

K104.7

QUARTERLY ISSUES AND PROGRAMS REPORT

FOR

STATION WKQC-FM

1st QUARTER, 2015
(January, February, March)
Due April 10, 2015

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

**Issues of Concern to Charlotte, North Carolina
Addressed in Responsive Programming in the
1st Quarter, 2015**

<u>Subject</u>	<u>Description of Issue of Concern</u>
1. HEALTH	The need for increased cancer and hormone replacement research. Options for heart healthy meals and increased colonoscopies. More AIDS testing in Southeast region. Children and teens taking control of their Type 1 Diabetes. More camps, programs and events for those with disabilities.
2. UNEMPLOYMENT	Avoiding foreclosure for unemployed North Carolinians. The need for Congress to increase unemployment benefits. Workers compensate income. Free store for unemployed.
3. ENVIRONMENT	The need to hold big-business responsible for polluted streams and air quality. Supporting local farmers and farm to table concept. Reducing carbon foot-print.
4. ECONOMY	IRS prepares to meet open enrollment. Tax deductions for parents and small business owners. The need to prepare personal finances for unexpected death.
5. LOCAL BUSINESSES	The need to promote programs for entrepreneurs. New businesses moving to North Carolina and those moving away. The need to support local LGBTQ businesses. The importance of more SBA workshops.
6. CHILDREN	Supporting Ronald McDonald House in North Carolina. Teaching young girl scouts the importance of sustainable projects in communities in need.
7. EDUCATION	The influx of youth learning to drive in JR. NHRA racing teams. Young teens compete in Whiz-Kid competition. The need for more “purity-ring” programs teaching teens about negative effects of premarital sex.
8. HUMAN TRAFFICKING	The need to educate about the signs of Human Trafficking happening in our area.
9. HISTORY	The need to invite listeners to explore North Carolina attractions. The need to educate about African American contributions.
10. ANIMALS	The need explore nature for critters and humanity efforts.

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Programs That Address Community Issues
(Regularly Scheduled Public Affairs Programs)
1st Quarter 2015

Public Affairs Program

Schedule and Description

The Francene Marie Show
Issue – Economy/Finance
Date – January 11, 2015
Show Description:

(Sundays, 6:00 AM -7:00 AM) Hosted & produced by Francene Marie Morris
20 minutes of 1 hour
Environmentalism - Alan Burns with “Think Global Green” is headed to COP-19 Talks regarding climate change. Alan is hopeful companies polluting waterways and air can take measures to reduce carbon footprint.

The Francene Marie Show
Issue – Economy/Finance
Date – January 11, 2015
Show Description:

(Sundays, 6:00 AM -7:00 AM) Hosted & produced by Francene Marie Morris
20 minutes of 1 hour
IRS Public Affairs Officer, Mark Hanson shares 2015 tax deadlines and new deductions. Also warned first-time tax filers of scams targeting refunds.

The Francene Marie Show
Issue – Economy/Finance
Date – January 11, 2015
Show Description:

(Sundays, 6:00 AM -7:00 AM) Hosted & produced by Francene Marie Morris
20 minutes of 1 hour
Financial experts, Tim and Wynn Curran explain the repercussions of not having Living Wills and appropriate road map to finances before personal estates go into probate.

The Francene Marie Show
Issue – Children
Date – January 4, 2015
Show Description:

(Sundays, 6:00 AM -7:00 AM) Hosted & produced by Francene Marie Morris
30 minutes of 1 hour
Mona Gibson, Executive Director of local Ronald McDonald House shared how to begin volunteering and supporting families during hospital visits.

The Francene Marie Show
Issue – Unemployment
Date – January 4, 2015
Show Description:

(Sundays, 6:00 AM -7:00 AM) Hosted & produced by Francene Marie Morris
30 minutes of 1 hour
Downsized workers find their way as entrepreneurs in a down economy. Interviewed, Author - Mary Elizabeth Murphy regarding how to re-set your buttons when off-set by lay-offs.

