

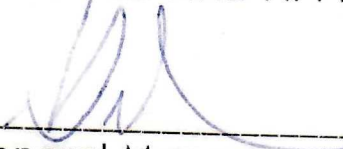
RADIO STATION WFSC-AM

Issues / Programs List

Second Quarter-2023

Compiled by Sean Gibson

REVIEWED AND APPROVED BY



7/4/23

General Manager

Date

WFSC RADIO SECOND 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-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. 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 **second** quarter are as follows:

1-Public Health

News Treatments: Apr 4, 6, 14, 25 : May 18, 19, 23 :Jun 8,16, 21:

Influenza and air quality were issues that were evident in our area during the second quarter. Our newscasts informed the public on the spread of influenza and breathing issues due to poor air quality from Canadian Wildfires at a local level, and provided ways that the community could combat the problems.

2-Employment

News Treatments: Apr 13, 17 : May 2, 11, 12, :Jun 9, 19, 20

The second quarter saw some changes in the unemployment rate in Macon, Jackson, and Swain Counties as well as a major plant closing in the region. With unemployment levels maintaining a lower level and employment opportunities becoming competitive.. we connected listeners to job opportunities and employment resources including local job fairs during some of our newscasts.

3- Education / Schools

News Treatments: Apr 19, 20, 21 : May 5, 26 : Jun 12, 13 :

Throughout the second quarter, discussions and decisions on plans for the need of a new High School in Franklin continued to dominate the local school systems in addition to additional facility improvements and the concern for funding . 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: Apr 17, 20, : May 1, 2, 19 : Jun 5, 22

Public Safety continued to be a concern in the second quarter. In the event of serious weather related to the spring storm season, we kept citizens up to date on hazardous conditions in a timely manner as well as conditions related to the beginning of the summer tourist season as the area experienced a spike in motorist travel. Throughout the second quarter, We kept citizens informed of road closures due to mass construction across the region in addition to severe weather related closings.

5-Critical Information to Citizens

News Treatments: Apr 5, 27 :May 1, 2, 5 : Jun 14, 16

Policies and regulations once again changed that affected the listening area in the second quarter on many issues. This included county budget increases and cuts, town and county new or changing regulations, and issues effecting the regional library system. 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: Apr 13, 14, 24 : May 8, 26, : Jun 16

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 second quarter. We reminded residents about the need in the community to help spur donations to area food banks. We also provided information about changes in costs to the area school system's meal plans.

7-Crime / Police

News Treatments: Apr 11, 12, 21, : May 4, 5, 19 : Jun 14, 19

Crimes continued to plague the region through the second quarter, along with sentencing for earlier crimes. We kept the community informed of the crimes and sentencing throughout the entire second quarter.

1 - 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.**

- Apr. 1 New Beginnings Group Helping Homelessness**
- Apr. 8 Gem and Mineral Society**
- Apr. 15 Handy Helping Hands**
- Apr. 22 SCC**
- Apr. 29 Dr. Charlie Vargas on Disease Prevention**
- May 6 Mayor Jack Horton on the State of the Town**
- May 13 Gary Shields on Veterans**
- May 20 Uptown Community Art Gallery**
- May 27 Regional Library Saturday Event**
- Jun. 3 Habitat for Hounds Event**
- Jun. 10 Macon County Senior Center**
- Jun. 17 Historic Cowee School**
- Jun. 24 Update on Macon County**

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 1240p

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
Smoky Mountain Pregnancy Clinic	Fundraiser
Alzheimer's Association Support Group	Group Facilitator Sessions
Macon County Schools	Mental Health Event
Macon County Senior Services	Volunteers Needed
Crawford Senior Center	Volunteers Needed
Macon County Veterans	Supply Drive
Macon Program for Progress	Supply Drop Off