

RADIO STATION WRBN - FM

Issues / Programs List



Fourth Quarter-2014

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REVIEWED AND APPROVED BY

General Manager Date

WRBN RADIO FOURTH QUARTER 2014 ISSUES OUTLINE

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SECTION A: NEWSCAST OVERVIEW AND QUARTERLY ISSUES ADDRESSED

WRBN Radio produces daily newscasts that air on a regularly scheduled basis. A one-minute news tease is aired at the bottom of the hour Monday through Friday between 6:00am and 9:00am. On WRBN, just after NBC news at the top of the hour between 6:00 a.m. and 9:00am Monday through Friday, WRBN airs a 3-minute live newscast. A two-minute recorded newscast airs at 12:00pm and at 4:00pm, 5:00pm, and 6:00pm Monday through Friday on WRBN. These are two-minutes in length. WRBN 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. One to two versions of each story aired multiple times during a 12-hour news cycle and are posted online.

Some of the issues covered in these newscasts and programs during the **fourth** quarter are as follows. Dates indicate local news treatment unless otherwise noted.

1- ELECTIONS

News Treatments: Oct 13th, Oct 27th, Nov 13th

We routinely give updates regarding election dates and turnouts prior to and during early elections and on election day. We also report on all public forums the candidates are involved in.

2- RABUN COUNTY UNEMPLOYMENT

News Treatments: Oct 21st, Dec 19th

Unemployment in the area has been statistically higher than in the rest of the state and country. The radio station reports every month regarding unemployment from numbers released throughout the month from the Georgia Department of Labor as well as initial claims. Unemployment numbers are much higher here on average than they are in the rest of the state though as of late are on the decline. The numbers remain high, with not much change this quarter.

3-COUNCIL/COMMISSIONER MEETINGS

News Treatments: Oct 3rd, Nov 11th, Nov 17th, Dec 16th

The radio station covers almost every local government function, which at times are not always attended in great numbers. The station provides a service by informing the public of what happens in their local government.

4- CLAYTON RABUN COUNTY WATER AND SEWER AUTHORITY

News Treatments: Oct 24th, Nov 19th, Nov 20th

Almost one quarter of the population receives water or sewer services from the City of Clayton, who purchases the water from the Water and Sewer Authority. Consolidating systems between the city and the authority has been an ongoing emphasis of the authority, as well as a sewer expansion project on Highway 441 North, and the take over of the Water Treatment Plant and also the buyout of the North loop lease. This authority will disband soon.

5- DEVELOPMENT AUTHORITY UPDATES

News Treatments: Oct 31st, Nov 28th, Dec 30th

The Development Authority of Rabun County (DARC) is a County based government entity that encourages job growth throughout the county. One of the largest projects the group has undertaken was the \$16M Rabun County Business Park. The funding came from tax money; so routine reporting provides the listener with an update on how their funds are being used. During this quarter, the authority focused on problems with bringing new companies to the Business Park.

6- BOARD OF EDUCATION

News Treatments: Oct 15th, Nov 4th, Nov 20th

Each month we report on the meeting and agenda for the Board of Education and afterwards ongoings of the meeting that are important to the community. The Board of Education has now replaced the Superintendent and High School Principal.

7- RABUN COUNTY WATER AND SEWER AUTHORITY

News Treatments: Oct 24th, Nov 19th, Nov 20th

At the end of March 2013, a piece of legislation known as House Bill 496 was passed by the state legislature providing for the creation of the new Rabun County Water and Sewer Authority. The fourth quarter saw the two Authorities draw closer to becoming one, and many discussions on Dillard water and the North Loop . Both Water and Sewer Authorities meet on the same day.

SECTION B: SPECIAL EVENTS

1-Web Site

WRBN has its own web site. Listeners are encouraged to visit www.sky104.com to see updates on news, weather, sports, contest winners, and more. There is also a page to introduce the staff and information about programming. The streaming of local high school sporting events is available as well.

2-Facebook Page

WRBN now has a Facebook page. Listeners are encouraged to visit the page for a quick look at current important news stories, scores of local sporting events, school delays and closings, and winners of contests during the SKY104 Morning Show. The page is <https://www.facebook.com/wrbnwghc>.

SECTION C: LONG FORM PROGRAMS

1-Coffee Talk

Coffee talk is a 5 to 7 minute public service feature airing live on the Sky104 Morning Show weekdays around 8:45am on WRBN-FM. The program deals with any number of topics that affect the citizens of our community. The following shows aired in the **fourth** quarter of 2013.

a. Rabun County Public Library

Interviewed Rabun County Public Library Director Stephanie Howard about upcoming events taking place at the library, such as a Christmas time food and toy drive for Paws 4 Life as well as the Friends of the Library Book Sale.. Howard also discussed events that take place at the library such as Wednesday matinees and author interviews. Aired on October 7th, November 4th, December 2nd.

b. Financial Advisor Ara Joyce

Talked with Ara Joyce, a financial advisor with Edward Jones in Clayton, about saving for retirement, and events in the area where more could be learned about preparing for retirement. Ara Joyce also talked about financial planning with an emphasis towards retirement during the Monday Morning Money Minute. Aired October 23rd, November 20th, December 22nd.

c. Rabun County Recreation Department

Talked once a month with Roy Quilliams, Director from the Rabun County Recreation Department, or a coach from one of the youth football teams. This quarter, Quilliams discussed the ongoing youth football season, and sign-ups for youth basketball, plus the first ever Trunk or Treat at the Rec Department. The coaches talked about one of the youth football teams finishing their youth careers at 65-0. Aired October 24th, November 14th, December 3rd.

d. Holiday and Christmas Events

Several community events took place throughout the county in this quarter, and multiple representatives spoke about each event. The Clayton Merchants and Business' Association as well as the Rabun County Chamber of Commerce spoke this quarter about events like the Foxfire Mountaineer Festival, the Georgia Mountain Jubilee, Halloween events in Downtown Clayton, Charity Lane, and the Rabun County Christmas Parade, as well as Toys for Tots and Richard's Kids. Aired October 3rd, November 7th, November 21st.

e. City of Clayton

Spoke with representatives from the City of Clayton about events taking place in Clayton as well as important updates on the state of the City. This included a discussion about the Haunted Cemetery in downtown Clayton, a look at the imminent shift in water and sewer for the city of Clayton and Rabun County, as well as a visit from the Grinch to downtown Clayton. Aired October 14th, December 4th, December 17th.

1-COMMUNITY CALENDAR AND PSAs

The Community Calendar is a regularly scheduled listing of various community events. These announcements are approximately 30-seconds in length and are aired on an R-O-S basis. Some of the community groups that have benefited from these announcements in the **fourth** quarter are listed below. This is only a sampling of the organizations and events promoted.

Group

City of Tiger
Clayton, Rabun County Water & Sewage
Clayton Baptist Church
Rabun County Board of Elections
Kiwanis Club of Rabun
Rotary Club of Clayton
American Red Cross
Clayton City Council
City of Sky Valley
City of Dillard
Rabun County Development Authority
Rabun Gap Presbyterian Church
Wolffork Christian Fellowship Church
Carver's Chapel Baptist Church

Event

City Council Meeting
Monthly Meetings
Grief/Share Program
Monthly Meetings
Monthly Meetings
Weekly Meetings
Community Blood Drive
Monthly Meetings
Monthly Meetings
Monthly Meetings
Monthly Meetings
Monthly Meetings
Food Distribution
Free Soup Kitchen
Singing