegal drugs. She also shared the prescription drug epidemic they see happening in middle and high schools.

**Public Service Announcements  
Third Quarter 2016**

Throughout the quarter the station aired daily and periodic PSAs providing information on a variety of local community activities and issues.

**Representative examples of such PSAs include the following:**

- :15 seconds - Carolinas WordFest in first Ward
- :15 seconds - Rocky River High School's "Together As One"
- :15 seconds – 3<sup>rd</sup> Annual All Cancer Walk
- :30 seconds - 3rd Annual Charlotte Cider Fest
- :15 seconds - Voices of the New South: The Latino Experience
- :60 seconds - 1st Ward Food Fest
- :30 seconds – B.R.A.K.E.S Defensive Teen Driving
- :30 seconds – Grooming Greatness
- :30 seconds – Voting Registration
- :15 seconds - Festival of Lebanon
- :15 seconds - Union Street Live Concert & Block Party
- :60 seconds - Expensive Night – Ad Council
- :30 seconds – Grown Up – Ad Council
- :30 seconds – Buckle Up – Ad Council
- :30 seconds - Overcoming A Criminal Record
- :15 seconds – CRF - (Renaissance Festival Job Faire)
- :30 seconds – Brave Steps (Sexual Abuse Survivors)
- :60 seconds – Emergency Preparedness (Hurricanes)
- :30 seconds – Reduce Your Chances To Graduate
- :15 seconds - Gracias Christmas Cantata U.S Tour
- :30 seconds – Goodwill Industries of the Southern Piedmont
- :15 seconds - Backcountry Days and Ice Cream Social
- :15 seconds - Free Scholarship Fair at Carole Hoefener Center
- :30 seconds – Cat Adoption – Ad Council
- :15 seconds - Sips and Sweets - LaCa Projects