

RADIO STATION WFSC-AM

Issues / Programs List

Fourth Quarter-2015

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REVIEWED AND APPROVED BY

General Manager

Date

WFSC RADIO FOURTH QUARTER 2015 ISSUES OUTLINE

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SECTION A: NEWSCAST OVERVIEW AND QUARTERLY ISSUES ADDRESSED

WFSC-AM 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-Flooding

News Treatments: October 2, 7; November 11, 12; December 24, 28, 29, 30

Several floods in the fourth quarter led to great financial damage to Macon County and Western North Carolina. Our mission was to inform citizens of the damage to local roads and homes, in order to try and maintain their safety.

2- Crime / Police

News Treatments: October 3; November 3, 4, 14, 17, 18, 26; December 23;

Macon County and the Town of Franklin saw several different examples of major crimes through the fourth quarter, as well as a new policy for body cameras for police. We kept the community informed of the crimes as well as the new policy throughout it all.

3-Jobs

News Treatments: October 20, 23, 30; November 12, 24;

Fourth quarter unemployment rates decreased generally 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- Health

News Treatments: October 6, 8, 9, 10, 17, 22; November 18, 20, 24; December 11, 22, 29;

We continued our efforts to inform listeners on key health problems facing Macon County during the fourth quarter. Our news stories provided information on resources citizens could take advantage of and help prevent health problems or get healthier.

5- Public Safety

News Treatments: October 9, 14, 16, 23; November 6; December 31;

One of the radio station's most important qualities is the ability to inform listeners quickly and often give advanced warning on public safety issues. Weather conditions, highway incidents, and other key public safety issues were addressed in some news casts during the fourth quarter.

6- Poorly Informed Citizens

News Treatments: October: 4, 18, 20; November: 7, 12; December 1, 13, 20

Lack of accurate information can often hinder a local community and cause confusion. We wanted to inform listeners on some key issues such as the property tax due dates. That's only one example of how we strive to close the gap of miscommunication.

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, 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.

The following shows aired in the 4th quarter.

Macon County Commissioner Gary Shields

A decorated Vietnam veteran, Franklin High School Principle, School Board member and current county commissioner Gary Shields joins Dr Gordon Mercer to discuss his current role as a commissioner and the challenges he faces on the board. The duo also talk about the role the school system plays in the development of the young citizens of the county and what the current board of commissioners has done to help the school system.

Aired on Saturday October 3rd 2015 at 9:30am on WFSC-AM

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 talks with Dr. Mercer about the Carenet's holiday donations push. They stress the ongoing need for Carenet and how the communities support goes along was in making Macon County better.

Aired on Saturday October 10th 2015 at 9:30am on WFSC-AM

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 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 October 17th 2015 at 9:30am on WFSC-AM

Southwestern Community College

The value of a quality workforce in the county is priceless and Dr Mercer invited two representatives from Southwestern Community College to Angie Nolan Macon Campus Liaison at SCC and Sandy Gladen a faculty member at SCC. The trio discussed how the Macon Campus serves a role in the entire Southwestern Community College system and how Macon Early College is preparing students for success once they do graduate from High School.

Aired on Saturday October 31st 2015 at 9:30am on WFSC-AM

Toys for Tots of WNC

Christmas is a few weeks away and the collection of toys for The Toys for Tots program is underway. Dr Mercer talks with Randy Hughes who is the coordinator of the local Toys for Tots organization in Macon and surrounding counties about the mission of the organization and how they help kids during Christmas.

Aired on Saturday November 7th 2015 at 9:30am on WFSC-AM

Appalachian Animal Rescue Center

There are some needs and a new program at the Macon Co Humane Society and Kathy Halman Director of the Macon County Humane Society Shelter and Susan Slater the office manager at MCHS. They discuss funding for 2014 and the microchip program. They also discussed the value of the Humane Society to the county and the advantages of supporting and maintaining the shelter and how the Thrift Store provides funding for the Shelter.

Aired on November 15th at 9:30am on WFSC-AM

The Western Carolina University Political Science Department

The Election season is heating up and Dr. Mercer invited Don Livingston, Professor at WCU Joseph Gravely, WCU student Emily Sizzler MBA Student at WCU in to talk about what factors are shaping this year's elections locally and nationally.

Aired on Saturday November 20th 2015 at 9:30am on WFSC-AM

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 November 28th at 9:30am on WFSC-AM

2nd Annual Cowee Christmas at the West Mill District

As Christmas approaches the mountains are alive with many celebrations including one in the old historic Cowee school. Dr. Mercer talks with Claire Zemisky who is a key organizer of the Cowee Christmas event about all that is entailed in planning an event like this. Also the duo discussed the activities that one can enjoy when they come out to the Historic Cowee School.

Aired on Saturday December 5th 2015 at 9:30am on WFSC-AM

Southwestern Community College

The value of a quality workforce in the county to priceless and Dr Mercer invited two representatives from Southwestern Community College David Johns a Spanish Instructor at SCC and Elaine Merritt a Math Instructor at the Macon Campus. The trio discussed how the Macon Campus serves a role in the entire Southwestern Community College system and how the subjects the teach helps their students succeed.

Aired on Saturday December 12th 2015 at 9:30am on WFSC-AM

Jamie Zuminksey

Dr Gordon Mercer talks with a local young woman who hiked the entire Appalachian Trail this past year. The duo discusses why the decision to hike the Appalachian Trail and do it alone. They talked about the challenges that were faced in walking from Georgia to Maine and some of the interesting individuals that she met along the way.

Aired on Saturday December 19th 2015 at 9:30am on WFSC-AM

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.

Group

Event

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

WFSC Fourth Quarter Issues 2015

Aviation Historical Society

Meeting

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