

WKSF-FM 99.9
Old Fort, NC

Issues and Programs
Second Quarter, 2012

Changes
30 Minutes
Sunday 7:00 AM

WKSF
Asheville, NC
Quarterly Issues/Programs List
Second Quarter, 2012
07/03/2012

WKSF
Quarterly Issues/Programs List

WKSF provides its listeners with programming and public service announcements that address issues of concern to our local community. Among the issues determined to be of most concern to the community during the preceding calendar quarter were:

- **AFTER SCHOOL:** Leadership Asheville looks at the importance of out of school or after school programs for youth.
- **AIR QUALITY:** Ozone Season is here. What is the air quality situation like in WNC these days? Local experts weigh in.
- **ARTS EDUCATION:** NC Stage Company in Asheville says theatre can help students learn school subjects, social lessons.
- **ASTHMA:** May is asthma awareness month. Discussion about signs, symptoms, triggers, treatment and more.
- **AUTISM:** A local doctor and a mother of an autistic child talk about the disorder and how it is treated.
- **CHILD ABUSE:** April is Child Abuse Prevention Month, through raised awareness, experts hope to end this problem.
- **ELDER HEALTH:** The Area Agency on Aging and a retired physician discuss care for the elderly as services thin.
- **FISHER HOUSE:** Fisher House Memorial Day tribute to America's military and their families.
- **IMPORTANCE OF A WILL:** Having a will assures your assets go where you want them to go once you're gone.
- **ORGAN DONORS:** Even with more than a million organ donors in the US, thousands are still waiting for transplants.
- **POVERTY:** discussion about situational and generational poverty, assistance available and more.
- **SUMMER HUNGER:** A new program in Buncombe County that will feed children through the summer, when not in school.

**Section I
LOCAL PROGRAMMING**

Section I lists regularly-scheduled and special programs that represent the station's issue-responsive programming providing the most significant treatment of the issues listed above for the calendar quarter.

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
AIR QUALITY	CHANGES - AIR QUALITY (3/31/12)	Ozone Season is here. What is the air quality situation like in WNC these days? Local experts weigh	Paul Moller/Ashley Feathersto	04/01/2012 07:01 AM	029:45
ORGAN DONORS	CHANGES- ORGAN DONORS (4/7/12)	Even with more than a million organ donors in the US, thousands are still waiting for transplants	Josh and Aaron Michael	04/08/2012 07:04 AM	029:42
CHILD ABUSE	CHANGES- CHILD ABUSE (4/14/12)	April is Child Abuse Prevention Month, through raised awareness, experts hope to end this problem.	Bill McGuire	04/15/2012 07:02 AM	029:45
ELDER HEALTH	CHANGES- ELDER HEALTH (4/21/12)	The Area Agency on Aging and a retired physician discuss care for the elderly as services thin.	Rebecca Chaplain	04/22/2012 07:03 AM	029:45
POVERTY	CHANGES- POVERTY (4/28/12)	discussion about situational and generational poverty, assistance available and more.	Jimmy Vestal	04/29/2012 07:03 AM	029:38
ASTHMA	CHANGES- ASTHMA (5/5/12)	May is asthma awareness month. Discussion about signs, symptoms, triggers, treatment and more	Melinda Shuler	05/06/2012 07:03 AM	029:46

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
AUTISM	CHANGES - AUTISM (5/19/12)	A local doctor and a mother of an autistic child talk about the disorder and how it is treated.	Dr. Steven Love & Martha Boyd	05/20/2012 07:04 AM	029:45
FISHER HOUSE	CHANGES - FISHER HOUSE (5/26/12)	Fisher House Memorial Day tribute to America's military and their families.	Military & their families	05/27/2012 07:04 AM	029:48
AFTER SCHOOL	CHANGES- AFTER SCHOOL (6/2/12)	Leadership Asheville looks at the importance of out of school or after school programs for youth.	Bill Treasure-Justin Bellamy	06/03/2012 07:06 AM	029:44
SUMMER HUNGER	CHANGES- SUMMER HUNGER (6/9/12)	A new program in Buncombe Country that will feed children through the summer, when not in school.	Lanette Vaughn Hensley	06/10/2012 07:04 AM	029:44
IMPORTANCE OF A WILL	CHANGES- IMPORTANCE OF A WILL (06/16/12)	Having a will assures your assets go where you want them to go once you're gone.	Gene Ellison	06/17/2012 07:00 AM	029:49
ARTS EDUCATION	CHANGES- ARTS EDUCATION (6/23/12)	NC Stage Company in Asheville says theatre can help students learn school subjects, social lessons	Charlie McCever & Alexa Hardy	06/24/2012 07:02 AM	029:40

**Section II
NETWORK (and/or SYNDICATED) PROGRAMMING**

Section II lists the network-provided (and/or syndicated) programming that the station broadcast during the preceding calendar quarter that addresses community issues.

