

# **RADIO STATION WFSC-AM**

# **Issues / Programs List**

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Fourth Quarter-2019

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REVIEWED AND APPROVED BY

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General Manager

Date

## WFSC RADIO FOURTH QUARTER 2019 ISSUES OUTLINE

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

1. VOTER EDUCATION/ELECTIONS
2. ECONOMY / JOBS
3. POORLY INFORMED CITIZENS
4. TRANSPORTATION / PUBLIC SAFETY
5. CRIME / POLICE
6. FOOD INSECURITY
7. FINANCIAL AWARENESS
8. HEALTH AWARENESS

### **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**

WFSC-AM airs four local newscasts during its broadcast day, Monday through Friday at 7:06am, 8:10am, 12:00pm, and 5:06pm, following three to ten minutes of world and national news from ABC Radio News. WFSCC 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-Voter Education / Elections**

*News Treatments: October 15; November 5, 8, 14; December 3, 19, 24*

With this being an election year for the Municipal Elections in Macon County, there was much interest in the coming elections. Many citizens were unsure about the changes to voting laws that were put into place, and we kept them informed of changes to laws, as well as local elections coming up, and where candidates stood on issues that affected the public.

#### **2-Economy/Jobs**

*News Treatments: October 3, 9, 15, 24, 31; November 27; December 5, 27*

Despite some improvements, economic conditions remained tough in the fourth 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.

### **3-Poorly Informed Citizens**

*News Treatments: October 4, 17, 29; November 11, 12, 21; December 3, 9, 10, 12, 20*

Several changes were made to policies and regulations that affected the listening area. We provided critical information not necessarily obtained easily for our listeners. This may include government issues, transportation projects, and new or changing regulations. We informed listeners about these new policies and issues during the quarter.

### **4-Transportation/Public Safety**

*News Treatments: October 9, 11, 24; November 4, 18, 20; December 2, 9*

Many road projects were going on in the fourth 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 road conditions and traffic enforcements that could help Macon County residents avoid public safety problems.

### **5- Crime / Police**

*News Treatments: October 7, 17, 28; November 7, 11, 19, 20; December 2, 17, 26, 30*

Our coverage area saw several different examples of 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 fourth quarter.

### **6-Food Insecurity**

*News Treatments: October 15, 24; November 7, 13, 29; December 16*

Food insecurity remained a top issue in the county for the fourth 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 banks, food drives, and Carenet. We also provided information about events and places residents could check with to get food.

### **7-Financial Awareness**

*News Treatments: October 8, 10, 18, 30; November 5, 6, 19; December 4, 19, 27*

Financial awareness was an important issue for our listening area. Listeners continue to seek information on financial issues such as taxes, grants, and bank mergers. We provided information to the public so that they would be more informed and have a complete understanding of the financial state of the community.

### **8-Health Awareness**

*News Treatments: October 2, 9, 23, 25; November 25; December 13, 16, 17*

Health awareness is an ongoing issue throughout our listening area. Many in the area struggle with various health issues, and we provided information on several opportunities available to the community that could improve the state of their overall health.

**SECTION B: SPECIAL EVENTS**

**1-WEB SITE**

**WFSC HAS ITS OWN WEB SITE. LISTENERS ARE ENCOURAGED TO VISIT [1050WFSC.COM](http://1050WFSC.COM) TO SEE UPDATES ON NEWS, WEATHER, AND MORE.**

## **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, Saturday mornings for 30 minutes on WFSC-AM from 8:00am – 8:30am.

#### **Update on Macon County**

Dr. Mercer spoke with Macon County Commission Vice Chair Ronnie Beale about the latest developments on Macon County to include broadband and economic development.

**Aired on Saturday October 5 at 8:00am on WFSC-AM**

#### **Unsolved Death**

Talked to local author Ronnie Evans about his book with discusses an unsolved murder from 1963 in Macon County.

**Aired on Saturday October 12 at 8:00am on WFSC-AM**

#### **Franklin Gem and Mineral Society**

Dr Mercer talks with representatives from Macon Gem and Mineral Society about their upcoming fall leaf lookers gem and mineral community event and how it impacts the local community.

**Aired on Saturday October 19 at 8:00am on WFSC-AM**

#### **Toys for Tots**

Dr. Mercer talks with a representative from the local Toys for Tots organization about the annual toy drive for underprivileged children in the community and how it impacts the area.

**Aired on Saturday October 26 at 8:00am on WFSC-AM**

### **Macon County Historical Society**

Dr. Mercer talks with representatives from the historical museum about the latest developments on the museum to include additions of exhibits as well as upcoming fundraisers and activities.

**Aired on Saturday November 2 at 8:00am on WFSC-AM**

### **Cowee Christmas and Lunch Buddy Program**

Dr. Mercer talks with representatives from the Macon Folk Heritage Association about the upcoming Cowee Christmas event. They also discussed the lunch buddy mentoring program in the school system to help kids get involved.

**Aired on Saturday November 16 at 8:00am on WFSC-AM**

### **Franklin Lions Club**

Dr. Mercer talks with representatives with the Franklin Lions Club and the many projects they do in the community. They talked about problems the problems facing those with sight disabilities and what the clubs are doing international and locally to combat the problem.

**Aired on Saturday December 14 at 8:00am 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
First Baptist	Free Community Lunch
Grace Baptist	Fall Revival
Macon Co Cancer Support	Planning Meeting
Angel Medical Center	Diabetes Management
Toys for Tots	Cruise-in Collection
Aviation Historical Society	Meeting

WFSC Fourth Quarter Issues 2019

Cowee Baptist

Veteran's Event

Jackson Public Health

Cervical Health

Macon County Library

Senior Citizens Group

Learn To Cope

Drug Addiction Prevention