

# **RADIO STATION WRBN - FM**

## **Issues / Programs List**

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**First Quarter-2013**

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REVIEWED AND APPROVED BY

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General Manager    Date

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

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

**1- GAS PRICES**

*News Treatments: January 31<sup>st</sup>, February 21<sup>st</sup>, March 31<sup>th</sup>*

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 was up at the beginning of the quarter, but saw some relief throughout the month of March.

**2- RABUN COUNTY UNEMPLOYMENT**

*News Treatments: January 18<sup>h</sup>, March 7<sup>h</sup>, March 25<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 than they are in the state.

**3-COUNCIL/COMMISSIONER MEETINGS**

*News Treatments: January 14<sup>h</sup>, February 21<sup>st</sup>, March 21<sup>st</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- WATER AUTHORITY**

*News Treatments: January 8<sup>th</sup>, February 12<sup>th</sup>, March 8<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: January 25<sup>th</sup>, February 22<sup>nd</sup>, March 5<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, fiber network has been run to the business park and is nearly complete.

#### **6- SPLOST**

*News Treatments: January 18<sup>th</sup>, February 25<sup>th</sup>, March 26<sup>th</sup>*

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. That litigation is ongoing.

#### **7- HOUSE BILL 496**

*News Treatments: March 4<sup>th</sup>, March 15<sup>h</sup>, March 27<sup>th</sup>*

House Bill 496 is a piece of local legislation that provides for the creation of a new Rabun County Water and Sewer Authority to replace the current Clayton Rabun County Water and Sewer Authority. This bill moved very quickly, but received much opposition from the city of Clayton who had some issues with the wording of the legislation. Towards the end of March, the bill was passed by both the State House of Representatives and the State Senate.

**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**

**3-Coffee Talk**

Coffee talk is a 5 to 7 minute public service feature airing live on the John Durham Morning Show weekdays around 9:15am on WRBN-FM. The program deals with any number of topics that affect the citizens of our community. The following shows aired in the **first** 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 9:15am on January 22, 2013, February 12, 2013 and March 15, 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. Aired 9:15am on January 10, 2013, February 12, 2013 and March 21, 2013.

**Paws 4 Life**

Interviewed Chris Simmons and Justin Willis with Paws 4 Life, the organization that took over the dialy 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 January 24, 2013 and March 14, 2013.

**Rabun County Convention and Visitors Bureau**

Discussed with Pete Cleveland, Director of the Rabun County Convention and Visitors Bureau about promoting Rabun County and attracting visitors to our area and how it effects the local economy. Aired January 8, 2013 and February 4, 2013

**F.A.I.T.H.**

Talked with Carolyn White the Director of the F.A.I.T.H. shelter in Clayton about their upcoming fundraiser on February 9, 2013 called "The Faith Sweetheart Ball". She told us about the many ways that they are raising money to continue to fund their shelter. Also talked with Mark Smith the director of the "Power House For Kids" in Toccoa, Georgia. Aired January 23, 2013 and February 7, 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 **first** 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  
Wofford 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