

Issues/Programs List

Quarterly Issues/Programs List for WMNC AM & FM

October 1st, 2015-December 31st, 2015

Placed in the Public File –January 5th, 2016

Section I. Issues.

The stations have identified the following issues as significant issues facing our community in this quarter:

- A. Jobs:** Need for more jobs for Burke County and area residents.
- B. Loans:** A tight credit market has hampered businesses from expansion, shut down the local housing market and depressed car sales.
- C. Health Care:** Residents of the Unifour face cost increases for health care and health insurance along with prescription drugs. With the high number of unemployed, and very few full time jobs, affordable healthcare was not available to many citizens of the Unifour region(Burke, Caldwell, Catawba and Alexander Counties).
- D: Economic Development:** The growth of business and industry in Burke County remains flat as the area faces another quarter without attracting new employment opportunities.

Section II. Responsive Programs

A. Jobs:

“Live Remote Broadcast” - Broadcast on October 7th, 11AM-1PM; Duration – 2 hours. Alison Azbell and CJ Stancil did a live remote broadcast with Holly Johnson from the Outreach Center, a public, non-profit that provides job training and work skill development as well as resume and interview preparation.

“Live Remote Broadcast” – Broadcast on October 29th, 2016; 11AM-1PM Duration – 2hours. CJ Stancil and Alison Azbell did a live remote broadcast at Catawba Valley Community College about job retraining programs offered at the Community College.

Live Remote Broadcast” – Broadcast on November 5^h, 2015. 11AM-1PM; Duration – 2 hours. CJ Stancil and Alison Azbell did a live remote broadcast from the Academic Success Center at Western Piedmont Community College about federal grants and state funds available for job retraining and the programs offered at WPCC.

“Live Remote Broadcast” – Broadcast on November 19th, 2015, 11 AM -1 P.M.’
Duration – 2 hours. CJ Stancil and Alison Azbell did a live remote broadcast from Foothills Education Center in Morganton about criminal justice careers available through the Center.

“Live Remote Broadcast” – Broadcast on December 3rd, 2015, 11AM- 1P.M.; Duration – 2 hours. CJ Stancil and Alison Azbell did a live remote broadcast from a job fair at the CoMMA in Morganton sponsored by the Burke Economic Development Council.

Local News” - Broadcast on October 4th, 11th, 18th, 25, November 1st, 8th, 15th, 22nd, and December 6th, 13th, 20th and 27th, 2015. Duration – one minute. A local jobs report of available jobs in our area and their requirements was broadcast.

B. Loans:

“The CJ Stancil Show” – Broadcast on October 6th, 2015, 8:00 AM; Duration – 5 minutes. WMNC News Report on what is required to get a business loan from any major bank or financial institution in the area..

WMNC Local News – Broadcast on October 7th, 2015; 6:30AM; 7:30AM, 8:30AM, 12 noon; 5:15PM; Duration – 1 minute each newscast. Report from Better Business Bureau on the loan market in Western North Carolina.

“The CJ Stancil Show” – Broadcast on November 7th, 2015, 8:00AM; Duration – 10 minutes. Interview with Chuck Mosley of the Small Business Center at Western Piedmont Community College about business loans and grants available in our listening area.

WMNC Local News – Broadcast on November 14th, 2015, 6:30 AM, 7:30AM,8:30AM,12 noon, 5:15 PM; Duration – 1 minute each newscast. Report from CNN on ways to improve your personal credit score, and get a personal loan..

“The CJ Stancil Show” – Broadcast on December 2nd, 2015, 8:00AM; Duration- 5 minutes. WMNC News Report on ways to improve your credit as prescribed by Wells Fargo business analysts.

“The CJ Stancil Show” – Broadcast on December 10th, 2015;8:00 AM – Duration – 5 minutes. NC College Loan Foundation report on how to save and finance a college education.

C: Health Care:

WMNC Local News – 12 noon – Broadcast October 6th, 13th, 20th, & 27th, November 3rd, 10th, 17th, & 24th, and December 1st, 8th, 15th. Duration – 2 minutes each week. WMNC News weekly report on healthy living; topics included nutrition, exercise, home remedies, how to know when to go to the doctor, second opinions, medications, help with prescription drug prices, vitamins, etc..

“WMNC Remote” – Broadcast on October 23rd, 2015-11 a.m. -1 p.m. Duration – 2 hours. Remote broadcast from Blue Ridge Healthcare Men’s Clinic on the need for men to have regularly scheduled checkups. A variety of free services and educational booths about men’s health were on site.

“The CJ Stancil Show” – Broadcast on November 7th, 2015 – 8:00 AM; Duration – 5 minutes. WMNC News report on the Good Samaritan Clinic and the services available there.

“WMNC Remote Broadcast” – Broadcast on November 16th, 2015 – 8:00 AM – 11 a.m.; Duration – 3 hours. Get your Rear in Gear 5k remote from Lenoir-Rhyne University. Event featured information and educational booths on colon cancer and colon cancer screening.

“The CJ Stancil Show” – Broadcast on December 8th, 2015 – 8 AM; Duration – 5 minutes. Holly Johnson at The Outreach Center talked about free health program available for the public at The Outreach Center.

“The CJ Stancil Show” – Broadcast on December 16th^h, 2015 – 8 AM; Duration 5 minutes. WMNC Local News report on healthy eating around the holidays, featuring ideas on how to manage calories.

D: Economic Development:

“The CJ Stancilj Show” – Broadcast on September 20th, 2015– 8:00 AM; Duration – 5 minutes. Chuck Mosley of the Small Business Center at Western Piedmont Community College talked about how the Small Business Center could help businesses grow and expand..

“The CJ Stancil Show” Broadcast on October 5th, 2015– 8:00AM; Duration – 5 minutes. Report from the Burke County Board of Commissioners about new industries coming to Burke County.

“The CJ Stancil Show” – Broadcast on November 20th; 2015; 8:00 AM; Duration –5 minutes. Report from Morganton City Council on loans available for small businesses in the downtown Morganton area..

WMNC Local News - Broadcast on December 2nd, 2015 – 6:30AM, 7:30AM, 8:30AM, 12 noon, 5:15 PM – Duration – one minute each newscast – Report on the rebuilding of Broughton Hospital and the benefits to local citizens and businesses looking for jobs..

WMNC Local News – Broadcast on December 5th, 2015 – 6:30AM, 7:30AM, 8:30AM, 12 noon; 5:15 PM – Duration – one minute each newscast. Report on the possibility of attracting technology centers to the area.