

ISSUES AND PROGRAMS LIST
2nd QUARTER 2012

Station WRFC, 960 AM, Athens, Georgia, determined the following issues were of significant concern to the local community and were dealt with according to the attached schedule during the second quarter of 2012.

1. Community/Charity Events/Organizations
2. Education
3. Health
4. Economy/Economic Development
5. Environment
6. Public Safety
7. Political

Prepared by:

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WRFC-AM

COMMUNITY-CHARITY EVENTS-ORGANIZATIONS –

<u>NAME OF PROGRAM</u>	<u>DATE</u>	<u>TIME</u>	<u>DURATION</u>	<u>SOURCE</u>
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Georgia Focus	4/8/12	7:30 a.m.	28-minutes	GNN
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A need to support local members of our armed forces. Birdies for the Brave is military outreach initiative supported by the PGA Tour and dedicated to supporting members of the U.S. Armed Forces and their families through fundraising events at TPC clubs nationwide. On this program from TPC Sawgrass in Ponte Vedra, Florida, David Pillsbury and Steve Kupcha from PGA TOUR discussed this initiative.

Newsmakers Today	4/29/12	7:00 a.m.	4-minutes	Local
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A need for public awareness of a major annual community event. Bill Overend is from the Twilight Criterion Foundation. He talked about the plans, schedules and organization of the Twilight Criterion Bicycle Races coming up this weekend in downtown Athens.

Georgia Focus	5/20/12	7:30 a.m.	28-minutes	Local
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A need to address the high divorce rate in our area communities. Data from the U.S. Census has determined that Georgia has one of the highest divorce rates in the country. Family Frameworks is a non-profit organization dedicated to helping couples build healthy relationships and marriages that last. Kathy Schleier, Executive Director of Family Frameworks, discussed their work.

Georgia Focus	5/27/12	7:30 a.m.	28-minutes	Local
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A need for public awareness of a historical venue in Georgia. Named for the famous Spanish explorer said to have discovered the Fountain of Youth, Atlanta's Ponce de Leon Avenue began as a simple country road that conveyed visitors to the healing springs that once bubbled along it. Now, few realize that this major thoroughfare was once a prestigious street in Victorian Atlanta. Historian Sharon Foster Jones discussed her book Atlanta's Ponce de Leon Avenue: A History, during a tour of the avenue.

WRFC News	6/8/12	6:48 a.m.	30-sec.	Local
		7:48 a.m.	30-sec.	Local
		8:48 a.m.	30-sec.	Local

A need for funding for the annual 4th of July fireworks display. In past several years, the economy has resulted in companies dropping financial support for the event. This report dealt with news from the Athens-Clarke County Leisure Services that Bishop Park will once again have fireworks for the Fourth Of July. Several corporate sponsors are footing the bill for the fireworks show that had been a victim of Athens-Clarke County budget cuts. Activities will get underway at 6 o'clock on the evening of the fourth. The presenting sponsor is Athens First Bank and Trust. The site sponsor is Kaiser Permanente Health Plan of Georgia. Other contributing sponsors include Athens Dodge-Chrysler, Georgia Power, Mcdonalds, Power 100, and Magic 102 FM, the Athens Banner-Herald and Rafferty's.

During the quarterly period, WRFC aired PSA's for the Make A Wish Foundation local charity Golf tournament. Total announcements – 12.

During the quarterly period, WRFC aired PSA's for Clutes Golf Tournament, a charity event honoring a young man, Clute Nelson, who was a leukemia victim. Total announcements – 56.

During the quarterly period, WRFC aired PSA's for the local Locos Charity Golf Tournament that benefits several charities. Total announcements – 66.

During the quarterly period, WRFC aired PSA's for the local YWCO (Young Women's Christian Organization).
Total announcements – 64.

During the quarterly period, WRFC aired psa's for the Georgia Association of Broadcasters on a barter basis.
These were utilized by the GAB to support the Georgia National Guard and its members. Total
announcements – 78.

