

RADIO STATION WRBN - FM

Issues / Programs List

Second Quarter-2013

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REVIEWED AND APPROVED BY

General Manager Date

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SECTION A: NEWSCAST OVERVIEW AND QUARTERLY ISSUES ADDRESSED

WRBN Radio produces daily newscasts that air on a regularly scheduled basis. A one-minute news tease is aired at the bottom of the hour Monday through Friday between 6:00am and 9:00am. On WRBN, just after NBC news at the top of the hour between 6:00 a.m. and 9:00am Monday through Friday, WRBN airs a 3-minute live newscast. A two-minute recorded newscast airs at 12:00pm and at 4:00pm, 5:00pm, and 6:00pm Monday through Friday on WRBN. These are two-minutes in length. WRBN 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. One to two versions of each story aired multiple times during a 12-hour news cycle and are posted online.

Some of the issues covered in these newscasts and programs during the **second** quarter are as follows. Dates indicate local news treatment unless otherwise noted.

1- GAS PRICES

News Treatments: April 1st, April 25th, June 6th

We routinely give updates regarding the price of gasoline in the area. As many people work off a specific budget, the price of gasoline is important to those in the area. The price of gasoline held fairly steady throughout the quarter.

2- RABUN COUNTY UNEMPLOYMENT

News Treatments: April 22nd, April 25th, May 27th

Unemployment in the area has been statistically higher than in the rest of the state and country. The radio station reports every month regarding unemployment from numbers released throughout the month from the Georgia Department of Labor as well as initial claims. Unemployment numbers are much higher here on average than they are in the rest of the state.

3-COUNCIL/COMMISSIONER MEETINGS

News Treatments: April 17th, May 14th, June 10th

The radio station covers almost every local government function, which at times are not always attended in great numbers. The station provides a service by informing the public of what happens in their local government.

4- CLAYTON RABUN COUNTY WATER AND SEWER AUTHORITY

News Treatments: April 9th, May 14th, June 12th

Almost one quarter of the population receives water or sewer services from the City of Clayton, who purchases the water from the Water and Sewer Authority. Consolidating systems between the city and the authority has been an ongoing emphasis of the authority, as well as a sewer expansion project on Highway 441 North.

5- DEVELOPMENT AUTHORITY UPDATES

News Treatments: April 19th, May 21st, June 20th

The Development Authority of Rabun County (DARC) is a County based government entity that encourages job growth throughout the county. One of the largest projects the group has undertaken was the \$16M Rabun County Business Park. The funding came from tax money; so routine reporting provides the listener with an update on how their funds are being used. During this quarter, the authority focused heavily on their marketing.

6- SPLOST

News Treatments: April 3rd, May 9th, June 3rd

During the first quarter of 2013, a special election was called for citizens to vote on whether or not to continue the one cent special purpose local option sales tax which funds multiple projects throughout the county and cities. This SPLOST received much public scrutiny due to the city of Clayton not being listed to directly receive any SPLOST funds. After the election, the city of Clayton filed a suit opposing the SPLOST in court. The city of Clayton lost that suit in the second quarter.

7- RABUN COUNTY WATER AND SEWER AUTHORITY

News Treatments: May 1st, May 14th, June 13th

At the end of March, a piece of legislation known as House Bill 496 was passed by the state legislature providing for the creation of the new Rabun County Water and Sewer Authority. The second quarter of 2013 saw local governmental bodies discussing the impact of the new authority and who their appointees should be.

SECTION B: SPECIAL EVENTS

1-Web Site

WRBN has its own web site. Listeners are encouraged to visit www.sky104.com to see updates on news, weather, sports, contest winners, and more. There is also a page to introduce the staff and information about programming. A new addition has been the “streaming” of local high school sporting events.

SECTION C: LONG FORM PROGRAMS

3-Coffee Talk

Coffee talk is a 5 to 7 minute public service feature airing live on the Sky104 Morning Show weekdays around 8:45am on WRBN-FM. The program deals with any number of topics that affect the citizens of our community. The following shows aired in the **second** quarter of 2013.

Rabun County Public Library

Interviewed Rabun County Public Library Director Stephanie Howard about upcoming events taking place at the library including Kids Korner, where staff reads to children, monthly display of local art work and a countdown of the 10 most requested books to check out at Rabun County Public Library. Aired at 8:45 am on May 7, 2013 and June 24, 2013.

Financial Advice with Edward Jones Investment

Talked with Financial Advisor Ara Joyce from Edward Jones Investment Office in Clayton, Georgia. We discussed various ways to invest and save money, also gave tax tips for 2013 tax season. Joyce also spoke one morning about an upcoming fundraiser for the Rotary Club of Rabun. Aired 8:45am on April 26, 2013, May 10, 2013, and May 23, 2013.

Paws 4 Life

Interviewed Chris Simmons and Justin Willis with Paws 4 Life, the organization that took over the daily operations of the Boggs Mountain Humane Shelter in November 2012. Chris and Justin detailed what Paws 4 Life is planning to do from pet adoptions to rabies clinic. Aired April 18, 2013 and May 21, 2013.

1-COMMUNITY CALENDAR AND PSAs

The Community Calendar is a regularly scheduled listing of various community events. These announcements are approximately 30-seconds in length and are aired on an R-O-S basis. Some of the community groups that have benefited from these announcements in the **second** quarter are listed below. This is only a sampling of the organizations and events promoted.

Group

White County Commissioners
City of Tiger
Clayton, Rabun County Water & Sewage
Oconee County, SC
Clayton Baptist Church
Rabun County Board of Elections
Kiwanis Club of Rabun
Rotary Club of Clayton
Rabun County AARP Chapter 2247
Macon County, NC
Friends of Unicoi State Park and Lodge
American Red Cross
Clayton City Council
City of Sky Valley
City of Dillard
Stephens County
Rabun County Development Authority
Rabun Gap Presbyterian Church
Wolffork Christian Fellowship Church
Carver's Chapel Baptist Church
Toccoa Symphony Orchestra

Event

Commissioners' Monthly Meetings
City Council Meeting
Monthly Meetings
Monthly Council Meetings
Grief/Share Program
Monthly Meetings
Monthly Meetings
Weekly Meetings
Monthly Meetings
Commissioners' Monthly Meetings
Meeting
Community Blood Drive
Monthly Meetings
Monthly Meetings
Monthly Meetings
Monthly Board Meetings
Monthly Meetings
Food Distribution
Free Soup Kitchen
Singing
Concert