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The Francene Marie Show Issue – Unemployment Date – January 25, 2015 Show Description:	(Sundays, 6:00 AM -7:00 AM) Hosted & produced by Francene Marie Morris 30 minutes of 1 hour As unemployment rates rise Congress has raised benefits to 15 weeks. Interviewed Unemployment Security representative regarding new applicant requirements of interview with case workers to show proof of residency.
The Francene Marie Show Issue – Environment Date – January 25, 2015 Show Description:	(Sundays, 6:00 AM -7:00 AM) Hosted & produced by Francene Marie Morris 30 minutes of 1 hour Interviewed Holli Adams with Healthy Home Market about petition to label foods in North Carolina. She shared concerns of local farmer's regulations to afford to supply Non-GMO produce to local grocers.
The Francene Marie Show Issue - Health Date – January 18, 2015 Show Description:	(Sundays, 6:00 AM -7:00 AM) Hosted & produced by Francene Marie Morris 20 minutes of 1 hour Interviewed Justin Karas, Jon Reep, Lynda Anello regarding "Laugh For A Cure" happening February 21st at Knight Theater. All proceeds benefit local cancer patients via Komen Charlotte Chapter.
The Francene Marie Show Issue – Health Date – January 18, 2015 Show Description:	(Sundays, 6:00 AM -7:00 AM) Hosted & produced by Francene Marie Morris 20 minutes of 1 hour Brian Yesowitch with "Relay For Life" is raising money for cancer research. Pink in the Rink at the Checkers game on Sat Feb 7th will highlight cancer survivors during halftime.
The Francene Marie Show Issue – History Date – January 18, 2015 Show Description:	(Sundays, 6:00 AM -7:00 AM) Hosted & produced by Francene Marie Morris 20 minutes of 1 hour Historian, Dr. Tom Hanchett with Levine Museum of the South shared North Carolinas valuable ties to music and the arts. African American history played a vital role in music, from the Blues to Jazz and Charlotte being the first Nashville.

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The Francene Marie Show
Issue - Health
Date – February 8, 2015
Show Description:

(Sundays, 6:00 AM -7:00 AM) Hosted & produced by Francene Marie Morris
15-minutes of 1 hour
Dr. Peter Fotinos with REVITA Medical shares on-going research proving hormones can be replaced. With (BRTH) Bio-identical hormone replacement patients can reverse signs of aging, reduce chances of cancer and belly fat loss.

The Francene Marie Show
Issue – Health
Date – February 8, 2015
Show Description:

(Sundays, 6:00 AM -7:00 AM) Hosted & produced by Francene Marie Morris
15 minutes of 1-hour
American Heart Association is highlighting “Colby Red Wine” during 2015 Heart Ball. After going through back to back heart surgeries 10 year old Colby Groom created signature wine with wine-maker dad Daryl Grooms. Now 16, Colby gives wine proceeds to American Heart Assoc.

The Francene Marie Show
Issue – Children/Teens
Date – February 8, 2015
Show Description:

(Sundays, 6:00 AM -7:00 AM) Hosted & produced by Francene Marie Morris
30 minutes of 1-hour
Hornets Nest Girls Scouts Executive Officer – Angela Woods shared several programs offered to girls. Also joined by two scouts sharing their trips, projects and new cookie launch-2015.

The Francene Marie Show
Issue – Health
Date – February 1, 2015
Show Description:

(Sundays, 6:00 AM -7:00 AM) Hosted & produced by Francene Marie Morris
15 minutes of 1-hour
Dr. Danis with CaroMont Health is raising awareness about colorectal screening for early detection of cancer. Danis shares new technology for screening colorectal cancer using high-sensitivity fecal occult blood testing and sigmoidoscopy beginning at age 50, continuing until age 75.

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The Francene Marie Show
Issue – Economy
Date – February 1, 2015
Show Description:

(Sundays, 6:00 AM -7:00 AM) Hosted & produced by Francene Marie Morris
15 minutes of 1 hour
Liberty Tax shared required changes when filling out medical insurance questionnaire on IRS returns. Affordable Care Act has been a benefit to the majority of clients. Also shared internet hoax regarding IRS returns.

The Francene Marie Show
Issue – Local Business
Date – February 1, 2015
Show Description:

(Sundays, 6:00 AM -7:00 AM) Hosted & produced by Francene Marie Morris
30 minutes of 1 hour
Maureen Carlomagno and Chad Severance with NC Business Guild promoted benefits the Guild offers entrepreneurs. From workshops to one on one mentorships and business partnerships.

The Francene Marie Show
Issue – Human Trafficking
Date – February 22, 2015
Show Description:

(Sundays, 6:00 AM -7:00 AM) Hosted & produced by Francene Marie Morris
60 minutes of 1 hour
As Charlotte, NC ranks 6th in human trafficking, Jenna Gribble and Ashley Culp with “All We Want Is Love” shared recent arrests of alleged sex tourism-ring and female survivors speaking against human trafficking.

