

# COMMUNITY ISSUES & PROGRAMMING

1<sup>ST</sup> QUARTER 2021



**WCPZ – FM 102.7**

BAS Broadcasting, Inc.  
1640 Cleveland Road  
Sandusky, Ohio 44870

Thursday, April 8, 2021

*Stephen L. Shoffner*

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Director of News Operations

## **OVERVIEW OF NEWS OPERATIONS**

### **LOCAL / REGIONAL COVERAGE**

The news department of BAS Broadcasting, Inc. provides WLEC, WCPZ and WMJK with full service local news coverage. The news staff attends Erie County Commission and Sandusky City Commission meetings whenever possible or as needed, and also attends hundreds of other community meetings or special events throughout each year. All of our local / regional news is written, produced and directed locally and focuses on Erie, Huron, Ottawa, Sandusky and Seneca counties.

WLEC offers nine (9) different local / regional newscasts each weekday (Monday – Friday) with additional news headlines airing throughout each day.

WCPZ and WMJK offer seven (7) different local / regional newscasts each weekday (Monday – Friday).

All three stations provide coverage of live, breaking news events as needed.

### **STATE COVERAGE**

The news department has teamed up with the Ohio News Network (ONN) as the exclusive state news provider for each of our stations. Reports produced by ONN are broadcast thirteen (13) different times each weekday on WLEC and on WCPZ and WMJK as needed. Six (6) Saturday morning ONN newscasts also air on WLEC.

### **NATIONAL COVERAGE**

WLEC, WCPZ and WMJK are all affiliates of the ABC News radio network based out of New York City, New York. ABC News reports can be heard at the top of every hour seven days a week on WLEC. WCPZ and WMJK provide hourly updates during each weekday morning and again each weekday at noon.

### **LOCAL PUBLIC AFFAIRS PROGRAMMING**

"North Coast Journal" is a public affairs program that varies in length depending on the show and its content, but at times has lasted up to thirty (30) minutes. The show airs Sunday mornings at 6 AM on WLEC, and at 7 AM on WCPZ and WMJK. The show is produced locally.

## **KEY ISSUES**

During the first quarter of 2021, the news department was able to broadcast a number of reports and various public affairs programming that dealt specifically with a number of key issues that were identified as important to the community. The staff at BAS Broadcasting, Inc. received feedback from community leaders and the general public during their decision making process.

The following listing includes a brief description of each issue and the times, dates and duration of each broadcast.

The length of each news story will be considered to be between thirty seconds (:30) and one (1) minute in length.

The length of each public affairs (long form) interview will be considered to be between five (5) and fifteen (15) minutes in length.

**COVID-19 CORONAVIRUS PANDEMIC**

## Various Coverage

Our news coverage of the Coronavirus pandemic continued on a nearly daily basis during the first quarter of 2021. The news department had access to local numbers related to infection rates,, deaths and local hospitalizations caused by the Covid-19 virus. Those numbers were shared for counties in our coverage area, but we focused heavily on numbers from Erie County.

As the numbers were released by local and state health officials we shared them with our listeners utilizing a stand-alone news story. We were also sharing information regarding the vaccine protocols being implemented by state and local health officials. Our coverage has slowly decreased from daily story saturation to coverage that included several days per week instead of all five days in our broadcast week. The news department continued to set aside one local news story every day for continued coverage of the pandemic, with exact story topics interchangeable. While some days during the quarter had no specific stories about the pandemic, other days has more than one story.

**NEWS COVERAGE**

\*\* One (1) story was dedicated to the Covid-19 Pandemic every day during the 1<sup>st</sup> quarter of 2021, with some days having more than one story.

(All 3 stations) 6 AM / 7 AM / 8 AM / 9 AM / 12 PM / 5 PM

**NORTH COAST JOURNAL**

Various long form interviews were shared multiple times. The interviews were edited for use as needed in our regular daily news coverage.

Sunday, January 3 – Pete Schade, Erie County Health Commissioner  
Sunday, January 10 – Eric Wobser, Sandusky City Manager  
Sunday, January 31 – Larry Fletcher, Lake Erie Shores & Islands  
Sunday, February 7 – Pete Schade, Erie County Health Commissioner  
Sunday, March 7 – March for Meals event  
Sunday, March 28 – Better Business Bureau / Covid Tax Return Concerns

**LOCAL / STATE / FEDERAL GOVERNMENT BUDGETS (CARES ACT)**

Various Coverage

The news department continued to follow various government revenue declines caused by the pandemic and also the implementation and distribution of federal CARES Act funding. As actual 2020 revenue losses were documented, the news department was able to share that information and details regarding the discussions that resulted in regards to the formation of 2021 budgets for local governments.

Federal CARES Act funding was first distributed to individual states and then allocated locally. The process regarding final distribution of that funding was followed for all counties in our listening area.

Our coverage included long former interviews with various government leaders as they discussed their current and projected budget situations, including the passage of the American Recovery Act, which will result in substantial federal money being distributed to local governments during the second quarter of 2021.

