

RADIO STATION WNCC-FM

Issues / Programs List

4th Quarter-2021

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REVIEWED AND APPROVED BY



11/7/22

General Manager

Date

WNCC RADIO 4th QUARTER 2020 ISSUES OUTLINE

SECTION A: NEWSCAST OVERVIEW AND QUARTERLY ISSUES ADDRESSED

1. PUBLIC HEALTH
2. JOBS
3. EDUCATION / SCHOOLS
4. PUBLIC SAFETY
5. CRITICAL INFORMATION TO CITIZENS
6. FOOD INSECURITY
7. CRIMES / POLICE

SECTION B: SPECIAL AND NON-BROADCAST EVENTS

1. WEB SITE

SECTION C: LONG FORM PROGRAMS

1. CITIZENS MAKING A DIFFERENCE

SECTION D: SHORT FORM PROGRAMS

1. FOCUS ON THE FAMILY
2. COMMUNITY CALENDAR AND PSA'S

SECTION A: NEWSCAST OVERVIEW AND QUARTERLY ISSUES ADDRESSED

WNCC-FM airs four local newscasts during its broadcast day, Monday through Friday at 7:03am, 8:03am, 12:02pm, and 5:02pm, following three to ten minutes of world and national news from ABC Radio News. WNCC reports local and area news events and issues on an ongoing basis.

News Treatments: The nominal length of each of our lead or feature news stories described below is between 30-seconds and one minute 30 seconds.

Some of the issues covered in these newscasts and programs during the **fourth** quarter are as follows:

1-Public Health

News Treatments: Oct. 8, 10, 12, 14, 15, 18, 26,; Nov. 8, 10, 16, 17, 23, 29; Dec. 1, 2, 7, 14, 15, 17, 22

With the spread of the COVID-19 (Coronavirus) pandemic continuing to dominate the news in the through the fourth quarter, our newscasts informed the public on the spread of COVID-19 at a local level, and provided ways that the community could slow the spread of the virus.

2-Jobs

News Treatments: Oct. 10, 12, 15, 18, 21; Nov. 4, 16, 18,

The fourth quarter saw some changes in the unemployment rate in Macon, Jackson, and Swain Counties, with the spread of the COVID-19 pandemic. With many local businesses being shut down, we connected listeners to job opportunities and employment resources including local job fairs during some of our newscasts.

3- Education / Schools

News Treatments: Oct. 7, 25, 27, 29; Nov. 2, 12, 23; Dec. 13, 15, 21

Policies in regards to COVID-19 and other issues continued to change in the community. Throughout the fourth quarter, schools were ordered to be closed, which caused massive changes to the school calendars as well as the way that school was conducted. We kept the community informed about any and all changes that were made to the local schools' calendars and policies due to COVID-19.

4- Public Safety

News Treatments: Oct. 10, 19, 21, 29; Nov. 2, 12, 18, 29, 30; Dec. 1-2, 13, 17, 20

Public Safety continued to be a great concern in the fourth quarter. In the event of inclement weather, we kept citizens up to date on hazardous conditions in a timely manner. Throughout the third quarter, the COVID-19 Pandemic brought about several local orders telling the public to stay at home and stay safe in the beginning of the quarter, followed by a loosening of the restrictions later in the quarter. We kept citizens informed of all of these changes, as they occurred.

5-Critical Information to Citizens

News Treatments: Oct. 7-8, 13, 14, 19, 21, 25, 27, 29 ; Nov. 1-2,10-11, 15, 19, 20, Dec. 2, 20, 27, 29

Policies and regulations consistently changed that affected the listening area in the fourth quarter, including new regulations on wearing masks and mass gathering limitations due to COVID-19. We provided critical information not necessarily obtained easily for our listeners. This may include election/voting information, government issues, transportation projects, and new or changing regulations. Issues mentioned during our news casts have an impact to Macon County and its residents, so it is paramount to connect our listeners with what they need to know.

6-Food Insecurity

News Treatments: Oct. 13, 20, 27; Nov. 11; Dec. 3

Food insecurity remained a concern in the community for the fourth quarter, with many in the area struggling with a slow economy, high unemployment rate, and children not able to receive lunch at school. Fortunately, there are many programs and opportunities for local citizens to help fill the gap. We reminded residents about the need in the community to help spur donations to food banks Carenet and The Community Table. We also provided information about events and places residents could check with to get food, as well as the local school system's meal delivery plans.

7-Crime / Police

News Treatments: Oct. 7, 8, 10, 18, 20, 22, 26 ; Nov. 2, 11, 19, 22, 23, 30; Dec. 1, 6, 7, 13, 14, 27

The coverage area experienced major crimes through the fourth quarter, along with sentencing for earlier crimes. We kept the community informed of the crimes and sentencing throughout the entire third quarter.

SECTION B: SPECIAL EVENTS

1-WEB SITE

WNCC HAS ITS OWN WEB SITE. LISTENERS ARE ENCOURAGED TO VISIT 1041WNCC.COM TO SEE UPDATES ON NEWS, WEATHER, AND MORE.

SECTION C: LONG FORM PROGRAMS

***Citizens Making a Difference” public affairs program airs Saturday Mornings at 8am on WNCC. The program returned after Covid-19 restrictions in December.**

Dec. 4 Robert Shook (Guest) talking about community museum renewal

Dec. 11 Randy Hughes (Guest) talking about Toys for Tots Program

Dec. 18 Claire Suminski (Guest) talking about community literacy

Dec. 25 No Program (Christmas Programming)

SECTION D: SHORT-FORM PROGRAMS

Organization: **FOCUS ON THE FAMILY**

Program: **FOCUS ON THE FAMILY COMMENTARY**

Description: *Program Length is one and a half minutes*

Focus on the Family Commentary is designed to provide your listeners with daily tips on the keys to stronger marriages, effective parenting, deeper relationships and a more satisfying life. Common sense answers to the challenges facing today's families are offered with an easy humor and sensitivity. Five different programs air once each day Monday through Friday at 7:15am

COMMUNITY CALENDAR AND PSAs

The Community Calendar is a regularly scheduled listing of various community events. These announcements are responsive to community issues and are approximately 30-seconds in length and aired on an R-O-S basis. This is only a sampling of the community groups & events that have benefited from these announcements.

<u>Group</u>	<u>Event</u>
AARC	Fundraiser
Jackson County Coon Hunters Club	Fundraiser
Alzheimer's Association Support Group	Group Facilitator Sessions
Western Carolina University	Online Professional Development Event
CareNet	Cold for a Cause Event
Macon County Senior Services	Volunteers Needed
Crawford Senior Center	Hosting Zoom Classes
Cherokee Senior Citizens Program	Drive-thru Meal Pickup

WNCC Fourth Quarter Issues 2021

Valley River Arts Guild

Local Arts Events

Southwestern Community College

Face Mask Distribution