

RADIO STATION WFSC-AM

Issues / Programs List

Second Quarter-2015

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REVIEWED AND APPROVED BY

General Manager

Date

WFSC RADIO SECOND QUARTER 2015 ISSUES OUTLINE

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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 second quarter are as follows:

1-Environmental Health

News Treatments: April 2, 14; May 21, 29;

During the second quarter, spring and summer environmental health issues emerged and we aimed to inform citizens on what to be aware of and how to deter these issues. Examples include the increase of insects and diseases they may transmit. We feel our efforts to get out relevant information is a critical part of an overall approach and protecting the environment and the safety of those who interact with it.

2-Jobs

News Treatments: April 1, 10, 22, 30; May 27; June 3, 25, 29;

The economy continued to show signs of recovery during the second quarter, however, there was a slight uptick in the Macon County unemployment rate. Our goal was to provide listeners with up-to-date information about the job market, economic conditions, and which sectors were experiencing growth or decline. We also kept citizens informed on the latest state and county unemployment rates, including the number in the labor force and the number actively seeking employment. We also provided information on local resources to assist job seekers.

3-Those in Need

News Treatments: April 15; June 1, 4, 9, 11, 18, 25;

Our listening area has many wonderful resources for those who need a helping hand or help bridging the gap during a difficult time. We wanted to connect the community to these resources by providing information about special events, outreaches, and general information about such organizations that do great work in the community by helping others.

4-Public Safety

News Treatments: April 21, 24; May 19, 27; June 16, 23, 30;

As always public safety is a major concern for our listeners. Our efforts included news broadcasts about specific issues in public safety during the second quarter. We are hopeful that adequate information was disseminated and it will play a big part in keeping citizens safer as traffic increases on local roadways during the summer and holiday travel periods.

5-Mental Health

News Treatments: April 27; May 1, 19;

Mental health awareness is crucial in Macon County, just like it is across the country. 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 county. We hope that our news coverage will help in some way break down the stigma surrounding mental illness and lead to more solutions.

6-Obesity

News Treatments: April 10; May 5; June 18;

Obesity continued to be among one of the top health problems for Maconians during the second quarter of 2015. Fortunately, health officials are offering programs and services to help local residents take better control of their weight. We provided as much information as possible on these obesity prevention and fitness outreaches.

7-Proactive Healthcare

News Treatments: April 20; May 4, 22; June 19;

During the second quarter we partnered with groups such as Ladies Night Out and Men's Night Out to get important information out to local residents about the variety of resources available to learn about their health and get preventive screenings. This is very important because most diseases, when caught early, can be cured. We are hopeful that our continued partnership and news programming will help make a difference in the lives of our listeners.

8-Poorly Informed Citizens

News Treatments: April 2, 8; May 28; June 3, 4, 10;

Even in today's information age, people are uninformed about certain topics such as critical changes to the state's voting law. We tackle these kinds of issues with news broadcasts on issues the average citizen may not be in tune with. We also wanted to inform them of community-based programs, such as Coffee With A Cop, to help build relationships among law enforcement and residents.

SECTION B: SPECIAL EVENTS

1-Web Site

WFSC has its own web site. Listeners are encouraged to visit 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.

Carenet Ministry and Director Shaina Adkins

Adkins joined Dr. Mercer for a discussion on the local nonprofit organization's history and goals to serve Macon County citizens during times of financial difficulty. The organization also notes new directives to help residents prepare for tough times.

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

Mark and Cindy Meyer, Licensed Wildlife Rehabilitators

Mark and Cindy discussed with Dr. Mercer about why they got involved with the care and rehabilitation of fawns displaced from their mothers. They explained in detail what they do, and what to do if a resident comes across a motherless fawn, which is a common occurrence in Macon County.

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

Southwestern Community College: EMS and Public Safety

Dr. Mercer welcomed SCC EMS Director Todd Doster and Dean of Public Safety Curtis Dowdle for a discussion of the college's educational opportunities in public safety training and emergency medical science.

Aired on Saturday April 18 at 9:30am on WFSC-AM

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 April 25 at 9:30am on WFSC-AM

REACH of Macon County

Ashley Freeman, a key staff member at REACH discusses with Dr. Mercer the goal and mission of REACH. The organization strives to provide assistance to domestic violence victims and educational opportunities to those displaced by violence.

Aired on Saturday May 2 at 9:30am on WFSC-AM

Western Carolina University Political Science

Dr. Mercer welcomes Dr. Don Livingston with the WCU Political Science Department for an analysis of the upcoming 2016 Presidential Election and current issues.

Aired on Saturday May 9 at 9:30am on WFSC-AM

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 16 at 9:30 am on WFSC-AM

Southwestern Community College: Macon Campus

Devone Jiminson, Coordinator of SCC's High School Equivalency Testing and Project SEARCH and Tyler Goode, SCC's PR Director, join Dr. Mercer for a discussion on current happenings with the college and the new book on the history of SCC, *Community is Our Middle Name*.

Aired on Saturday May 23 at 9:30 am on WFSC-AM

Father's House Homeless Ministry

Dr. Mercer welcomes Lowell Monteith, Director and Minister of the Father's House and Danny Fowler, a Father's House board member, for a discussion on the efforts of this local organization to provide help and rehabilitation to the local homeless.

Aired on Saturday May 30 at 9:30am on WFSC-AM

Lumpkin Adventure Base Camp

Restoration and reactivation efforts have been ongoing in 2015 at the Lumpkin Adventure Base Camp, a former facility for scouts and youth, located in Franklin's Tennesse Valley. Dr. Mercer welcomes Dan Rogers, Assistant Scout Executive of the Daniel Boone Council and Dr. Charlie Vargas, Scoutmaster of Troop 202 for a discussion on what's been taking place at the Lumpkin Adventure Base.

Aired on Saturday June 6 at 9:30am on WFSC-AM

Town of Franklin Representatives

Dr. Mercer hosts a discussion about current affairs within the town of Franklin, including the upcoming budget, with Franklin Mayor Bob Scott and Town Manager Summer Woodard.

Aired on Saturday June 13 at 9:30am on WFSC-AM

Macon County Historical Society and Museum

Robert Shook, Director of the Macon County Historical Society and Museum joins Dr. Mercer in talking about features of the museum and other pertinent happenings. A discussion is also held about a book co-authored by Shook entitled, *A Journey in Courage*.

Aired on Saturday June 20 at 9:30am on WFSC-AM

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.

Aired on Saturday June 27 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 Second 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

The Serving Spoon

Free Meal

American Legion

Bingo

Franklin Garden Club

Monthly Luncheon

Relay For Life

Fundraiser

American Red Cross

Blood Drive

First Baptist Church

Game Night

Sons of American Revolution

Meeting

Holly Springs Comm. Dev.

Club Meeting

Master Gardeners

Annual Plant Sale

Smoky Mt. Quilters Guild

Meeting

Pleasant Hill Baptist

Clothing giveaway

Macon Co. Men's Dem. Club

Meeting

Ladies Night Out

Book Fair

Coweeta Baptist

Krafters Kraft Sale

Gem & Mineral Society

Meeting

Victory Baptist

Annual Golf Tournament

Franklin High School

Graduation Announcement