

# **RADIO STATION WNCC-FM**

## **Issues / Programs List**

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First Quarter-2016

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REVIEWED AND APPROVED BY

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General Manager

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Date

## WNCC RADIO FIRST QUARTER 2016 ISSUES OUTLINE

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

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

### **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 PSAS

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

WNCC-FM airs four local newscasts during its broadcast day, Monday through Friday at 7:03am, 8:03am, 12:02pm, and 5:02pm, following three to ten minutes of world and national news from NBC Radio News. WNCC 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: January 27, 30; February 8, 17, 23; March 3, 7, 14, 15, 16, 17*

New Voter Laws brought changes to the local voting process in our listening area. Local elections throughout the area were taking place in the First Quarter. We informed citizens about the elections that were taking place, new voter laws, and candidate's stances on issues that impact the public.

### **2- Crime / Police**

*News Treatments: January 11, 21; February 4, 11; March 3, 11, 14, 17, 18*

Our coverage area saw several different examples of major crimes through the first quarter, along with sentencing for earlier crimes. We kept the community informed of the crimes and sentencing throughout the entire first quarter.

### **3-Jobs**

*News Treatments: January 8; February 5; March 8, 22, 31*

First quarter unemployment rate was relatively stagnant in Macon County. There were many Maconians considered unemployed and actively seeking work. We wanted to connect listeners to job opportunities and employment resources during some of our newscasts.

#### **4- Education / Schools**

*News Treatments: January 20, 26; February 1- 4, 9, 11, 16, 26, 29; March 4, 18, 30*

There were several changes to area schools in terms of policies as well as construction. We informed listeners on changes taking place at local schools during the first quarter. Our news stories provided information on school calendar changes, upgrades to local schools, and general changes to the school system.

#### **5- Public Safety**

*News Treatments: January 20, 26; February 15, 16, 17, 26*

There were several issues with Public Safety that made an impact on our listening area. Our treatment was to inform the public in quick and timely fashion. Weather conditions, highway incidents, and other key public safety issues were addressed in some news casts during the first quarter. With numerous accidents and weather events, we strove to keep the community informed and updated on dangerous weather and driving conditions.

#### **6-Poorly Informed Citizens**

*News Treatments: January 22, 28; February 4; March 12, 16, 23;*

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. Issues mentioned during our news casts have an impact to Macon County and its residents, so it is paramount to connect our listeners with what they need to know.

## **7-Public Health**

*News Treatments: January 8, 26, 28; February 26, 29; March 24*

Public health has been an ongoing issue in our listening area and it is a responsibility we have to inform the listening community. We provided key information on public health issues, such as Radon testing in homes and preparedness for flu season during the winter months. We are hopeful that our citizens will heed these public health messages and create a healthier, safer community.

## **8-Food Insecurity**

*News Treatments: January 5, 12; February 12, 26; March 4, 23*

Food insecurity remained a top issue in the county for the first 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 Carenet and The Community Table. We also provided information about events and places residents could check with to get food.

**SECTION B: SPECIAL EVENTS**

**1-WEB SITE**

**WNCC HAS ITS OWN WEB SITE. LISTENERS ARE ENCOURAGED TO VISIT [1041WNCC.COM](http://1041wncc.com) TO SEE UPDATES ON NEWS, WEATHER, AND MORE. A NEW ADDITION HAS BEEN THE "STREAMING" OF LOCAL HIGH SCHOOL SPORTING EVENTS.**

## **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 each Saturday morning for 30 minutes on WNCC-FM at 5:30 a.m. – 6 a.m. They are produced and aired weekly.

#### **Macon County Carenet**

The fundraising activities of Macon County Carenet continue to increase as the need for their services does. Each month the volunteers plan fundraising activities and Shanna Atkinson and Sandra Queen talks with Dr. Mercer about the Carenet weight loss challenge. They stress the ongoing need for Carenet and how the communities support goes along was in making Macon County better.

**Aired on Saturday January 2nd 2016 at 5:30am on WNCC-FM**

#### **Macon County Historical Society and Museum**

The Macon County historical society and museum have made many additions and upgrades along with some renovations over the past few months. Dr. Mercer is joined by Bob Poindexter and Robert Shook to discuss the mission, goals and additions to the museum. There is a lot of history in Macon County which many of the citizens don't know about and the historical society and museum want not just visitors to our county but natives to come back and learn more about the history of Macon County.

**Aired on Saturday January 9th 2016 at 5:30am on WNCC-FM**

#### **Scottish Tartans Museum**

One of the only Tartan Museums in the entire country talks to Dr. Mercer about their mission and goals for the Museum. Mary Lee Bourduex discusses the founding and flourishing of the downtown Franklin museum along with the continuing fundraising efforts have affected the hours of operation. The duo talked about how the museum affects the tourism in the region and how it impacts downtown Franklin specifically.