The Francene Marie Show
Issue – Local Businesses
Date – February 15, 2015
Show Description:

(Sundays, 6:00 AM -7:00 AM) Hosted & produced by Francene Marie Morris
15 minutes of 1 hour
Small Business Administration is launching new workshops for small business owners online and in person. Cassius Butts gave success stories of entrepreneurs thriving in North Carolina.

The Francene Marie Show
Issue –Education
Date – February 15, 2015
Show Description:

(Sundays, 6:00 AM -7:00 AM) Hosted & produced by Francene Marie Morris
45 minutes of 1 hour
Cody Mummau with Bethlehem Church broaches the topic of pre-marital sex at event. “The Silver Ring Thing” event is preparing for more than 1,000+ students plus parents to hear about relationships, dating, and sexual integrity.

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The Francene Marie Show
Issue – Health
Date – March 8, 2015
Show Description:

(Sundays, 6:00 AM -7:00 AM) Hosted & produced by Francene Marie Morris
15 minutes of 1 hour
Partnerships between physicians and (JDRF) Junior Diabetes Association is educating children how to live with Type 1 diabetes. Patient Conner and mom shares their medical journey.

The Francene Marie Show
Issue – Business
Date – March 8, 2015
Show Description:

(Sundays, 6:00 AM -7:00 AM) Hosted & produced by Francene Marie Morris
15 minutes of 1 hour
Charlotte Chamber of Commerce announces new addition to farm to table choices in South Charlotte. Fresh To Order restaurant shared their business model to sustain presence, employ and partner with non-profits.

The Francene Marie Show
Issue – Unemployed
Date – March 8, 2015
Show Description:

(Sundays, 6:00 AM -7:00 AM) Hosted & produced by Francene Marie Morris
30 minutes of 1 hour
NC Foreclosure Prevention has remained open to help unemployed population regain footing with mortgage payments. Executive Director Bob Kucab also gave listeners scenarios and guidelines to encourage getting help.

The Francene Marie Show
Issue – Health
Date – March 1, 2015
Show Description:

(Sundays, 6:00 AM -7:00 AM) Hosted & produced by Francene Marie Morris
15 minutes of 1 hour
Local Dentist - Dr. Prettyman brought awareness to trending YouTube videos demonstrating “do it yourself orthodontics” using rubber bands without consulting Dentist or Orthodontist. Prettyman gave examples of adverse results.

The Francene Marie Show
Issue – History
Date – March 1, 2015
Show Description:

(Sundays, 6:00 AM -7:00 AM) Hosted & produced by Francene Marie Morris
45 minutes of 1 hour
Tamela Rich - local travel expert and historian gave tips to solo travels around Blue Ridge Mountains and giving thought to visiting museums and attractions in North & South Carolina.

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The Francene Marie Show
Issue – Education
Date – March 22, 2015
Show Description:

(Sundays, 6:00 AM -7:00 AM) Hosted & produced by Francene Marie Morris
20 minutes of 1 hour
Growing trend of junior drag racers enrolling in classes with skilled instructors. NHRA Driver – Ashley Strickland has competed for the past 10 years, and shares the costs, time commitment and tips.

The Francene Marie Show
Issue – Health
Date – March 22, 2015
Show Description:

(Sundays, 6:00 AM -7:00 AM) Hosted & produced by Francene Marie Morris
20 minutes or 1 hour
Dick Setzer with Camp Blue Sky fills the gap between disabled persons and creative camps. CBS rents space from summer camp facilities in various cities to hold week long camp adventures. Volunteers needed.

The Francene Marie Show
Issue – Health
Date – March 22, 2015
Show Description:

(Sundays, 6:00 AM -7:00 AM) Hosted & produced by Francene Marie Morris
20 minutes of 1 hour
Interviewed Marty Foil with “Hinds Feet” about 2nd annual “Checkered Ball” founded in 1992 by Puddin Foil and Jo Eng of Concord, NC. They have raised over \$2.9 Million for patients with brain related injuries.

The Francene Marie Show
Issue – Business
Date – March 29, 2015
Show Description:

(Sundays, 6:00 AM -7:00 AM) Hosted & produced by Francene Marie Morris
5 minutes of 1 hour
Jr. League of Charlotte is having their Wear-House Block Party April 18th. President - Beverley Shull talked about the committed women and voluntarism efforts to improving our community through the effective action and leadership.

