

# RADIO STATION WFSC-AM

## Issues / Programs List

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Third Quarter-2015

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REVIEWED AND APPROVED BY

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General Manager

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Date

## **WFSC RADIO THIRD QUARTER 2015 ISSUES OUTLINE**

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

- 1. PUBLIC SAFETY**
- 2. JOBS**
- 3. DISEASE PREVENTION**
- 4. POORLY INFORMED CITIZENS**
- 5. PUBLIC HEALTH**
- 6. THOSE IN NEED**
- 7. MENTAL HEALTH**
- 8. AVIAN FLU**

### **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. MACON CO COOPERATIVE EXTENSION GARDEN SPOT**
- 2. FOCUS ON THE FAMILY**
- 3. COMMUNITY CALENDAR AND PSAS**

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

WFSC airs four local newscasts during its broadcast day, Monday through Friday at 7:06am, 8:10am, 12:30pm, and 5:04pm, 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 third quarter are as follows:

### **1-Public Safety**

*News Treatments: July 1, 6, 13; August 25, 28; September 4, 18, 22, 30;*

During the summer months of 2015, as always, public safety issues were very important. We aired various informative stories about safe driving, car seats, and other pertinent safety advice, such as disaster preparedness tips, to our listeners so they could enjoy the summer time with less risk of being hurt.

### **2-Jobs**

*News Treatments: July 2, 23, 27, 29; September 3, 14, 22;*

We want to do our part in connecting listeners with the latest job information, including labor market conditions. We are hopeful that our newscasts will help those seeking employment, as we provided important information on resources available that can help them in their job search.

### **3-Disease Prevention**

*News Treatments: July 2, 8, 13, 21, 27; August 7, 17; September 4, 14, 23;*

Reminding our listening audience on the importance of disease prevention and regular health screenings. Some of our newscasts featured relevant information about Ladies and Men's Night Out events in Franklin, which provide critical resources about how to prevent some of the area's most prominent chronic diseases such as heart disease, obesity, and cancer.

#### **4-Poorly Informed Citizens**

*News Treatments: July 16, 22; August 3; September 11, 28;*

While we do live in an information age, there is still very important local info that perhaps would not be disseminated if not for local media outlets. This is information concerning scams, connecting with our police department, and information on local candidates seeking an elected position. Equipping our listeners with this information makes for a more informed and better community.

#### **5-Public Health**

*News Treatments: July 8, 21; August 4, 13, 27, 31; September 3, 14, 17, 18, 21;*

Public health information is a responsibility we have to get out to the listening community. We strove to provide key information on public health issues, such as mosquito-borne illnesses and preparedness for the upcoming flu season during the summer months. We are hopeful that our citizens will heed these public health messages and create a healthier, safer community.

#### **6-Those in Need**

*News Treatments: July 15; August 10, 19, 21; September 10, 16, 30;*

While signs of an economic recovery continue, many in Macon County struggle with issues such as food insecurity and homelessness. Our goal was to make the public aware of those in need and connect the community with ways they can help local organizations in their mission to serve the needy and help them get back on their feet. Our mission is two-fold, as we also wanted to inform those who are in need with ways they can get help and other resources.

#### **7-Mental Health**

*News Treatments: July 28, 31; August 11, 26;*

The stigma associated with mental illness is slowly collapsing, and we took every opportunity to promote awareness of mental illness in the local community. Part of this promotion included how state-level decisions are affecting mental health services and the reality of mental illness in Macon County and how it can impact virtually every citizen. Also part of our mission was to inform caregivers and those struggling with mental illness about resources, such as NAMI, that are available to help them.

**8-Avian Flu**

*News Treatments: July 8, 29; August 12; September 24;*

State health and agricultural officials have been warning for some time about the potential for an avian flu outbreak this fall/winter in North Carolina. The state also began requiring backyard poultry owners to register their flocks with the state in an effort to organize and expedite information should an outbreak occur. With a growing number of backyard poultry owners in Macon County, we aired the latest alerts and updates from the state and local extension office about taking precautionary measures to prevent the spread of avian flu.

