

# RADIO STATION WNCC-FM

## Issues / Programs List

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Fourth Quarter-2022

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REVIEWED AND APPROVED BY

  
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General Manager

1/5/23  
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Date

## WNCC RADIO 4th QUARTER 2022 ISSUES OUTLINE

### **SECTION A: NEWSCAST OVERVIEW AND QUARTERLY ISSUES ADDRESSED**

1. PUBLIC HEALTH
2. JOBS
3. EDUCATION / SCHOOLS
4. PUBLIC SAFETY
5. CRITICAL INFORMATION TO CITIZENS
6. FOOD INSECURITY
7. CRIMES / POLICE

### **SECTION B: SPECIAL AND NON-BROADCAST EVENTS**

1. WEB SITE

### **SECTION C: LONG FORM PROGRAMS**

1. CITIZENS MAKING A DIFFERENCE

### **SECTION D: SHORT FORM PROGRAMS**

1. FOCUS ON THE FAMILY
2. COMMUNITY CALENDAR AND PSA'S

## **SECTION A: NEWSCAST OVERVIEW AND QUARTERLY ISSUES ADDRESSED**

WNCC-FM airs four local newscasts during its broadcast day, Monday through Friday at 7:03am, 8:03am, 12:02pm, and 5:02pm, following three to ten minutes of world and national news from ABC 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-Public Health**

*News Treatments: Oct 19 : Nov 4, 11, 18 :Dec 19, 30:*

COVID-19 Despite an overall reduction in cases, with the winter season here, the (Coronavirus) pandemic and seasonal flu continues to be a big issue in the news through the fourth quarter and our newscasts informed the public on the spread of COVID-19 at a local level, and provided ways that the community could slow the spread of the virus.

### **2-Employment**

*News Treatments: Oct 3 : Nov 11,16, 21 :Dec 9, 10*

The fourth quarter saw some changes in the unemployment rate in Macon, Jackson, and Swain Counties, as businesses continued to recover. We connected listeners to job opportunities and employment resources including local job fairs during some of our newscasts.

### **3- Education / Schools**

*News Treatments: Oct 3, 19 : Nov 16, 17: Dec 7, 27 :*

Throughout the fourth quarter discussion on the need for facilities improvements dominated the local school systems. We kept the community informed about any and all potential changes that were made to the local schools as well as curriculum policy changes and other educational information.

#### **4- Public Safety**

*News Treatments: Oct 6, 11, 12, 28 : Nov 16 : Dec 14, 27, 28, 29*

Public Safety continued to be a great concern in the fourth quarter. In the event of serious weather, we kept citizens up to date on hazardous conditions in a timely manner. Throughout the third quarter, We kept citizens informed of weather related hazards and road closures due to mass construction across the region.

#### **5-Critical Information to Citizens**

*News Treatments: Oct 11 : Nov 9, 30 : Dec 9, 14, 23*

Policies and regulations consistently changed that affected the listening area in the fourth quarter on many issues. We provided critical information not necessarily obtained easily for our listeners. This may include election/voting information, 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.

#### **6-Food Insecurity**

*News Treatments: Oct 21 : Nov 22*

Food insecurity remained a concern in the community for the fourth quarter, with many in the area struggling with a slow economy, high inflation costs, and children not able to receive lunch at school. We reminded residents about the need in the community to help spur donations to food banks Carenet and The Community Table. We also provided information about events and places residents could check with to get food, as well as the local school system's meal delivery plans.

**7-Crime / Police**

*News Treatments: Oct 5, 12, 21, 26: Nov 10, 15, 16, 24 11, 22, 24 : Dec 6, 9, 15, 21,22*

The coverage area continued to experience more major crimes through the fourth quarter, along with sentencing for earlier crimes. We kept the community informed of the crimes and sentencing throughout the entire fourth quarter.

WNCC Fourth Quarter Issues 2022

**1-WEB SITE**

**WNCC HAS ITS OWN WEB SITE. LISTENERS ARE ENCOURAGED TO VISIT [1041WNCC.COM](http://1041WNCC.COM) TO SEE UPDATES ON WEATHER, AND MORE.**

**SECTION C: LONG FORM PROGRAMS**

**\*Citizens Making a Difference” public affairs program airs Saturday Mornings at 8am on WNCC.**

- Oct. 1 SCC Health Science Program**
- Oct. 8 Franklin Gem and Mineral Society**
- Oct. 15 Macon County 4H Club**
- Oct. 22 Women’s History Trail**
- Oct. 29 SCC Update**
- Nov. 5 Habitat for Humanity**
- Nov. 12 Cowee Christmas**
- Nov. 19 Women’s Mountain History**
- Nov. 26 Macon County Senior Citizens Center**
- Dec. 3 Macon County EMS**
- Dec. 10 SCC Enrollment Period**
- Dec. 17 Nikwasi Initiative**
- Dec. 24 Brasstown Ringers**
- Dec. 31 Macon Medication Assistance Program**

**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 12:40pm



## 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.

<u>Group</u>	<u>Event</u>
West Franklin Church	Gospel Singings
AARC	Fundraiser
Jackson County Coon Hunters Club	Fundraiser
Alzheimer's Association Support Group	Group Facilitator Sessions
Macon County Carenet	Food and Supplies Collection Event
Macon County Senior Services	Volunteers Needed
Crawford Senior Center	Hosting Zoom Classes
Cherokee Senior Citizens Program	Drive-thru Meal Pickup