

Issues/Programs List

Quarterly Issues/Programs List for WMNC AM & FM

July 1st, 2015- September 30th, 2015

Placed in the Public File –October 3rd, 2015

Section I. Issues.

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

- A. Education:** The Burke County Schools face declining enrollment and financial cutbacks. New state requirements also have eliminated a large number of teacher's aides.
- B. Unemployment:** Burke County residents continue to look for high paying jobs to replace those lost to corporate cutbacks and outsourcing; however, good paying industrial and technical jobs have not returned to the area. Unemployment figures remain above the national and state average.
- C. Economy:** The Catawba County area suffered from loss of wages, stagnant business development, sliding home values, and lack of retail sales as the recession takes its toll on Burke, Catawba and Caldwell Counties.
- D. Health Insurance:** No jobs means no health insurance for the majority of Burke County citizens.

Section II. Responsive Programs

A: Education:

"WMNC Local News" - Broadcast on July 7th, 2015; 6:30a,7:30a, 8:30a, 12n, 5p.m. Duration -2 minutes. Report regular monthly meeting of Burke County School Board. Topics covered included financial cutbacks, personnel report and declining enrollment..

"The CJ Stancil Show" – Broadcast on July 21st, 2015; 8AM: Duration -5 minutes. WMNC News Report on how the schools plan to use county funds to offset some teacher aide positions and what to do about the varying enrollment in the four high school. Both Freedom and Patton High Schools are at near full capacity while Draughn and East Burke have lower enrollment figures.

"The CJ Stancil Show" – Broadcast on July 23rd, 2015, Duration – 5 minutes. 8 AM WMNC News Report from the National Association of Educators concerning issues in today's schools. Topics covered included lower test scores, classroom size and teacher turnover.

“WMNC News” – Broadcast on July 21st, 2015; 6:30a, 7:30a, 8:30a, 12n, 5p.m.; Duration – 2 minutes. Report on the semi-monthly meeting of the Burke County School Board.

“WMNC News” – Broadcast on August 4th, 2015; 6:30 AM, 7:30AM, 8:30AM, 12n, 5:15 PM; Duration – 2 minutes. Report from the monthly meeting of the Burke County School Board. Topics covered included plans for the new school year.

“WMNC Local News” – Broadcast on August 6th, 2015, 6:30a, 7:30a, 8:30a, 12n & 5 p.m. – Duration – 2 minutes. Recognition of new personnel and changes to local schools at the Burke County School Board Meeting.

“Local News” – Broadcast on August 7th, 2015, 6:30a, 7:30a, 8:30a, 12noon & 5 p.m. – Duration – 2 minutes. Report on the traffic changes and classroom changes occurring in the public schools when they start later in the month..

“Local News” – Broadcast on August 18th, 2015, 6:30A, 7:30A, 8:30A, 12noon, 5 p.m. – Duration- 2 minutes. Report of the semi-monthly meeting of the Burke County School Board.

“Local News” – Broadcast on September 8th, 2015. 6:30a, 7:30a, 8:30a, 12 noon, 5 p.m. – Duration 2 minutes. Report on the semi-monthly meeting of the Burke County School Board..

“Local News” – Broadcast on September 22nd, 2015, 6:30a, 7:30a, 8:30a, 12noon, 5 p.m. – Duration 2 minutes. Report on the semi-monthly meeting of the Burke County School Board.

“The CJ Stancil Show” – Broadcast on September 24th, 2015 8AM – Duration – 5 minutes. WMNC News report on the upcoming Burke County School Board race, issues facing the candidates and the candidates who will be on the ballot in November.

B. Unemployment:

“Local News” – Broadcast on July 7th, 14th, 21th, 28th August 4th, 11th, 18th, 25th, September 1st, 8th, 15th, 22nd, & 29th 2015. Duration – 1 minute per newscast. Report of available jobs at the North Carolina Employment Security Commission and their various requirements.

“The CJ Stancil Show” – Broadcast on July 24th, 2015; Duration – 5 minutes.. WMNC News report on a new jobs coming to Hickory and Lenoir. Also included in the report were the types of jobs available, requirements and pay scales, where to get more information and where to apply.

“The CJ Stancil Show” – Broadcast on August 19th, 2015, 8AM; Duration – 5 minutes. WMNC News Report from the Morganton City Council concerning new retail jobs coming to Morganton through the opening of an upcoming new retail center.

WMNC Local News – 6:30a, 7:30a, 8:30a, 12noon, 5 p.m. , Duration – 1 minute – Broadcast July 17th, 2015. Unemployment numbers for the month of June from the North Carolina Employment Security Commission..

“Local News-“ Broadcast on August 21st, 2015, 6:30a, 7:30a, 8:30a, 12noon, 5 p.m. – Duration – 1 minute. Unemployment numbers for the month of July from the North Carolina Employment Security Commission.

“Local News” – Broadcast on September 18th, 2015 ;6:30a, 7:30a, 8:30a, 12noon & 5 p.m.; Duration – 1 minute per newscast. Unemployment numbers for the month of August from the North Carolina Employment Security Commission.

C: Economy:

WMNC Local News – 6:30 AM, 7:30 AM, 8:30 AM, 12 noon and 5:15 p.m. – Broadcast July 16th, 2015; .Duration – 2 minutes. Report for the month of June on home sales in the Catawba Valley from the North Carolina Realtors Association.

“The CJ Stancil Show” – Broadcast on August 13th, 2015- 8:00AM; Duration – 7 minutes. WMNC News Report with business professors from UNCC and ASU on the effect of foreign trade agreements on local jobs.

“The CJ Stancil Show” – Broadcast on September 23rd, 2015– 8:00 AM; Duration – 5 minutes. WMNC News reports the discussion of local furniture manufacturers on why so many furniture jobs have gone overseas.

“WMCN Local News” – Broadcast on August 20th, 2015 – 6:30a, 7:30a, *:30a, 12noon & 5 p.m.; Duration – 2 minutes. Report on home and real estate sales for the month of July from the North Carolina Realtors Association.

“WMNC Local News” – Broadcast on September 17th, 2015 – 6:30a, 7:30a, 8:30a, 12noon and 5 p.m. Duration – 2 minutes. Report on home and real estate sales for the month of August for the Catawba Valley area from the North Carolina Realtors Association.

“The CJ Stancil Show” – Broadcast on September 30th, 2015– 8:00 AM; Duration – 5 minutes. WMNC News Report on what the cities and county are doing to attract local business and industry to Burke County.

D: Health Insurance:

“ The CJ Stancil Show “ - Broadcast on July 14th, 2015 – 8:00AM; Duration – 5 minutes. WMNC News report on The Outreach Center in Morganton and their attempts to assist with helping those with health insurance concerns in the area.

“The CJ Stancil Show” – Broadcast on July 29th, 2015, 8:00 AM; Duration – 5 minutes. WMNC News report on free vaccinations and health checks at the Burke County Health Department for kids going back to school.

“The CJ Stancil Show” – Broadcast on August 4th, 2015, 8AM; Duration – 5 minutes. WMNC News Report on efforts to educate those in Burke County who have no health insurance by the Burke County United Way.

“The CJ Stancil Show” - Broadcast on August 24th, 2015;; 8:00 AM – Duration -5 minutes. WMNC News Report on federal efforts to help those who need to learn to navigate the Affordable Healthcare Program website and changes to the website when enrollment occurs.

“The CJ Stancil Show – Broadcast on September 7th, 2015; 8:00AM – Duration – 5 minutes. WMNC News Report on the disappearing choices for health insurance in the Unifour region as some health insurance providers announce their plan to end health coverage for the area.