ISSUE	PROGRAM / TITLE	DESCRIPTION	DATE/TIME	DURATION
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(Insert network and/or syndicator-provided programs lists here.)

**Section III
PUBLIC SERVICE ANNOUNCEMENTS**

Section III lists public service announcements that the station broadcast during the preceding calendar quarter that address community issues.

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
----	AIR FORCE RESERVE	000:31	033
----	Brother Wolf	001:00	035
----	EBLEN AUCTION-TOMORROW NIGHT	000:17	004
----	EBLEN AUCTION-TONIGHT NIGHT	000:17	004
----	EBLIN CHARITIES	000:20	027
----	GIRLS ON THE RUN	000:19	013
----	NCHSAA	001:02	122
----	Outnumber Hunger	000:19	075
----	PSA-2012 BLANTON RIDE	000:17	016
----	PSA-DINING OUT FOR LIFE	000:17	047
----	PSA-GIRLS ON THE RUN A	000:20	003
----	PSA-GIRLS ON THE RUN B	000:20	008
----	PSA-GIRLS ON THE RUN C	000:20	004
----	PSA-MANNA BLUE JEAN BALL	000:19	079
----	PSA-MARCH FOR BABIES	000:20	046
----	United Way of Haywood County	000:30	011
----	US dept of Defense	000:31	025
----	US dept of Defense	001:00	110
:15	The Ad Council	000:16	012
:30	Boy Scouts of America	000:30	024
:30	GIVE KIDS A SMILE	000:31	012

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
:30	Guitars For Vets Asheville	000:29	010
:30	PSA/HEART HEALTH/30	000:31	020
:30	RADD	000:31	024
:30	The Ad Council	000:31	069
:60	The Ad Council	000:59	031
:60	The Ad Council	001:01	023
ADOPT	The Ad Council	001:01	015
ANIMAL ADOPTION	Brother Wolf	001:00	015
ANIMAL ADOPTION	The Ad Council	000:31	003
Blanton Motorcycle Fundraiser	Blanton Scholarship Fund	000:17	024
Blue Jean Ball	MANNA FOOD BANK	000:19	002
BULLYING	DONORSCHOSE.ORG	000:30	016
CFL BULBS	The Ad Council	000:31	008
CULTURAL ARTS	FOLK HERITAGE COMMITTEE	000:18	011
CULTURAL ARTS	FOLK HERITAGE COMMITTEE	000:19	003
DENTISTRY	GIVE KIDS A SMILE	000:31	005
DRUNK DRIVING	RADD	000:31	008
EMERGENCY CALL FOR BLOOD	RED CROSS	000:20	005
Feeding America	Outnumber Hunger	000:19	089
HEALTH AND FITNESS	AD COUNCIL	000:29	079
HEALTH AND FITNESS	AD COUNCIL	000:30	124
HEALTH AND FITNESS	AD COUNCIL	000:31	143
HEALTH AND FITNESS	CITY OF HOPE	000:31	024
LITERACY	DONORSCHOSE.ORG	000:30	032
MUSIC	DONORSCHOSE.ORG	000:32	016
NATURE	The Ad Council	000:59	014
NO TEXT AND DRIVE	The Ad Council	000:31	008
POVERTY	DONORSCHOSE.ORG	000:31	016

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
RESERVES	AIR FORCE RESERVE	000:31	005
SCOUTING	Boy Scouts of America	000:30	007
SELF ESTEEM	DONORSCHOSE.ORG	000:31	016
SPORTS	NCHSAA	001:02	061
VETERANS	US dept of Defense	000:31	006
Zoolies	12-04-15 BUNCOMBE C TY 911 OUT	000:30	006
Zoolies	6-17-12 Overturned Truck 240W	000:30	010

WKSF PUBLIC SERVICE TRAFFIC/WEATHER/NEWS

:60 LOCAL NEWS-

- 6 PER WEEKDAY
- 30 PER WEEK
- (AVERAGE OF) 100 PER MONTH

:15 LOCAL WEATHER-

- 2 PER HOUR-6A-9A, 1 PER HOUR 9A-12M (DAILY TOTAL 21)
- 196 PER WEEK
- (AVERAGE OF) 650 PER MONTH

:30 LOCAL TRAFFIC

- 3 IN MORNINGS, 5 IN AFTERNOONS (WEEKDAYS ONLY)
- 8 PER DAY
- 40 PER WEEK
- (AVERAGE OF) 160 PER MONTH

Total local information commitment:

- 683 minutes for the quarter
- Average of 57 minutes per week
- Average of 227 minutes per month