

# **RADIO STATION WFSC-AM**

## **Issues / Programs List**

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Second Quarter-2019

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REVIEWED AND APPROVED BY

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General Manager

Date

## WFSC RADIO SECOND QUARTER 2019 ISSUES OUTLINE

### **SECTION A: NEWSCAST OVERVIEW AND QUARTERLY ISSUES ADDRESSED**

- 1. CRIME / POLICE**
- 2. FOOD INSECURITY**
- 3. TRANSPORTATION / PUBLIC SAFETY**
- 4. ECONOMY**
- 5. EDUCATION / SCHOOLS**
- 6. FINANCIAL AWARENESS**
- 7. MENTAL HEALTH**

### **SECTION B: SPECIAL AND NON-BROADCAST EVENTS**

- 1. WEB SITE**
- 2. FACEBOOK**
- 3. ANNIVERSARY CAR-SHOW**

### **SECTION C: LONG FORM PROGRAMS**

- 1. CITIZENS MAKING A DIFFERENCE**

### **SECTION D: SHORT FORM PROGRAMS**

- 1. FOCUS ON THE FAMILY**
- 2. COMMUNITY CALENDAR AND PSAS**

## **SECTION A: NEWSCAST OVERVIEW AND QUARTERLY ISSUES ADDRESSED**

WFSC-AM airs four local newscasts during its broadcast day, Monday through Friday at 7:06am, 8:10am, 12:30pm, and 5:06pm, following three to ten minutes of world and national news from CBS Radio News. WFSC 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 second quarter are as follows:

### **1- Crime / Police**

*News Treatments: April 11, 23; May 3, 9; June 4, 13, 14, 18*

Our coverage area saw several different examples of major crimes through the second quarter, along with sentencing for earlier crimes. We kept the community informed of the crimes and sentencing throughout the entire second quarter.

### **2-Food Insecurity**

*News Treatments: April 26, 30; May 2, 7; June 6, 10, 11, 28*

Food insecurity remained a top issue in the listening area for the second quarter. 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 bank Carenet and the Community Table. We also provided information about events and places residents could check with to get food.

### **3-Transportation/Public Safety**

*News Treatments: April 10, 26; May 8, 9, 15, 23, 24; June 20, 28*

Many road projects were going on in the second quarter and to help listeners be better informed of traffic delays and problems we aired stories letting them know about anticipated road projects and the detours and delays associated with them. Additionally, we aired several stories regarding public safety issues, such as outdoor burning conditions and traffic enforcements that could help listeners avoid public safety problems.

### **4-Economy**

*News Treatments: April 12, 23; May 15, 22, 31; June 6, 18, 21, 25*

Despite some improvements, economic conditions remained tough in the second quarter for our listening area. We aired a variety of stories with information on job fairs in the area, in addition to news stories with information on businesses expanding and adding more jobs in the future.

### **5- Education / Schools**

*News Treatments: April 18, 25; May 6, 13, 27, 28; June 5, 19, 28*

There were several changes to area schools in terms of policies as well as construction. We informed listeners on changes taking place at local schools during the second quarter. Our news stories provided information on school calendar changes, upgrades to local schools, and general changes to the school system.

### **6-Financial Awareness**

*News Treatments: April 9, 26, 30; May 24, 30; June 25*

Several scams were reported throughout our listening area during the second quarter. Many of these scams were reported after the victims had given information or money to the scammers. We provided information to the public so that they would be more informed and not fall victim to scammers.

**7-Mental Health**

*News Treatments: April 26; May 1, 17; June 21*

Mental Health is an ongoing issue throughout our listening area. Many in the area struggle with mental illness and addiction. There were several changes to local and state protocols involving those with mental illnesses. Our news programming included features on the state of mental health services, new information on treatment, and what kinds of mental health problems are occurring in our area.

**SECTION B: SPECIAL EVENTS**

**1-WEB SITE**

**WFSC HAS ITS OWN WEB SITE. LISTENERS ARE ENCOURAGED TO VISIT [1041WNCC.COM](http://1041WNCC.COM) TO SEE UPDATES ON NEWS, WEATHER, AND MORE.**

**2-FACEBOOK**

**WFSC HAS ITS OWN FACEBOOK PAGE. LISTENERS ARE ENCOURAGED TO VISIT OUR FACEBOOK PAGE TO SEE UP TO DATE NEWS, WEATHER, AND OTHER INFORMATION.**

**3-ANNIVERSARY CAR-SHOW**

**ON MAY 18, WFSC HELD A CAR SHOW EVENT TO CELEBRATE OVER 60 YEARS ON THE AIRWAVES AND TO THANK THE PUBLIC FOR THE YEARS OF SUPPORT.**

## **SECTION C: LONG FORM PROGRAMS**

### **1-Citizens Making A Difference in Macon County**

Program host Dr. Gordon Mercer, Political Science Professor and President Emeritus of the Public Policy Institute at Western Carolina University in Cullowhee, NC, sits down and discusses local issues with different organizations and groups in Macon County and western North Carolina each Saturday morning for 30 minutes on WFSC-AM at 8:30 a.m. – 9 a.m. They are produced and aired weekly.

### **Southwestern Community College**

The Community college system in North Carolina has been in the news lately along with the local SCC College. The need for quality workers remains strong and SCC is expanded their opportunities in Macon, Jackson and Swain counties. Dr Mercer talks with Sara Aldmen and Tyler Goode from SCC about the changes citizens can expect in the coming years.