EDUCATION-

<u>NAME OF PROGRAM</u>	<u>DATE</u>	<u>TIME</u>	<u>DURATION</u>	<u>SOURCE</u>
Newsmakers Today	4/15/12	7:00 a.m.	5-minutes	Local
A need to improve education aspects that will result in lowering the dropout rate. Phil Lanoue is the Clarke County Schools Superintendent and talked about the things his system is attempting in an effort to attack the dropout problem and reduce the number of dropouts.				
WRFC News	4/11/12	6:48 a.m.	30-sec.	Local
		8:48 a.m.	30-sec	Local
A need for improvement in the state's graduation rate. This report dealt with details of Georgia's high school graduation rate falling to 67-percent based on a new federally mandated calculation. The state department of education released the new figure Tuesday. Under the old calculation, the rate of students receiving diplomas had topped 80-percent, but officials say that number wasn't an accurate picture of Georgia's high school graduates. Education officials say the new formula gives better accounts for dropouts.				
Newsmakers Today	4/22/12	7:00 a.m.	4-minutes	Local
A need for additional revenue for higher education. Laura Diamond discussed the state's Board of Regents and the reason for tuition hikes at state supported schools.				
Newsmakers Today	5/13/12	7:00 a.m.	4-minutes	Local
A need for development of new educational opportunities. Heather Robinson represents the Georgia Connections Academy. She discussed aspects of developing a Virtual High School and how this could benefit some students.				
Newsmakers Today	6/3/12	7:00 a.m.	4-minutes	Local
A need for expansion of library services in the community. Rhiannon Eades is from the Athens Regional Library. She discussed the status of the expansion project at the regional library. The work is now entering a new phase and she talked about how it might temporarily affect some of the services and what it will mean when the project is completed.				

During the quarterly period, WRFC aired psa's for Athens Technical College. These promoted Tech On Tuesday – a seminar to acquaint individuals with the school's programs. There is no charge for registration for students attending Tech On Tuesday. Total announcements – 132.

HEALTH –

NAME OF PROGRAM	DATE	TIME	DURATION	SOURCE
Georgia Focus A need to assist individuals who have a physical disability. For over 25-years, Friends of Disabled Adults and Children – FODAC – has been providing equipment and services at little or no cost for people who have an illness or physical disability. Chris Brandt, President of FODAC, discussed their programs and upcoming events.	4/15/12	7:30 a.m.	28-minutes	GNN
Georgia Focus A need to preserve the well-being of individuals of the community. The Drug enforcement Administration enforces the controlled substances laws and regulations of the United States. On April 28 th , the DEA is holding a National Prescription Drug Take Back Day. This is an effort to control the presence of unwanted drugs or those no longer needed. Harry Sommers, Special Agent in charge of the DEA Atlanta Field Division, discussed the Take Back Day and other DEA related topics.	4/22/12	7:30 a.m.	28-minutes	Local
Georgia Focus A need to develop avenues for promoting public health/fitness. Last year on Georgia Focus it was announced of Georgia State Parks' Tons of Fun Fitness Challenge, an initiative to encourage better health and wellness. Kim Hatcher from Georgia State Parks provided an update on Tons of Fun and discussed other activities at state parks including a new partnership with the Georgia Association of Physicians Assistants.	5/6/12	7:30 a.m.	28-minutes	Local
Georgia Focus A need to promote awareness of problems individuals face in battling breast cancer. Bikers Battling Breast Cancer was formed to rally support for the motorcycle community for programs to support education, awareness and early detection of breast cancer. Guests on this program were Lisa Herman, and Corbie Pierce from Bikers Battling Breast Cancer, and they discussed their group's efforts.	5/20/12	7:30 a.m.	28-minutes	Local
Georgia Focus A need to support children and adults who have health issues/special needs. Special Olympics Georgia provides sports training and athletic competition in a variety of Olympic-style sports for children and adults with intellectual disabilities. They serve over 24,000 athletes in over 180 programs in 120 countries. Guests on this program were Rebecca Surlles from Special Olympics Georgia and Paige Copeland, one of the Special Olympics Athletes. They discussed upcoming activities in communities in Georgia.	6/3/12	7:30 a.m.	28-minutes	Local
Georgia Focus A need to promote awareness of public health issues, particularly in rural segments of Georgia. Partner Up! for Public Health, a statewide advocacy campaign designed to advance public health in Georgia, recently released the 2012 Health and Economic Power Ratings for nearly every county in Georgia. Charles Hayslett, Partner Up For Public Health campaign leader and Chelsea Toledo, author of A Tale of Two Counties, an article outlining the contrasts of two rural Georgia counties, discussed the findings of these ratings.	6/24/12	7:30 a.m.	28-minutes	Local

During the quarterly period, WRFC aired psa's promoting the community health fair sponsored by Cox Media Group Athens at Georgia Square Mall. Total announcements -- 175.