**Aired on Saturday January 16<sup>th</sup> 2016 at 5:30am on WNCC-FM**

### **Macon TRACS (Therapeutic Riding for Adults and Children's Success)**

The Macon TRACS organization annually has a rummage sale at the fair grounds to raise funds for the services they offer. Dr. Mercer discusses with Jan McGhee from Macon TRACS about the horseback riding services they offer for special needs individuals and how people can take part in the rummage sale which is a major fundraiser for Macon TRACS.

**Aired on Saturday January 23rd 2016 at 5:30am on WNCC-FM**

### **Macon County Animal Control and Public Health Center**

The animal control division of Macon County public health is a newly formed division which has come under the control of the Health Department. Dr Mercer talks with the director Dr. Jim Villiard about his new role as the director and how these new initiatives which are currently being implemented are affecting the overall safety of the citizens in Macon County.

**Aired on Saturday January 30<sup>th</sup> 2016 at 5:30am on WNCC-FM**

### **REACH of Macon County**

Victims of domestic violence can always turn to REACH of Macon County. Dr. Mercer discusses with Jennifer Turner Lynn, Cyndi Trebethan, Andrea Anderson who is the Director of REACH about the ongoing need in the community for their services and also the need for donations and volunteers. REACH has a new outreach for the Latino community which was heavily discussed throughout the program. Also they touched on upcoming events that REACH of Macon County will have to support their ongoing efforts to help domestic violence victims and help prevent domestic violence in the community.

**Aired on Saturday February 6th 2016 at 5:30am on WNCC-FM**



### **Western Carolina University and Southwestern Community College**

The Primary Elections are coming up in a few weeks and a special bond referendum is on the ballot which will help the higher education schools in the state. David Belcher and Don Thomas join Dr. Mercer to discuss the financial windfall to the schools if the bond is passed. They also discussed the needs of each school respectively and how the monies would impact their needs.

**Aired on Saturday February 13<sup>th</sup> 2016 at 5:30am on WNCC-FM**

### **Macon County Commissioner Ronnie Beale**

The New Year is now in full swing and Dr Mercer talks to Macon Commissioner Ronnie Beale about what the Macon County commissioners have been up to in the new year. They discussed how new legislation with effect the county and the challenges that they are facing in trying to improve the services in the county. The discussed a number of different issues facing the county including the McCoy Bridge and the steep slope ordinance.

**Aired on February 20<sup>th</sup> 2016 at 5:30am on WNCC-FM**

### **Academic Year in the USA (AYUSA)**

This program brings youth into the United States for a semester or full year of study and Dr. Mercer discusses with Donna Bell senior regional director of AYUSA along with Alberta Garcia a student from Spain who is spending a year in Macon County and Don Capaforte who is a host family for AYUSA the main mission of this program. They also discuss how this program affects lives from all over the world and the ways that citizens can become host families.

**Aired on Saturday February 27<sup>th</sup> 2016 at 5:30am on WNCC-FM**

### **Special Events Happening in Macon County**

The weather is warming up and activities are starting to blossom just like the flowers. This week Dr. Mercer talks with Barbra McCrea and Claire Zeminksi about projects forthcoming. Barbra is a author and helps with the taste of Scotland festival with ongoing fundraising with the summer festival.

**Aired on Saturday March 5<sup>th</sup> 2016 at 5:30am on WNCC-FM**

### **Southwestern Community College**

The Community college system in North Carolina has been in the news lately along with the local SCC College. The need for quality workers remains strong and SCC is expanded their opportunities in Macon, Jackson and Swain counties. Dr Mercer talks with Sara Aldmen and Tyler Goode from SCC about the changes citizens can expect in the coming years.

**Aired on Saturday March 12<sup>th</sup> 2016 at 5:30am on WNCC-FM**

### **The Otto Community Development Organization**

The communities of Macon County have many thriving communities which provide a way to connect to your neighbors. The Otto Community Development Organization is having a 5k run and walk fundraiser to benefit the organization. Dr Mercer talks with Kathy Halman a board member on the Otto Community Development organization and Teresa Young from the organization about the fundraising event.

**Aired on Saturday March 19<sup>th</sup> 2016 at 5:30am on WNCC-FM**

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**Aired on Saturday March 26<sup>nd</sup> 2016 at 5:30am on WNCC-FM**

**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 7:15am

## **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
FHS Girls Basketball	Pancake Breakfast
First Baptist	Free Community Lunch
Grace Baptist	Fall Revival
Relay for Life	Kickoff Event
Angel Medical Center	Diabetes Management
Toys for Tots	Cruise-in Collection
Aviation Historical Society	Meeting

WNCC First Quarter Issues 2016

Gem and Mineral Society

Gold Program

Coweeta Baptist

Thanksgiving Prayer Service

Angel Medical Center

Masquerade and Jewelry Sale

Iotla Methodist

Baked Potato Supper

Cowee Baptist

Veteran's Event

Macon Public Health

Ladies Night Out

Macon County Library

Beary Fun Day

Franklin Little League

Board Meeting

Holly Springs Comm. Dev.

Club Meeting