

# **RADIO STATION WRBN - FM**

# **Issues / Programs List**



## **Third Quarter-2013**

**Compiled by Craig Salmon & Charles Robertson**

REVIEWED AND APPROVED BY

\_\_\_\_\_  
General Manager      Date

## **WRBN RADIO THIRD QUARTER 2013 ISSUES OUTLINE**

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

1. ELECTIONS
2. RABUN COUNTY UNEMPLOYMENT
3. COUNCIL/COMMISSIONER MEETINGS
4. CLAYTON RABUN COUNTY WATER AND SEWER AUTHORITY
5. DEVELOPMENT AUTHORITY UPDATES
6. BOARD OF EDUCATION MEETINGS
7. RABUN COUNTY WATER AND SEWER AUTHORITY

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

1. WEB SITE

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

1. COFFEE TALK
2. SKY104 CLASS DAYS
3. MEET THE CANDIDATES (ON WGHC)
4. ELECTION COVERAGE (ON SKY104)

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

1. COMMUNITY CALENDAR & PSAS

**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 **third** quarter are as follows. Dates indicate local news treatment unless otherwise noted.

**1- ELECTIONS News Treatments: Aug 28th, Sept 12th, Sept 30th**

We routinely give updates regarding election dates and turnouts prior to and during early elections and on election day. We also report on all public forums the candidates are involved in.

**2- RABUN COUNTY UNEMPLOYMENT**

*News Treatments: Aug 2<sup>nd</sup>, Aug 15<sup>th</sup>, Sept 26<sup>th</sup>*

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 though as of late are on the decline.

**3-COUNCIL/COMMISSIONER MEETINGS**

*News Treatments: July 17th, Aug 19<sup>th</sup>, Sept 14<sup>th</sup>,*

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: July 10<sup>th</sup>, Aug 12<sup>th</sup>, Sept 3<sup>th</sup>*

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: Aug 26<sup>th</sup>, Sept 3<sup>rd</sup>, Sept 24<sup>th</sup>*

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 on problems with in the park mainly with the water/fire protection system.

#### **6- BOARD OF EDUCATION**

*News Treatments: July 25<sup>th</sup>, Aug 9<sup>th</sup>, Sept 18<sup>th</sup>*

Each month we report on the meeting and agenda for the Board of Education and afterwards ongoings of the meeting that are important to the community.

#### **7- RABUN COUNTY WATER AND SEWER AUTHORITY**

*News Treatments: July 11<sup>th</sup>, Aug 15<sup>th</sup>, Sept 3<sup>rd</sup>*

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 third quarter of 2013 saw local governmental bodies discussing the impact of the new authority and how they should go about taking over the old authority.

### **SECTION B: SPECIAL EVENTS**

#### **1-Web Site**

WRBN has its own web site. Listeners are encouraged to visit [www.sky104.com](http://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**

**1-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 **third** quarter of 2013.

**a. Rabun County Public Library**

Interviewed Rabun County Public Library Director Stephanie Howard about upcoming events taking place at the library including Wednesday matinees, new additions at the library, Georgia State Park passes, and the library's hours which were cut back for a short period during this quarter. Aired at 8:45 am on July 9th, August 20th, and September 10th.

**b. 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, and also discussed an ongoing Women's Lunch and Learn that empowers ladies to understanding their money. Aired 8:45 am on July 23rd, August 27th, and September 24th.

**c. Rabun County Schools**

Every two weeks, someone from the school system in Rabun County drops by to discuss what is currently going on in the local taxpayer funded schools. These guests included principal of the Rabun County High School Mark Ernest, Rabun County Superintendent Matt Arthur, and principal of the Rabun County Primary School Lisa Patterson. Aired August 12th, September 9th, and September 30th.

**2-Sky104 Class Days**

Class Days on Sky104 allowed parents and members of the community a snapshot via the radio of how the school year was progressing at the schools throughout the county. The program would air for an hour in the afternoon featuring teachers and students from the different public schools in Rabun County. Aired on September 25th and September 26th.

**3-Meet the Candidates (on WGHC)**

One election was held this past quarter. It was a special election to fill the seat on the Rabun County Board of Commissioners vacated by the passing of Stanley "Butch" Darnell. There were four candidates who qualified for that seat, and during the days leading up to the special election, WGHC aired an hour long program asking candidates about topics of interest in Rabun County, such as the consolidation of water and sewer systems in the county and how to create jobs. Aired on September 13th.

**4-Election Coverage (on Sky104)**

The evening of the special election to fill the vacant seat on the Rabun County Board of Commissioners, Charles Robertson broadcasted live from the elections office until a winner was declared. During this time, he talked with members of the board of elections as well as the candidates, eventually interviewing the winner of the special election, Kay Darnell. Aired September 17th.



## 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 **third** 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  
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  
Wofffork 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  
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