**SECTION B: SPECIAL EVENTS**

**1-Web Site**

WFSC has its own web site. Listeners are encouraged to visit [1050wfsc.com](http://1050wfsc.com) to see updates on news, weather, swap shop, sports 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-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 WFSC-AM from 9:30am – 10am. They are produced and aired weekly.

**Franklin Gem & Mineral Society-Fred Plesnar**

Dr. Mercer speaks with Plesnar about the society and its efforts to promote Franklin as the Gem Capitol.

**Aired on Saturday July 4 2015 at 9:30am on WFSC-AM**

**Appalachian Animal Rescue**

Dr. Mercer speaks with AAR about their mission to provide shelter and humane treatment for dogs and cats.

**Aired on Saturday July 11 at 9:30am on WFSC-AM**

**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 18 at 9:30am on WFSC-AM**

**Scottish Tartans Museum**

Dr. Mercer speaks with Mary Lee Bordeaux about the impacts on tourism from the Scottish Tartans Museum.

**Aired on Saturday July 25 at 9:30am on WFSC-AM**

**Third Annual Heritage Day**

Dr. Mercer speaks with Bobby Koppers at the Heritage Day planned at the Historic Cowee School and how local organizations are working to keep heritage alive.

**Aired on Saturday August 8 at 9:30am on WFSC-AM**

### **Academic Year in the USA**

Dr. Mercer speaks with Donna Bell, Senior Regional Director, of the organization that locates host families in WNC for foreign exchange students.

**Aired on Saturday August 15 at 9:30am on WFSC-AM**

### **Macon TRACS**

Dr. Mercer speaks with Jan McGee, president and co-founder of Macon TRACS. The group facilitates therapeutic horseback riding for local residents with special needs.

**Aired on Saturday August 22 at 9:30 am on WFSC-AM**

### **Zonta Club of Franklin**

Dr. Mercer speaks with members of the Zonta Club about their service projects in the community and an upcoming fundraiser for Angel Medical Center.

**Aired on Saturday August 29 at 9:30 am on WFSC-AM**

### **League of Women Voters**

Dr. Mercer speaks with Shirley Ches, of the LWV, about the nonpartisan group's efforts to educate the electorate and advocate for voting rights.

**Aired on Saturday September 5 at 9:30am on WFSC-AM**

### **Kevin Corbin: Macon County Commissioners**

Dr. Mercer speaks with the Kevin Corbin who is the chairman of the Macon County Board of Commissioners. Corbin provides updates on local government.

**Aired on Saturday September 12 at 9:30am on WFSC-AM**

### **Southwestern Community College**

Dr. Mercer speaks with SCC representatives Beverly Belieo and Jenny Williams about various activities at SCC.

**Aired on Saturday September 19 at 9:30am on WFSC-AM**



WFSC Third Quarter Issues 2015

### **Angel Medical Center's Oktoberfest**

Dr. Mercer speaks with Sissy Patfillo who serves on the AMC Foundation Board. They discuss the upcoming Oktoberfest event and how it will benefit the AMC Cancer Center.

**Aired on Saturday September 26 at 9:30am on WFSC-AM**

**SECTION D: SHORT-FORM PROGRAMS**

**Organization:** Macon County Cooperative Extension  
**Program:** Garden Spot Show

**Description:** Program Length Varies from 8 to 15 minutes

The Extension Service of North Carolina has offices throughout the state and Local County Extension Service Agents serve both farmers and homeowners with information and research on plants, animals, food preparation, and most everything associated with agribusiness. The Garden Spot Show features County Extension Agent Alan Durden covering a variety of topics.

**Aired each weekend during the Third Quarter on Saturdays at 9:06am.**

**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.

### **Group**

### **Event**

American Legion

Bingo

Macon Senior Services

Presentation on Medicare/Disability

AL-ANON

Meeting

Cowee Farmers Market

Produce, Baked Goods, Crafts Sale

Macon Co. Senior Games

Flea Market

Gem & Mineral Society

Presentation on African Gems

Red Cross

Blood Drive at Library

Zonta Club

Boots and Bling

Grace Baptist Church

Crossroads Ministry

MC Public Health

Rabies Vaccination Clinics