

# **RADIO STATION WNCC-FM**

## **Issues / Programs List**

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Third Quarter-2016

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REVIEWED AND APPROVED BY

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General Manager

Date

## WNCC RADIO THIRD QUARTER 2016 ISSUES OUTLINE

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

1. VOTER EDUCATION/ELECTIONS
2. ECONOMY / JOBS
3. POORLY INFORMED CITIZENS
4. TRANSPORTATION / PUBLIC SAFETY
5. CRIME / POLICE
6. FOOD INSECURITY
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

### **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 7:06am, 8:10am, 12:30pm, and 5:06pm, following three to ten minutes of world and national news from CBS Radio News. WFSC 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: July 7, 29; August 7, 17, 23; September 1, 2, 6, 7, 8, 20*

With this being a Presidential election year, there is much interest in the coming elections, along with the elections, North Carolina saw the new voter identification law struck down in the courts. Many citizens were unsure about the new voting laws that were put into place, and we kept them informed of changes to laws, as well as local elections coming up.

### **2-Economy/Jobs**

*News Treatments: July 13, 23; August 15, 25, 31; September 6, 18, 21, 25*

Despite some improvements, economic conditions remained tough in the third quarter for our listening area. The jobs picture gradually improved but unemployment rates for the third 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.

### **3-Poorly Informed Citizens**

*News Treatments: July 22, 28; August 4; September 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. We informed listeners about these new policies and issues during the quarter.

### **4-Transportation/Public Safety**

*News Treatments: July 10, 27; August 8, 9, 15, 23, 24; September 20, 28*

Many road projects were going on in the third 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- Crime / Police**

*News Treatments: July 11, 21; August, 11; September 3, 13, 14, 18*

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

## **6-Food Insecurity**

*News Treatments: July 27, 29; August 2, 6; September 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 banks, Carenet and the Community Table. We also provided information about events and places residents could check with to get food.

## **7-Financial Awareness**

*News Treatments: July 8, 26, 28; August 26, 30; September 24*

Several scams were reported throughout our listening area during the third 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: July 27; August 1, 19; September 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.

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**SECTION B: SPECIAL EVENTS**

**1-WEB SITE**

**WNCC HAS ITS OWN WEB SITE. LISTENERS ARE ENCOURAGED TO VISIT [1050WNCC.COM](http://1050WNCC.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 from 5:30am – 6am. They are produced and aired weekly.

#### **Southwestern Community College: Fundraising Gala**

Dr. Mercer spoke with SCC representatives about their summer fundraiser and how it can benefit students and the community.

**Aired on Saturday July 2 at 5:30am on WNCC-FM**

#### **Eastern Band of the Cherokee Indians**

With the Heart of the tourism season now in the mountains Dr Mercer talks with Robert Jumper representing the Eastern Band of Cherokee Indians about all things Cherokee.

**Aired on Saturday July 9 at 5:30am on WNCC-FM**

#### **Macon County Historical Society**

Dr Mercer talks with representatives from the Macon County Historical Society about their ongoing fundraising efforts and the newest historical artifacts and exhibits at the Museum.

**Aired on Saturday July 16 at 5:30am on WNCC-FM**

#### **Macon County Gemboree**

Dr. Mercer talks with representatives from the annual Macon County Gemboree about the event and how it impacts the area. They also discuss other events which take place throughout the year.

**Aired on Saturday July 23 at 5:30am on WNCC-FM**

### **Southwestern Community College**

Dr. Mercer talks with representatives from Southwestern Community College about their upcoming Bluegrass, Blue Jean Ball. They discuss how the event will take place and what the purpose of the event is.

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

### **Macon County Folk Heritage Association**

Dr. Mercer talks with representatives from the Macon Folk Heritage Association about the upcoming Cowee heritage day celebration. They discuss the reason behind having the day and what is going to be happening.

**Aired on Saturday August 6<sup>th</sup> at 5:30am on WNCC-FM**

### **Men's Teen Challenge of the Smokies**

Dr. Mercer talks with representatives of the Drug and Alcohol rehab facility for teenagers called "Teen Challenge of the Smokies". They discuss the problems facing our youth in the area along with the types of services they offer.

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

### **Outdoor Educational and Adventure Center**

Dr. Mercer talks to representatives of the Outdoor Educational and Adventure Center to find out what they are trying to do with securing land and funding.

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

### **Master of Public Affairs Program at WCU**

Dr. Mercer talks with a Professor and students from the MPA program at WCU about the events surrounding the presidential election.

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



### **Franklin's Bike Walk**

Dr. Mercer talks with the Franklin Town Planner Justin Setzer about the new initiative to build and maintain a Bike and walking trail/area.

**Aired on Saturday September 3<sup>rd</sup> at 5:30am on WNCC-FM**

### **Macon T.R.A.C.K.S.**

Dr. Mercer talks with Jan McGhee of Macon TRACKS about their initiatives and fundraising activities. The duo also discussed the upcoming Blue Jean Ball.

**Aired on Saturday September 10<sup>th</sup> at 5:30am on WNCC-FM**

### **Macon Commissioner Ronnie Beale**

Dr. Mercer invited current Macon County Commissioner Ronnie Beale to discuss current issues and problems facing the county and how the board is helping to solve these issues.

**Aired on Saturday September 17<sup>th</sup> at 5:30am on WNCC-FM**

### **Southwestern Community College – Fall Job & Health Fair**

Dr. Mercer talks to representatives from Southwestern Community College about their upcoming Job Fair and Health Fair. They discuss all the events happening at the Health & Job Fair.

**Aired on Saturday September 24<sup>th</sup> 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.

<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

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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