

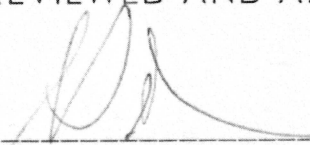
RADIO STATION WFSC-AM

Issues / Programs List

Fourth Quarter-2023

Compiled by Sean Gibson

REVIEWED AND APPROVED BY



General Manager

1/5/24

Date

WFSC RADIO FOURTH QUARTER 2023 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

WFSC-AM 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. WNCC 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 2, 12, 17 : Nov 15 : Dec 21

Throughout the summer with the cooler weather across our listening area the flu continues to be a big issue in the news as well as an increased return of Covid-19 during the fourth quarter. Our newscasts informed the public on the spread of influenza and COVID-19 at a local level, and provided ways that the community could slow the spread of the virus.

2-Employment

News Treatments: Oct 6, 27 : Nov 15, 20, 22: Dec 27

The fourth quarter continued to experience changes in the unemployment rate in Macon, Jackson, and Swain Counties, with unemployment levels maintaining a lower level and employment opportunities becoming competitive. There were also additional jobs created and eliminated across the listening area. We connected listeners to job opportunities and employment resources including local job fairs during some of our newscasts.

3- Education / Schools

News Treatments: Oct 5, 11, 27: Nov 14, 16 : Dec 5, 12, 13

Throughout the fourth quarter, more discussion on a new High School continued in Franklin with funding being an issue. Additional facility improvements were also discussed. 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 9, 30, : Nov 29, 30 : Dec 6, 22

Public Safety continued to be a concern in the fourth quarter with the event of construction around the region. Throughout the fourth quarter, we kept citizens informed of road closures due to mass construction across the region in addition to severe weather related power outages.

5-Critical Information to Citizens

News Treatments: Oct 12, 24: Nov 2, 3, 15, 16, 20, 22, 29 : Dec 19

Policies and regulations once again changed that affected the listening area in the fourth quarter on many issues. We provided critical information not necessarily obtained easily for our listeners. Some of the topics included a social district and other 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 26, : Nov 15, 29 :Dec 5, 27

With the region struggling with a slow economy, high inflation costs, and children not able to receive lunch, food insecurity and homelessness continued to be an issue in the fourth quarter. 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 4, 16, 27 : Nov 13,17, 24, 29, : Dec 7, 15, 21

Crimes continued to plague the region 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.

SECTION B :WEB SITE

WFSC HAS ITS OWN WEB SITE. LISTENERS ARE ENCOURAGED TO VISIT WFSCRADIO.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 WFSC.**

Oct 7 Macon County 4-H

Oct 14 Alarka Program

Oct 21 Macon County Gem and Mineral Society

Oct 28 SCC

Nov 4 Bob Scott on Historical Journalism

Nov 11 FHS Aviation Club

Nov 18 Claire Suminski on Cowee Christmas

Nov 25 Scottish Tartans Museum

Dec 2 SCC Update

Dec 9 Town of Franklin Update

Dec 16 Brasstown Ringers

Dec 23 Dr. Charlie Vargas on Cold and Flu Prevention

Dec 30 Habitat for Humanity Fundraiser

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 1240pm

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

West Franklin Church

Gospel Singings

Alzheimer's Association Support Group

Group Facilitator Sessions

Balsam Mountain Presentation

Fundraising Event

Macon County Senior Services

Volunteers Needed

Crawford Senior Center

Hosting Zoom Classes

Swain Cancer Support Group

Meeting Announcements

Medication Assisted Recovery Anonymous

Meeting Announcements

First United Methodist Church

Christmas Concerts