The Francene Marie Show
Issue – Health
Date – March 29, 2015
Show Description:

(Sundays, 6:00 AM -7:00 AM) Hosted & produced by Francene Marie Morris
10 minutes of 1 hour
Interviewed Isabel Owen and William Federal with Autism of Charlotte. They provide opportunities for children with autism to be integrated in the community, assisting parents with resources and raising funds from local events.

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The Francene Marie Show
Issue – Health
Date – March 29, 2015
Show Description:

(Sundays, 6:00 AM -7:00 AM) Hosted & produced by Francene Marie Morris
15 minutes of 1 hour
Pat Higgins with Diabetes Assoc. gets audience on-board with one-day wake-up call to inform about the seriousness of diabetes, particularly when diabetes is left undiagnosed or untreated. This year Diabetes Alert Day observed on March 24, 2015.

The Francene Marie Show
Issue – Education
Date – March 29, 2015
Show Description:

(Sundays, 6:00 AM -7:00 AM) Hosted & produced by Francene Marie Morris
15 minutes of 1 hour
Interviewed Whiz Kid of North Carolina Emily, one of the smartest High School kids competing in the Intel Science Talent Search. Emily shared her trip to Washington DC to compete for over \$1 Million in prizes. Emily won \$1,000 and young scientist accolades.

The Francene Marie Show
Issue – Animals
Date – March 29, 2015
Show Description:

(Sundays, 6:00 AM -7:00 AM) Hosted & produced by Francene Marie Morris
15 minutes of 1 hour
Rescue Ranch 501C3 Camp educates and adopt animals to teach humanity endeavors to school age children. Critter Camp covers Spring Break and EJ Luedwick shared various summer programs. Today's show highlighted Lion head Rabbits.

The Francene Marie Show
Issue – Environment
Date – March 15, 2015
Show Description:

(Sundays, 6:00 AM -7:00 AM) Hosted & produced by Francene Marie Morris
30 minutes of 1 hour
Master Gardener Anne-Marie Howell - 2015 President of the Union County Extension Master Gardeners Volunteer Association is promoting the Heritage Festival.

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The Francene Marie Show
Issue – Environment
Date – March 15, 2015
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(Sundays, 6:00 AM -7:00 AM) Hosted & produced by
Francene Marie Morris
15 minutes of 1 hour
Battle of the Brews - Interviewed Mark Miller raising money for Friendship Gardens. Each garden donates a portion of their harvest to Friendship Trays -local meals-on-wheels organization, delivering over 750 healthy meals every weekday.

The Francene Marie Show
Issue – Unemployment
Date – March 15, 2015
Show Description:

(Sundays, 6:00 AM -7:00 AM) Hosted & produced by
Francene Marie Morris
15 minutes of 1 hour
The Free Store of Charlotte helps unemployed in in the area. Community donates merchandise and store turns merchandise into smiles for unemployed and unemployable. Vision Ministries is promoting “Laugh For A Vision” to help raise money for Free Store.

**Public Service Announcements
First Quarter 2015
January 1 to March 31st 2015**

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:

[LIST of PUBLIC SERVICE ANNOUNCEMENTS]

The following PSA's rotate during Public Affairs Programming & periodically during weekday/day-parts.

1. Navy Seal Warriors	:30 second PSA	NSW Foundation
2. Teen Safe Drivers	:30 second PSA	(B.R.A.K.E.S)
3. Blood Donations	:30 second PSA	(Red Cross NC)
4. After School Programming	:30 second PSA	(Salvation Army)
5. Mammograms	:30 second PSA	(BBC Rally)
6. American Cancer Society	:30 second PSA	(Ad Council)
7. Pet Education	:30 second PSA	(Rescue Ranch)
8. Diabetes	:30 second PSA	(Diabetes Assoc.)
9. Arthritis	:30 second PSA	(Ad Council)
10. Texting /Driving	:30 second PSA	(Ad Council)
11. Veteran (PTSD)	:30 second PSA	(Paws 4 Vets)
12. Heart Healthy	:30 second PSA	(Ad Council)
13. Diabetes Type 1	:30 second PSA	(Ad Council)
14. Diabetes Type 2	:30 second PSA	(Ad Council)
15. American Heart Assoc.	:30 second PSA	(Ad Council)
16. Bullying While Learning	:30 second PSA	(Ad Council)
17. Bullying While Driving	:30 second PSA	(Ad Council)
18. 401K Financial Saving	:30 second PSA	(Ad Council)