

RADIO STATION WFSC-AM

Issues / Programs List

First Quarter-2015

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REVIEWED AND APPROVED BY

General Manager

Date

WFSC RADIO FOURTH QUARTER 2014 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 first quarter are as follows:

1-Disease Prevention

News Treatments: January 6, 12, 14, 22; February 9, 10, 11, 18, 23; March 3, 5, 9, 10, 20, 24, 26;

Becoming proactive in one's healthcare is very helpful in preventing many of the chronic diseases in Macon County including heart disease, diabetes, and cancer. We teamed with the health department, hospital, and other agencies to inform listeners on various programs and outlets that could help them begin a more proactive health approach and take better care of themselves.

2-Those in Need

News Treatments: January 7, 27; February 3, 6; March 5, 23;

Many residents of Macon County continue to struggle financially and are considered food insecure. These stories aimed to connect listeners with types of resources that could help them bridge the gap during times of crisis.

3-Public Safety

News Treatments: January 7, 12, 16; February 19; March 16, 18;

Public Safety issues were a major concern in the first quarter for our listeners. From transportation notices to inclement weather information, we strove to provide the critical information to the public to help them make safer decisions.

4- Scams

News Treatments: January 20; February 5; March 5;

Scams were a topic of interest in Macon County during the first quarter of 2015. One particular scam we notified listeners of was a man targeting local gas stations and short-changing them. With the help of Franklin Police, we provided tips on how clerks could avoid being duped.

5- Jobs

News Treatments: January 16, 26, 29; February 2, 5; March 19, 23, 25, 27;

The first quarter was tough on the local job market as a Caterpillar in Franklin announced it would be closing. Additionally Shaw announced a small layoff. We worked with the NC Works Career Center to provide helpful information to those facing job loss and those seeking employment. We also provided the latest unemployment rate data and industry sector performance.

6-Poorly Informed Citizens

News Treatments: January 22, 28; February 4; March 12, 16, 23;

As part of our ongoing mission of community service, we provide 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-Environmental/Public Health

News Treatments: January 6, 22, 23, 27, 30; February 2, 3, 9, 27; March 12, 25;

Public Health issues such as the flu season and others, such as radon awareness, that pertain the environment, emerged during the first quarter. We provided prompt reports on flu data which included preventive measures one could take to avoid the illness, which demographics were more susceptible, and information on flu vaccines.

8- Mental Health

News Treatments: February 13; March 16;

Macon County leaders and others across western North Carolina continue to realize the significance of mental health in the mountains. We strove to air relevant information raising awareness of mental illness and various resources available, such as the NAMI Family-to-Family Workshop and the opening of a new mental health facility in western North Carolina. We also provided information about the critical state of mental health and the costs that taxpayers incur as a result. Again, our mission was to raise more awareness of the issue and provide links for help.

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 WNCC-FM at 5:30 a.m. – 6 a.m. They are produced and aired weekly.

Macon Co Humane Society (Appalachian Animal Rescue Center)

The Humane Society has just recently changed their name to the Appalachian Animal Rescue Center. Ken Gievel who is a volunteer with the Macon County Humane Society Shelter and Susan Slater the office manager at MCHS. The duo discussed why they changed the name and funding for 2014 and their upcoming adoption days event. 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 Saturday January 3rd at 5:30am on WNCC-FM

WCU Political Science Department

The primary election in the state of North Carolina for 2014 is coming up this Tuesday May 6th and Dr. Mercer has summoned some faculty members from WCU's Political Science department to discuss the election. Dr. Mercer welcomed Don Livingston, Professor at WCU, Dr Jay Gerlock, Master of Public Affairs Professor, Tyler Renagle, MPA at WCU to talk about the election and the 2016 presidential election.

Aired on Saturday January 10th at 5:30am on WNCC-FM

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 and Sandra Queen talks with Dr. Mercer about the Carenet weight loss challenge. They stress the ongoing need for Carenet and how the communities support goes along was in making Macon County better.

Aired on Saturday January 17th at 5:30am on WNCC-FM

Southwestern Community College (Macon Campus)

The Macon Campus of Southwestern Community College has seen a nearly 50 percent jump in enrollment over the past 5 years which had lead to the need to expand. Dr. Mercer discusses with Kim Argo Radiology instructor, Amanda Allen Health Sciences Administrator and Kay Wolf Educational opportunities coordinator to talk about they're individual programs. They also talk about the new needs which are being seen and the upcoming need for expansion.

Aired on January 24th at 5:30am on WNCC-FM

Macon County Commissioner Chairman Kevin Corbin

The New Year is now in full swing and Dr Mercer talks to Macon Commissioner chairman Kevin Corbin about what the Macon County commissioners have been up to in the new year. They discussed how new legislation will affect the county and the challenges that they are facing in trying to improve the services in the county. They discussed a number of different issues facing the county including the McCoy Bridge and the steep slope ordinance.

Aired on February 2nd at 5:30am on WNCC-FM

Franklin Mayor Bob Scott

In his first few months as the Mayor of Franklin, Bob Scott chats with Dr. Mercer about the first year of him being the Mayor. The duo discussed the challenges facing the town and the county over the next few years. Mr. Scott also went into some detail on his goals for the town during his term as mayor and his campaign to bring better sidewalks to the town.

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

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 February 21st at 5:30am on WNCC-FM

Southwestern Community College

The Macon Campus of Southwestern Community College is celebrating its 50 anniversary in 2015. They have a lot of events scheduled in the next few months to commemorate the milestone. Dr. Mercer discusses with Tyler Goode the public relations director at SCC about the book he just completed on the first 50 years of Southwestern Community College. They also talk about the new needs which are being seen and the upcoming need for expansion.

Aired on March 3rd 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 and Kathy Dills 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 the following weekend.

Aired on March 14th 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 Norman Holbert, 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 Saturday March 21st at 5:30am on WNCC-FM

The West Mill District and Historic Cowee School Heritage Center

Since the closing of the Cowee School in northwestern Macon County a group was formed to revitalize that area. The group is making the old school a heritage center fostering the music and history of the Cowee area of Macon County. Dr Mercer invited Barry Clinton the Music Liaison with the West Mill District to give us an update on the progress of what has been going on with renovating.

Aired on March 28th at 5:30am on WNCC-FM

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 First 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 Post 108

Bingo

Clarks Chapel United Methodist

Dinner

Macon Public Health

Walk-in Tobacco Cessation Clinic

Macon Public Health

Healthy Nutrition Class

Gem and Mineral Soc.

Meeting

Macon TRACS

Breakfast Fundraiser

Angel Medical Center

Ladies Night Out

Angel Medical Center

Men's Night Out

Relay For Life

Easter Basket Silent Auction

Love is in the Air

5K

Bethel United Methodist

Easter Egg Hunt

Grace Baptist Church

Gospel Singing

First Baptist Church

Free Community Lunch

Smoky Mt. Pregnancy Care Ctr.

Pancake Breakfast

American Legion Post 108

Valentine's Day Dance