**NEWS COVERAGE**

(All 3 stations) 6 AM / 7 AM / 8 AM / 9 AM / 12 PM / 5 PM

01/04	02/09
01/05	02/16
01/06	02/17
01/11	02/24
01/14	03/01
01/20	03/08
01/25	03/22
01/26	03/23
02/01	03/24
02/02	

**NORTH COAST JOURNAL**

Various long form interviews were shared multiple times. The interviews were edited for use as needed in our regular daily news coverage.

- Sunday, January 10 – Eric Wobser, Sandusky City Manager
- Sunday, January 24 – United Way of Erie County
- Sunday, January 31 – Larry Fletcher, Lake Erie Shores & Islands
- Sunday, February 14 – Sandusky City Master Plan
- Sunday, February 21 – Sandusky City Master Plan
- Sunday, February 28 – Sandusky City Master Plan

**BUSINESS DEVELOPMENT / GRANT OPPORTUNITIES**

Various Coverage

The news department conducted a number of interviews with local community leaders who were involved in various local business development and or grant funding programs.

Some of the grant funding was made available as part of the federal CARE Act program approved by Congress, but many other local programs were developed by local political sub-divisions or organizations. New grant programs were created to help local business leaders navigate through the uncertainties of the on-going pandemic – ultimately helping many survive into the upcoming summer tourism season.

The interviews were shared with our listeners multiple times during different parts of our broadcast day. The news team edited the interviews to share as sound bites during our regular daily news coverage.

**NEWS COVERAGE**

(All 3 stations) 6 AM / 7 AM / 8 AM / 9 AM / 12 PM / 5 PM

01/19	03/25
01/20	03/30
01/28	03/31
01/29	
02/10	
02/11	
02/22	
02/26	
03/01	
03/10	
03/17	

**NORTH COAST JOURNAL**

Various long form interviews were shared multiple times. The interviews were edited for use as needed in our regular daily news coverage.

Sunday, January 17 – United Way of Erie County  
 Sunday, January 24 – United Way of Erie County  
 Sunday, February 14 – Sandusky City Master Plan  
 Sunday, February 21 – Sandusky City Master Plan  
 Sunday, February 28 – Sandusky City Master Plan



IN ADDITION TO THE ITEMS LISTED IN THE ISSUES AND PROGRAMS REPORT, BAS SANDUSKY STATIONS ALSO PROVIDED THESE COMMUNITY SERVICES:

ISSUE: ECONOMY/ECONOMIC GROWTH. Interview with Sandusky City Manager Eric Wobser about the challenges created by COVID-19 and the outlook for 2021.

LENGTH-9:57

AIRED-on WLEC Friday 1/8 at 8:05am

ISSUE: ECONOMY/ECONOMIC GROWTH. Interview with local Chick-Fil-A manager Dave Baumgartner about his first year of business in Sandusky.

LENGTH-7:44

AIRED-on WLEC Thursday 1/14 at 9:05am

ISSUE: HUNGER/ECONOMY. Interview with Brian Shifflet of Erie Co. Care & Share about their food box giveaway program in January, February & March for those in need.

LENGTH-3:51

AIRED-on WCPZ Friday 1/22 at 7:17am & Tuesday 1/26 at 8:17am

CHARITY: UNITED WAY OF ERIE COUNTY. Interview with Kimberly Ray & Karen Camella about their Erie County-opoly board game fundraiser.

LENGTH-4:47

AIRED-on WCPZ Wednesday 1/13 at 8:30am, Monday 2/1 at 7:17am, Tuesday 2/16 at 6:48am

ISSUE: IDENTITY THEFT, SCAMS, FINANCE. Interview with Dick Eppstein of the Better Business Bureau about people that get a 1099-G tax form being a sign of identity theft.

LENGTH-5:29

AIRED-on WCPZ Monday 2/15 at 8:17am, Thursday 2/25 at 7:17am.





ISSUE: MEDICAL. Interview with Hearing Industries Association (HIA) President Kate Carr on the signs of hearing problems, regardless of age and why more people should get tested.  
LENGTH-8:06

AIREd-on WLEC Wednesday 3/5 at 8:05am

ISSUE: ECONOMY. Interview with co-Owner of Maca Root Sandusky on the new location and the success during a pandemic.

LENGTH-8:25

AIREd-On WLEC Tuesday 3/9 at 8:05am

ISSUE: ECONOMY. Interview with State Representative DJ Swearingen on the legislation to aid bars/restaurants and lodging industry in Ohio hurt by the COVID-19 pandemic.

LENGTH-8:27

AIREd-On WLEC Wednesday 3/10 at 7:05am

ISSUE: SAFETY. Interview with Heather Gilchrist about a safe Easter Egg event for the kids that adheres to COVID guidelines.

LENGTH-4:30

AIREd-on WCPZ Tuesday 3/16 at 8:12am and Thursday 3/25 at 8:13am

LENGTH-5:15

AIREd: On WLEC Friday 3/12 at 7:05am and Friday 2/16 at 8:05am

ISSUE: HEALTH. Interview with Erie County Health Commissioner Pete Schade on a year after the start of the pandemic and the continued vaccine distribution in Erie County.

LENGTH-10:27

AIREd- Wednesday 3/17 at 7:05am

ISSUE: HEALTH. Interview with Erie County Health Commissioner Pete Schade on the Vaccine clinic at Firelands Regional Medical Center.

LENGTH-11:23

AIREd- Tuesday 3/23 at 8:05am

