

RADIO STATION WRBN - FM

Issues / Programs List



First Quarter-2014

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REVIEWED AND APPROVED BY

General Manager Date

WRBN RADIO FIRST 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 **first** quarter are as follows. Dates indicate local news treatment unless otherwise noted.

1- ELECTIONS

News Treatments: Feb 19th, March 6th, March 20th

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: Jan 27th, March 14, March 28th

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. Due to the Gov. shutdown numbers were not released in October.

3-COUNCIL/COMMISSIONER MEETINGS

News Treatments: Jan 17th, Feb 18th, March 11th

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: Jan 2nd, Jan 13th,

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.

5- DEVELOPMENT AUTHORITY UPDATES

News Treatments: Jan 21st, March 25th, March 27th,

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 in the park mainly with the water/fire protection system and the expansion of Parkdale.

6- BOARD OF EDUCATION

News Treatments: Jan 15th, Feb 12th, March 25th

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, also we covered the science fair and the high school pageants.

7- RABUN COUNTY WATER AND SEWER AUTHORITY

News Treatments: Jan 15th, Jan 17th

At the end of March, 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 first quarter of 2013 saw local governmental bodies discussing the impact of the new authority and how they should go about taking over the old authority, and the beginning of the take over. 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 **first** quarter of 2013.

a. Rabun County Public Library

Interviewed Rabun County Public Library Director Stephanie Howard about upcoming events taking place at the library including the addition of E-books and how to receive help signing up for healthcare under the Affordable Care Act. Aired at 8:45 am on January 14th, February 18th, March 4th.

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 first quarter. Events included the upcoming Celebrate Clayton and Warrior Dash which, according to the CMBA, are set to bring thousands of people to the city of Clayton. Aired January 3rd, February 7th, and March 7th.

c. Rabun County Road Department

Spoke with Darrin Giles with the Rabun County Road Department about driving conditions during the multiple winter storms that hit this area. Giles gave updates on what roads in the county posed a danger to motorists. This included what roads were icy or had fallen trees creating a blockage, as well as a time line for restoring those roads back to safe travel conditions. Aired January 28th, January 29th, February 12th.

d. 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 January 28th, February 10th, February 25th.

e. 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, guests included their new recruiter, Nicole Pearce, as well as their Public Relations and Information Director Sandra Maughon. We also spoke with one of their GOAL finalists, Joshua Holcomb. The college works with the Rabun County School System and offers education opportunities to many students in the area. Aired January 15th, February 5th, and March 5th.

f. State of Rabun

Interviewed representatives from several cities regarding what they would be speaking about at this year’s State of Rabun. Guests included representatives from Clayton, Tiger, the Rabun County School System, and our keynote speaker, District Attorney Brian Rickman. Each gave an brief overview of

current events relevant to their part of the county. Aired February 27th, March 11th, March 12th, and March 13th.

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 **first** 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