During the quarterly period, WRFC aired psa's for the Northeast Health District dealing with making contraceptive availability to needy couples and young individuals to reduce teen pregnancies. Total announcements –126.

During this quarterly period, WRFC aired psa's for Athens Regional Medical Center that focused on awareness issues in the community for health. Topics included cardiac care, cancer detection, stroke prevention and emergency care. Total announcements – 35.

During this quarterly period, WRFC aired psa's for Saint Mary's Hospital focusing on health topics of stroke awareness and prevention, breast cancer awareness, cardiac awareness and women's health topics. Total announcements – 195.

ECONOMY-ECONOMIC DEVELOPMENT-

<u>NAME OF PROGRAM</u>	<u>DATE</u>	<u>TIME</u>	<u>DURATION</u>	<u>SOURCE</u>
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Newsmakers Today	4/1/12	7:00 a.m.	4-mintues	Local
A need for economic expansion of local companies. This discussion involved a spokesperson for the DiPalma's Restaurants. He explained this business group is taking their economic initiatives abroad and now preparing a location to open a franchise in Korea				
WRFC News	4/4/12	8:02 a.m.	30-sec.	Local
		9:02 a.m.	30-sec.	Local
A need for creation of new jobs in the region to help the economy. This report dealt with good news for the community from an area manufacturer with an announcement of more new jobs coming to northeast Georgia. Carter's is a maker of clothes for babies. The firm announced it will hire upwards of 600 workers at a facility that is set to open in June in Braselton.				
Georgia Focus	6/10/12	6:30 a.m.	28-minutes	Local
A need to make Georgians aware of facts about one of the state's largest industries. Beef is a traditional American food with a taste that Georgians love and appreciate. June is Georgia's Beef Month and the production of beef cattle is one of Georgia's largest and most important industries. Josh White and Brooke Williams from the Georgia Beef Board and Georgia Cattleman's Association discussed the beef industry and its economic importance to Georgia.				
Newsmakers Today	6/24/12	7:00 a.m.	4-minutes	Local
A need for relief from high gas prices. Jessica Brady is from AAA South. She discussed the range of high gas prices across the region and speculated the prices will likely be trending to come down approaching the Fourth of July				

ENVIRONMENT-

<u>NAME OF PROGRAM</u>	<u>DATE</u>	<u>TIME</u>	<u>DURATION</u>	<u>SOURCE</u>
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Newsmakers Today	4/1/12	7:00 a.m.	4-minutes	Local
A need for water conservation efforts by members of the community. Marilyn Hall is from the Athens-Clarke County Water Conservation Department. She discussed the kickoff of the second annual Roll Out the Red Barrells Program. In order to create awareness of conservation needs, they are auctioning rain barrels decorated by local artists.				

