

RADIO STATION WRBN - FM

Issues / Programs List

Third Quarter-2014

Compiled by Craig Salmon & Charles Robertson

REVIEWED AND APPROVED BY

General Manager Date

WRBN RADIO SECOND QUARTER 2014 ISSUES OUTLINE

SECTION A: NEWSCAST OVERVIEW AND QUARTERLY ISSUES ADDRESSED

1. ELECTIONS
2. RABUN COUNTY UNEMPLOYMENT
3. COUNCIL/COMMISSIONER MEETINGS
4. CLAYTON RABUN COUNTY WATER AND SEWER AUTHORITY
5. DEVELOPMENT AUTHORITY UPDATES
6. BOARD OF EDUCATION MEETINGS
7. RABUN COUNTY WATER AND SEWER AUTHORITY

SECTION B: SPECIAL AND NON-BROADCAST EVENTS

1. WEB SITE
2. FACEBOOK PAGE

SECTION C: LONG FORM PROGRAMS

1. COFFEE TALK

SECTION D: SHORT FORM PROGRAMS

1. COMMUNITY CALENDAR & PSAS

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-thirds 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 **third** quarter are as follows. Dates indicate local news treatment unless otherwise noted.

1- ELECTIONS

News Treatments: July 10, July 17th, August 1st

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: July 7th, August 21st, Sept 29

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: July 23rd, August 1st, Sept 29th

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: August 22nd, Sept 19th, Sept 12th

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.

5- DEVELOPMENT AUTHORITY UPDATES

News Treatments: August 8 th, Sept 8th

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: July 14th, 25th, 28th, August 11th, 13th, September 16th

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: August 22nd, Sept 19th, Sept 12th

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 third 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 **third** quarter of 2013.

a. Rabun County Public Library

Interviewed Rabun County Public Library Director Stephanie Howard about upcoming events taking place at the library, as well as the addition of new books and ebooks. Howard also discussed events that take place at the library such as Wednesday matinees and story time. Aired on July 8th, August 12th, September 9th.

b. CMBA

Talked with Cricket Werkheiser and Jenny Wilson with the Clayton Merchants and Business Association about various events taking place in downtown Clayton in the third quarter. Events included their monthly first Friday fest which took place each month throughout the quarter. Aired July 4th, August 1st, and September 5th.

c. Financial Advisor Ara Joyce

Talked with Ara Joyce, a financial advisor with Edward Jones in Clayton, about several free “Lunch and Learns” being offered to ladies in the area. The programs covered topics such as saving for retirement, how to invest, and how to know the value of your possession to make sure you are properly insured. Aired July 15th, August 13th, September 4th.

d. North Georgia Technical College

Every couple of weeks, someone from North Georgia Technical College stops by to talk about what all they have going on. This quarter, Revonda Littrell, as well as their Public Relations and Information Director Sandra Maughon. The college works with the Rabun County School System and offers education opportunities to many students in the area. Aired July 2nd, August 6th, and September 3rd.

e. County Events

Several community events took place throughout the county in this quarter, and multiple representatives spoke about each event. These included Roy Quilliams from the Rabun County Recreation Department and organizers of the Rabun County Fair. Aired July 31st, September 15th, September 25th.

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 **third** 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
Food Distribution
Free Soup Kitchen
Singing