

RADIO STATION WNCC-FM

Issues / Programs List

Second Quarter-2016

Compiled by Dustin G. Short

REVIEWED AND APPROVED BY

General Manager

Date

WNCC RADIO SECOND QUARTER 2016 ISSUES OUTLINE

SECTION A: NEWSCAST OVERVIEW AND QUARTERLY ISSUES ADDRESSED

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

SECTION B: SPECIAL AND NON-BROADCAST EVENTS

1. WEB SITE

SECTION C: LONG FORM PROGRAMS

1. CITIZENS MAKING A DIFFERENCE

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1. FOCUS ON THE FAMILY
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SECTION A: NEWSCAST OVERVIEW AND QUARTERLY ISSUES ADDRESSED

WNCC-FM airs four local newscasts during its broadcast day, Monday through Friday at 7:06am, 8:10am, 12:30pm, and 5:06pm, following three to ten minutes of world and national news from CBS 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: April 7, 29; May 7, 17, 23; June 1, 2, 6, 7, 8, 20

New Voter Laws brought changes to the local voting process in our listening area, as a primary election was being held, with different initiatives on the ballots. We informed citizens about the elections that were taking place, the initiatives that were up for vote and reminded them about new voter ID laws in the state.

2- Crime / Police

News Treatments: April 11, 21; May 4, 11; June 3, 13, 14, 18

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

3-Food Insecurity

News Treatments: April 27, 29; May 2, 6; June 6, 8, 10, 28, 27

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

4-Transportation/Public Safety

News Treatments: April 10, 27; May 8, 9, 15, 23, 24; June 20, 28

Many road projects were going on in the second quarter and to help listeners be better informed of traffic delays and problems we aired stories letting them know about anticipated road projects and the detours and delays associated with them. Additionally, we aired several stories regarding public safety issues, such as outdoor burning conditions and traffic enforcements that could help Maconians avoid public safety problems.

5-Economy

News Treatments: April 13, 23; May 15, 25, 31; June 6, 18, 21, 25

Despite some improvements, economic conditions remained tough in the second quarter for our listening area. The jobs picture gradually improved but unemployment rates for the second quarter remained higher than pre-recession levels. We aired a variety of stories with information on job fairs in the area, in addition to news stories with information on businesses expanding and adding more jobs in the future.

6-Poorly Informed Citizens

News Treatments: April 22, 28; May 4; June 13, 18, 22

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-Financial Awareness

News Treatments: April 8, 26, 28; May 26, 30; June 24

Several scams were reported throughout our listening area during the second quarter. Many of these scams were reported after the victims had given information or money to the scammers. We provided information to the public so that they would be more informed and not fall victim to scammers.

8-Mental Health

News Treatments: April 27; May 1, 19; June 23

Mental Health is an ongoing issue throughout our listening area. Many in the area struggle with mental illness and addiction. There were several changes to local and state protocols involving those with mental illnesses. Our news programming included features on the state of mental health services, new information on treatment, and what kinds of mental health problems are occurring in our area.

SECTION B: SPECIAL EVENTS

1-WEB SITE

WNCC HAS ITS OWN WEB SITE. LISTENERS ARE ENCOURAGED TO VISIT 1041WNCC.COM TO SEE UPDATES ON NEWS, WEATHER, AND MORE.

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.

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 April 2, 2016 at 5:30am on WNCC-FM

Prevention of Life Threatening Diseases

The aging population is suffering from many different types of diseases which can become life threatening if not caught early. Dr. Gordon Mercer talks with local Physician Dr. Charles Vargus about the issues when facing such a life threatening issue. The duo also discusses the ways of preventing these types of issues before they become life threatening.

Aired on Saturday April 9, 2016 at 5:30am on WNCC-FM

The Community Table

The ongoing issue of hunger in our area continues to be a major problem in our area. Dr Gordon Mercer talks with Community Table executive director Amy Grimes-Simms about the mission and purpose of the Community Table in how it provides a great service to Jackson County and its Citizens.

Aired on Saturday April 16, 2016 at 5:30am on WNCC-FM

The Franklin Gem and Mineral Society and Museum

The nickname for the town of Franklin is the Gem Capital and both the Gem and Mineral Society and Museum are an integral part of keeping this theme alive and well. Dr. Mercer talks with Fred Plesner, the past president of the Gem and mineral society also Bruce Siegfried, a Gem Expert and member of the Gem and Mineral Society. They discuss the mission and upcoming events the society is having including the Gem Shows that are a mainstay of Macon County.

Aired on April 23rd at 5:30am on WNCC-FM

Franklin Mayor Bob Scott & Town Manager Summer Woodard

There has been some controversial dealing of the Town of Franklin in recent months and Dr. Gordon Mercer talks with Franklin Mayor Bob Scott along with Franklin Town Manager Summer Woodard about these issues. The trio went in depth on some manager infrastructure needs that the town of Franklin is going to be addressing in the next couple of years. Also the issue of the Nikiwasi Mound has been a hot topic in the press and both Mayor Scott and Summer Woodard addressed this issue with Dr. Mercer.

Aired on Saturday April 30th 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 May 7th at 5:30am on WNCC-FM

Local Boy Scout Troop 202

The boy scouts of American are a community service organization preparing you men for the future. Dr Mercer talks to the special needs boy scout troop 202 based in Macon County to find out how much different their troop is from the rest of the boy scouts. He talks with Ray Ramona the scout master & Conda Bradley assistant scout leader about the issue they face with scouting and how special this troop is to the county and all of Western North Carolina.

Aired on Saturday May 14 at 5:30am on WNCC-FM

Taste of Scotland and Celtic Festival

Event organizers Doug and Christine Morton join Dr. Mercer for an in-depth discussion on the Taste of Scotland Festival. This includes what events will happen and new activities planned for the annual Taste of Scotland. The Morton's also discuss Macon County's unique connections with Scotland and its heritage.

Aired on Saturday May 21st at 5:30am on WNCC-FM

Women's History Trail

The rich history of women in Franklin, NC has inspired the creation of the Womens History Trail by Barbara McCrea and Claire Suminsky. Dr. Mercer has invited both those two ladies to talk about the creation of this trail.

Aired on Saturday June 4th at 5:30am on WNCC-FM

County Commissioner Ronnie Beale

Dr. Mercer hosts a question and answer session with Ronnie Beale, a Macon County Commissioner and President of the North Carolina Association of County Commissioners. Among the topics discussed by Beale include federal and state mandates that have local impact; other county-level issues were discussed.

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Aired on Saturday June 11th at 5:30am on WNCC-FM

Appalachian Animal Rescue Center

Staff member Susan Slater and Director and President Kathy Halman joined Dr. Mercer for a discussion on the rescue center that provides food, shelter, and medical attention to animals in Macon County.

Aired on Saturday June 18th 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 12:55PM

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.

<u>Group</u>	<u>Event</u>
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

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Aviation Historical Society

Meeting

Gem and Mineral Society

Gold Program

Angel Medical Center

Masquerade and Jewelry Sale

Iofla 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