WRFC News	4/4/12	6:48 a.m. 8:48 a.m.	30-sec. 30-sec.	Local Local
A need for cleaning up area streams from scattered debris. This report dealt with details of a team of University Of Georgia students, faculty and staff in collaboration with the Athens-Clarke County Storm Water and the Upper Oconee Watershed Network in working to make local streams cleaner. They are getting grant money from the Federal Environmental Protection Agency for a research and planning project that addresses pollution in three Athens streams – Tanyard Creek, Lily Branch and Drainage beginning at the UGA Physical Plant.				
Newsmakers Today	4/29/12	7:00 a.m.	4-minutes	Local
A need to protect against a recent problem that occurred along the Ogechee River. Diane Wedincamp is the Ogechee Riverkeeper and described a recent fish kill on the river. She discussed what may have caused the results and actions to prevent a reoccurrence.				
Newsmakers Today	5/6/12	6:00 a.m.	4-minites	Local
A need to create an awareness for individuals to eliminate outdoor burning activities. Jimmy Johnston is from the Georgia Environmental Protection Division. He discussed the drought conditions that have developed across much of north Georgia and talked about the details involved with a burn ban that has been put into place north of Interstate 20.				
WRFC News	5/30/12	6:48 a.m. 8:48 a.m.	30-sec. 30-sec.	Local Local
A need for new resources for energy. This report dealt with details of the University of Georgia getting 1.5 million federal dollars that is coming from the U.S. Energy Department. This money is designated for energy research.....U-G-A scientists will use the grant money to study energy transmission involving microscopic particles.				
Newsmakers Today	6/3/12	7:00 a.m.	4-minutes	Local
A need for development of new energy resources. Peter Kelley is from American Wind Energy Associates. He discussed plans for a wind power conference in June that will include the newest technology now in use and research and development of new equipment and techniques.				
Newsmakers Today	6/10/12	7:00 a.m.	4-minutes	Local
A need to establish guidelines in our communities regarding same sex marriage. Jerry Luquire is from the Georgia Christian Coalition and talked about his group's stance on same sex marriages and why they feel as they do.				

During the quarterly period, WRFC aired psa's for the Georgia Association of Broadcasters. Topics for these are at the discretion of G-A-B. This quarter they were used for Georgia Wildlife, sportsman license, , forestry for wildlife habitats, boating safety, fishing regulations & safety tips, swimming safety, nature trails for hiking, and Georgia Outdoor Recreation Pass,
Total announcements -- 156.

PUBLIC SAFETY & CRIME-

<u>NAME OF PROGRAM</u>	<u>DATE</u>	<u>TIME</u>	<u>DURATION</u>	<u>SOURCE</u>
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Georgia Focus	4/1/12	7:30 a.m.	28-minutes	Local
A need to create awareness of scams and other deceptive practices. The Governor's Office of Consumer Protection protects consumers and businesses from unlawful, deceptive practices in the marketplace through education and enforcement of the laws. The guest on the program was John Sours, Administrator of the Governor's Office of Consumer Protection, who explained the processes they use toward protecting the public.				

Newsmakers Today	4/8/12	7:00 a.m.	4-minutes	Local
A need to validate recipients of welfare funds. Brian Long is a representative of Better Georgia and he talked about why his group is opposing drug testing for welfare recipients.				

WRFC News	4/19/12	6:48 a.m.	30-sec.	Local
		7:48 a.m.	30-sec.	Local
		8:48 a.m.	30-sec.	Local
A need for public protection after a security breach at Emory University Hospital. Jon Lewis is a TV reporter who talked about details of a computer breach at Emory that has resulted in missing medical records and as a result could jeopardize personal information for individuals across the state.				

Newsmakers Today	4/29/12	7:00 a.m.	4-minutes	Local
A need for public awareness of problems related to a rash of rabies cases in northern Hall County. Mike Ledford is from the Hall County Animal Control Department. He talked about the problem that has developed in the area and explained one aspect is Hall County has a more in-depth program for checking animals that may attribute to the higher number of detections. He discussed what residents should be aware of and what to look for in a suspicious animal. He also provided details of what to do in the event of coming in contact with a rabid animal.				

Georgia Focus	4/29/12	7:30 a.m.	28-minutes	Local
A need for public awareness of a still unsolved major murder case in Georgia. In the early 20 th Century a serial killer may have stalked the streets of Atlanta. Although suspects were arrested, none were identified as the killer known as "The Atlanta Ripper". A century later, the killer's true identity is still unknown. Guest Jeffrey Wells, author of The Atlanta Ripper: The Unsolved Case of the Gate City's Most Infamous Murders, discussed the case.				

Georgia Focus	6/17/12	7:30 a.m.	28-minutes	Local
A need to create awareness of a range of public safety issues for Georgia families. Keep Georgia Safe is an organization whose mission is to provide safety education and crime prevention training to empower Georgia families and help them avoid being crime victims. Guests on this program were Gary Martin Hayes, founder of Keep Georgia Safe, and Mary Ellen Fulkus, the organization's Executive Director.				

