

Issues/Programs List

Quarterly Issues/Programs List for WMNC AM & FM
July 1st, 2014- September 30th, 2014
Placed in the Public File –October 3rd, 2014

Section I. Issues.

The stations have identified the following issues as significant issues facing our community in this quarter:

- A. Education:** Reduced funding from the Burke County Commissioners and a declining student population that results in reduced monies from the State of North Carolina combine to create school budgeting issues that affect the overall education of Burke County School pupils.
- B. Unemployment:** Burke County residents continue to look for high paying jobs to replace those lost to corporate cutbacks and outsourcing. Burke County has saw some decline in unemployment, but good-fulltime jobs are still scarce. unemployment in June.
- C. Economy:** The Catawba County area suffered from loss of wages, stagnant business development, sliding home values, and lack of retail sales as the recession takes its toll on Burke, Catawba and Caldwell Counties.
- D. Health :** Increased obesity rates and rates of increasing cancer, diabetes and other chronic conditions are prevalent in Burke County.

Section II. Responsive Programs

A: Education:

“WMNC Local News” - Broadcast on July 5th, 2014 6:30a,7:30a, 8:30a, Duration -2 minutes. A segment of the locally produced public affairs program WMNC News Reports dealt with summer school lunch program with school lunches available to low income families and students at Mountain Crest School and East Burke Middle Schools during the summer break.

“The CJ Stancil Show” – Broadcast on July 10th, 2014; 8AM: Duration -2 minutes. A segment of the locally produced public affairs program WMNC News Reports dealt with what is a well balanced liberal arts education.

“The CJ Stancil Show” – Broadcast on July 21st^h, 2014, Duration – 2 minutes 8:05 a.m. A segment of the locally produced public affairs program WMNC News Reports dealt with curriculum changes coming in the 2014=15 school year.

“WMNC News” – Broadcast on July 8th, 2014; 6:30a, 7:30a, 8:30am.; Duration –1 minute per newscast. Report on the semi-monthly meeting of the Burke County School Board including the announcement of a new school principals and new administrators in the central office.

“WMNC News” – Broadcast on July 19th, 2014; Duration –1 minute per newscast. Report from the monthly meeting of the Burke County School Board. Topics covered included new programs implemented for the coming school year.

“WMNC Local News” – Broadcast on July 23rd, 2014, 6:30a.m., 7:30 a.m., 8:30a.m.. Duration – 1 minute per newscast. Report from the Burke County School Board’s student transfer and faculty announcement session.

“Local News” – Broadcast on August 4th, 2014, 6:30a, 7:30a, 8:30a, – Duration – 1 minute per newscast. Report on the semi-monthly session of the Burke County Public Schools.

“Local News “– Broadcast on August 16th, 2014, 6:30A, 7:30A, 8:30A,. – Duration- 1 minute per newscast. Report of the semi-monthly meeting of the Burke County School Board,

“Local News” –Broadcast on September 9th, 2014; 6:30a, 7:30a,8:30a.– Duration 2 minutes. Report on the semi-monthly meeting of the Burke County School Board as the 2014-15 school year gets under way.

“Local News” – Broadcast on September 18th, 2014, 6:30a, 7:30a, 8:30a, – Duration 1 minute per newscast. Report on the semi-monthly meeting of the Burke County School Board.

B. Unemployment:

“Local News” – Broadcast on July 6th, 13th, 20th, 27th, August 3rd, 10th, 17th, 24th, & September 1st, 8th, 15th, & 29th.2014; Duration – 1 minute per newscast. Available jobs and their requirements for the Unifour area from the North Carolina Employment Security Commission.

“The CJ Stancil Show” – Broadcast on July 20th, 2014; Duration – 3 minutes. A segment of the locally produced public affairs program WMNC News Reports talked about the lack of summertime employment for teens in the area.

“The CJ Stancil Show” – Broadcast on July 31st, 2014, 8AM; Duration – 2 minutes. A segment of the locally produced public affairs program WMNC News Reports talked about how the Bluegrass Festival stimulated the local economy over July 4th. Statistics provided by the Morganton Department of Recreation who sponsors the Festival.

WMNC Local News – 6:30a, 7:30a, 8:30a, Duration – 1 minute per newscast – Broadcast July 13th, 2014. Unemployment numbers for the month of June from the North Carolina Employment Security Commission..

“Local News-“ Broadcast on August 14th, 2014, 6:30a, 7:30a,8:30a – Duration – 1 minute per newscast. Unemployment numbers for the month of July from the North Carolina Employment Security Commission.

“Local News” – Broadcast on September 14th^h, 2014 ; 6:30a, 7:30a, 8:30a,.; Duration – 1 minute per newscast. Unemployment numbers for the month of August from the North Carolina Employment Security Commission.

C: Economy:

WMNC Local News – 6:30 AM, 7:30 AM, 8:30 AM, – Broadcast July 15th 17th^h,2014; .Duration – 2 minutes per newscast. Report for the month of June on home sales in the Catawba Valley from the North Carolina Realtors Association.

“The CJ Stancil Show” – Broadcast on August 11th, 2014- 8:00AM; Duration – 3 minutes. Discussion with 10th District Congressman Patrick McHenry about efforts in Washington to jump start the economy.

“The CJ Stancil Show” – Broadcast on October 22nd, 2014 – 8:00 AM; Duration – 3 minutes. A segment of the locally produced public affairs program WMNC News Reports dealt with the rebirth of downtowns through a focus on arts and entertainment rather than retail businesses. Source materials provided by the national Mainstreet Program.

WMCN Local News” – Broadcast on August 12th, 2014 – 6:30a, 7:30a, 8:30a, Duration – 2 minutes. Report on home and real estate sales for the month of July from the North Carolina Realtors Association.

“WMNC Local News” – Broadcast on September 13th, 2014 – 6:30a, 7:30a, 8:30a, Duration – 2 minutes per newscast. Report on home and real estate sales for the month of August for the Catawba Valley area from the North Carolina Realtors Association.

“The CJ Stancil Show” – Broadcast on September 26th, 2014– 8:00 AM; Duration – 2 minutes. A segment of the locally produced public affairs program WMNC News Reports talked about the Christmas tree industry in North Carolina and how fewer trees are being planted due to market conditions and the growth of artificial trees.

D: Health:

“The CJ Stancil Show”– Broadcast on July 24th, 2014 – 8:00AM; Duration – 2 minutes. A segment of the locally produced public affairs program WMNC News Reports dealt with why immunize? As more and more parents decide to not immunize their children, this information is important. Source material provided by NC Division of Public Health.

“The CJ Stancil Show” – Broadcast on August 3rd, 2014, 8:00 AM; Duration – 2 minutes. A segment of the locally produced public affairs program WMNC News Reports dealt with new, less invasive testing for colon cancer available at your primary care physicians office. Source material from CNN.

“The CJ Stancil Show” – Broadcast on August 14th, 2014, 8AM; Duration – 2 minutes. A segment of the locally produced public affairs program WMNC News Reports dealt with improving your health through healthy eating and exercise. Source material from N.C. Agricultural Extension Service.

“The CJ Stancil Show” - Broadcast on September 18th, 2014; 8:00 AM – Duration -2 minutes. A segment of the locally produced public affairs program WMNC News Reports dealt with smoking cessation and how your doctor’s office maybe able to help you quit. Source material from NC Division of Public Health.

“The CJ Stancil”– Broadcast on September 28th, 2014; 8:00AM – Duration – 2 minutes. A segment of the locally produced public affairs program WMNC News Reports dealt with how to prepare for the upcoming Komen for the Cure 5k in Hickory.