**Aired on Saturday April 6, 2018 at 8:30am on WFSC-AM**

### **Prevention of Life Threatening Diseases**

The aging population is suffering from many different types of diseases which can become life threatening if not caught early. Dr. Gordon Mercer talks with local Physician Dr. Charles Vargus about the issues when facing such a life threatening issue. The duo also discusses the ways of preventing these types of issues before they become life threatening.

**Aired on Saturday April 13, 2018 at 8:30am on WFSC-AM**

### **The Community Table**

The ongoing issue of hunger in our area continues to be a major problem in our area. Dr Gordon Mercer talks with Community Table executive director Amy Grimes-Simms about the mission and purpose of the Community Table in how it provides a great service to Jackson County and its Citizens.

**Aired on Saturday April 20, 2018 at 8:30am on WFSC-AM**

### **The Franklin Gem and Mineral Society and Museum**

The nickname for the town of Franklin is the Gem Capital and both the Gem and Mineral Society and Museum are an integral part of keeping this theme alive and well. Dr. Mercer talks with Fred Plesner, the past president of the Gem and mineral society also Bruce Siegfried, a Gem Expert and member of the Gem and Mineral Society. They discuss the mission and upcoming events the society is having including the Gem Shows that are a mainstay of Macon County.

**Aired on April 27 at 8:30am on WFSC-AM**

### **Franklin Mayor Bob Scott & Town Manager Summer Woodard**

There has been some controversial dealing of the Town of Franklin in recent months and Dr. Gordon Mercer talks with Franklin Mayor Bob Scott along with Franklin Town Manager Summer Woodard about these issues. The trio went in depth on some manager infrastructure needs that the town of Franklin is going to be addressing in the next couple of years. Also the issue of the Nikiwasi Mound has been a hot topic in the press and both Mayor Scott and Summer Woodard addressed this issue with Dr. Mercer.

**Aired on Saturday May 4 at 8:30am on WFSC-AM**

### **Macon TRACS (Therapeutic Riding for Adults and Children's Success)**

The Macon TRACS organization annually has a rummage sale at the fair grounds to raise funds for the services they offer. Dr. Mercer discusses with Jan McGhee from Macon TRACS about the horseback riding services they offer for special needs individuals and how people can take part in the rummage sale which is a major fundraiser for Macon TRACS.

**Aired on Saturday May 11 at 8:30am on WFSC-AM**



### **Local Boy Scout Troop 202**

The boy scouts of American are a community service organization preparing you men for the future. Dr Mercer talks to the special needs boy scout troop 202 based in Macon County to find out how much different their troop is from the rest of the boy scouts. He talks with Ray Ramona the scout master & Conda Bradley assistant scout leader about the issue they face with scouting and how special this troop is to the county and all of Western North Carolina.

**Aired on Saturday May 18 at 8:30am on WFSC-AM**

### **Taste of Scotland and Celtic Festival**

Event organizers Doug and Christine Morton join Dr. Mercer for an in-depth discussion on the Taste of Scotland Festival. This includes what events will happen and new activities planned for the annual Taste of Scotland. The Morton's also discuss Macon County's unique connections with Scotland and its heritage.

**Aired on Saturday May 25 at 8:30am on WFSC-AM**

### **Women's History Trail**

The rich history of women in Franklin, NC has inspired the creation of the Women's History Trail by Barbara McCrea and Claire Suminsky. Dr. Mercer has invited both those two ladies to talk about the creation of this trail.

**Aired on Saturday June 1 at 8:30am on WFSC-AM**

### **County Commissioner Ronnie Beale**

Dr. Mercer hosts a question and answer session with Ronnie Beale, a Macon County Commissioner and President of the North Carolina Association of County Commissioners. Among the topics discussed by Beale include the county budget that was passed, federal and state mandates that have local impact; other county-level issues were discussed.

**Aired on Saturday June 8 at 8:30am on WFSC-AM**

### **Appalachian Animal Rescue Center**

Staff member Susan Slater and Director and President Kathy Halman joined Dr. Mercer for a discussion on the rescue center that provides food, shelter, and medical attention to animals in Macon County.

**Aired on Saturday June 15 at 8:30am on WFSC-AM**

### **Franklin Lions Club**

Lions Club Member John Hamlin joined Dr. Mercer for a discussion on the Franklin Lions Club and the annual Children's Film Festival. The program is designed for children of all ages to come to a film festival at a Franklin Theater as a way to raise funds for the Franklin Lions Club.

**Aired on Saturday June 22 at 8:30am on WFSC-AM**

### **Macon County Historical Society and Museum**

Director of the Macon County Historical Society and Museum, Robert Shook joined Dr. Mercer for a discussion on the Macon County Historical Society and Museum, including discussion on the importance of preserving Macon County history and new exhibits at the museum.

**Aired on Saturday June 29 at 8:30am on WFSC-AM**

**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 12:55PM

## **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.

<b><u>Group</u></b>	<b><u>Event</u></b>
The Serving Spoon	Free Meal
American Legion	Bingo
FHS Girls Basketball	Pancake Breakfast
First Baptist	Free Community Lunch
Grace Baptist	Vacation Bible School
Relay for Life	Kickoff Event
Angel Medical Center	Diabetes Management
Toys for Tots	Cruise-in Collection

WFSC Second Quarter Issues 2019

Aviation Historical Society

Meeting

Gem and Mineral Society

Gold Program

Angel Medical Center

Masquerade and Jewelry Sale

Iofla Methodist

Baked Potato Supper

Cowee Baptist

Veteran's Event

Macon Public Health

Ladies Night Out

Macon County Library

Beary Fun Day

Franklin Little League

Board Meeting

Holly Springs Comm. Dev.

Club Meeting