POLITICAL

<u>NAME OF PROGRAM</u>	<u>DATE</u>	<u>TIME</u>	<u>DURATION</u>	<u>SOURCE</u>
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Newsmakers Today	4/1/12	7:00 a.m.	4-minutes	Local
A need for the public to understand some of the actions taken during the legislative session. This is the last day of the state legislative session for 2012 and State Representative Chip Rogers discussed the session, explaining some the accomplishments and talked about some issues left pending without action by the legislators.				

Newsmakers Today	4/8/12	7:00 a.m.	4-minutes	Local
A need for public knowledge of issues arising out of the state legislature. Representative Keith Heard talked about the legislative session and provided a wrap-up of issues acted on during the session and some of the effects they will have. He also talked about some issues that were discussed but did not make it out of the session.				
Newsmakers Today	4/15/12	7:00 a.m.	4-minutes	Local
Expressions of needs for the T-SPLOST referendum. Michael Faulkner is from the Georgia Association of Realtors and discussed my his groups sees a definite need for the T-SPLOST to improve transportation needs around the region.				
Newsmakers Today	4/22/12	7:00 a.m.	4-minutes	Local
A need to know the candidates. David Ellison is a candidate for the Clarke County Commission. He discussed what he sees as primary concerns for the county and how he would address them.				
Newsmakers Today	4/22/12	7:00 a.m.	4-minutes	Local
A debate on whether a need exists to combine the governments of Gainesville City and Hall County. Craig Lutz is a Hall County Commissioner and explained why he wants to consolidate with Gainesville City government.				
Newsmakers Today	5/6/12	7:00 a.m.	4-minutes	Local
A need for public awareness of the details of the proposed sales tax to be voted on as T-SPLOST to be used for transportation needs. Colleen Kiernan is from the Sierra Club and explained why their group opposes the T-SPLOST.				
Newsmakers Today	5/13/12	7:00 a.m.	4-minutes	Local
A need to get to know the candidates. Keyantwon Stephens is a candidate for the 9 th District Congressional District. She talked about her campaign and issues considered of importance to the district.				
Newsmakers Today	5/13/12	7:00 a.m.	4-minutes	Local
A need to protect the lives of unborn babies. Mike Griffin is from Georgia Right To Life. He discussed the abortion bill that was in the state legislature.				
Newsmakers Today	5/13/12	7:00 a.m.	4-minutes	Local
A need for updates to our state election code. Brian Kemp is Georgia Secretary of State, and he discussed issues with the code and talked about the work of the election code review committee.				
Newsmakers Today	5/20/12	7:00 a.m.	4-minutes	Local
A need to know the candidates. Martha Zoller is a candidate for the 9 th District Congressional seat. She talked about her campaign and what she feels are the important issues within the district.				
Newsmakers Today	6/3/12	7:00 a.m.	4-minutes	Local
A need to know the candidates. Tammy Gilland is a candidate for Post-4 on the Oconee County Commission. She talked about her campaign and her stance on some of the issues facing county government.				
Newsmakers Today	6/3/12	7:00 a.m.	4-minutes	Local
A need to know the candidates. Jody Cooley is a candidate for the 9 th District Congressional District. He talked about his campaign and issues of importance to the district.				

Newsmakers Today	6/10/12	7:00 a.m.	4-mintues	Local
A need to know the candidates. Allison Wright is a candidate for District 4 of the Athens-Clarke County Commission. She talked about her campaign and issues she feels are important within the commission's jurisdiction.				
Newsmakers Today	6/17/12	7:00 a.m.	4-minutes	Local
A need to know the candidates. Mike Hunter is a candidate for Oconee County School Board Chairman. He talked about the issues of concern regarding the school system.				
Newsmakers Today	6/17/12	7:00 a.m.	4-minutes	Local
A need to know the candidate. Scott Berry is a candidate for reelection as Oconee County Sheriff. He talked about what he feels is progress during his administration and issues of concern regarding law enforcement issues in the county.				
Newsmakers Today	6/18/12	7:00 a.m.	8-minutes	Local
A need to know the candidates. This segment consisted of highlights from the Oconee County political candidates forum consisting of school board, county commission and sheriff.				