

QUARTERLY ISSUES AND PROGRAMS REPORT

FOR
STATION: WBAV-HD2
3rd QUARTER, 2016
(July, August, September)
Due October 10, 2016

Prepared by: Francene Marie Morris
Public Affairs Director & Host/Producer

**Description of Issues of Concern to Charlotte, North Carolina
Addressed in Responsive Programming in the
Airing 6am to 7am - The Francene Marie Show - 3rd Quarter 2016**

1. HEALTH - The need for more research dollars for cancer research organizations. The importance of educating youth on disparaging health effects of drug addiction.
2. ENVIRONMENT - Taking a stand to save wildlife and make backyards wildlife friendly. Save endangered animals native to North Carolina.
3. CIVIL RIGHTS - The need for government officials to review non-violent offenders serving 20-plus years for drug use.
4. POLITICS - Sharing the importance of early voter registration. Review of new changes in ID required to vote at polls November 7, 2016.
5. FAMILY - The need to raise responsible millennials and break generational poverty patterns.
6. EDUCATION - The need to promote all groups with a mission to offer free programs to educate youth in music, career choices and proper school supplies need to compete on fair and level playing ground.
7. HUNGER - The need for grocery store expansions in low income grocery store deserts. The need for healthy nutritional choices for children.
8. CRIME - The need to reduce auto break-ins. The need to prevent and promote safe relationships to reduce domestic violence; the crimes of passion.
9. VETERANS - The need to assist veterans returning home with PTSD and other issues surrounding support system and reuniting the family unit.
10. COMMUNITY - The need to promote more free events for youth, families and community neighborhoods.

WBAV-HD2
Programs That Address Community Issues
(Regularly Scheduled Public Affairs Programs)
The Francene Marie Show - Third Quarter Report 2016

Issue: Education

Aired: Saturday July 2, 2016

Length of segment: 25 minutes of 1-hour

Show Description: Francene Marie interviews Jimmeka Anderson creator of, “I am not the media” for event at UNCC to teach teens how to decipher through how media portrays them on TV shows, on social media and news reports.

Issue: Veterans

Aired: Saturday July 2, 2016

Length of segment: 15 minutes of 1-hour

Show Description: Musicians CJ and Brother Maxx raise money year round for Assist Dogs to be trained for Veterans with PTSD. The cost for one trained dog to be paired with one veteran ranges from \$4,000 to \$4,500.

Issue: Environment

Aired: Saturday July 2, 2016

Length of segment: 20 minutes of 1-hour

Show Description: Chairwoman Carol Buie Jackson of the North Carolina Wildlife Federation shared how to welcome wildlife to backyards. Carol also updated listeners on the push to increase Monarch Butterfly population. Discussed coyotes, North Carolina Red Wolf and others on endangered list.

Issue: Civil Rights

Aired: Saturday July 9, 2016

Length of segment: 30 minutes of 1-hour

Show Description: Mark Potock with the Southern Poverty Law Center shares social and criminal injustices, but disputed the disparity as a conspiracy regarding African American men locked up, accounting for 40% of inmate population. He reminded listeners of website crashes of popular white supremacy groups in 2008 as Senator Barack Obama takes his victory as president on general election night.

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The Francene Marie Show - Third Quarter Report 2016

Issue: Crime

Aired: Saturday July 9, 2016

Length of segment: 15 minutes of 1-hour

Show Description: CMPD Captain Roddy with Crime Stoppers reminded listeners of anonymously reporting crimes for cash rewards. Also shared how crimes are investigated through the Crime Stopper program when detectives investigate.

Issue: Education

Aired: Saturday July 9, 2016

Length of segment: 30 minutes of 1-hour

Show Description: Jacotra Potts and Jarred Jones with Charlotte Mecklenburg Schools - Project Lift interviewed with Francene Marie. They shared Project Leadership & Investment For Transformation program which works directly with CMS nine schools. The public/private partnership is organized as a non-profit organization, operating as one of five learning communities in the Charlotte-Mecklenburg School System.

Issue: Community Engagement

Aired: Saturday July 16, 2016

Length of segment: 30 minutes of 1-hour

Show Description: Francene Marie interviews Jeff Hood with Hoodie's House of Hope for Youth regarding Christmas In July annual event that offers free school supplies, food, and entertainment. The Celebration of Hope event is open to any and all community stakeholders.

Issue: Community Engagement

Aired: Saturday July 16, 2016

Length of segment: 30 minutes of 1-hour

Show Description: Tara West with R.A.I.N spoke with Francene Marie about efforts to introduce Millennials to more than 35 non-profits in Mecklenburg County at Fillmore venue on one day of sharing. Also covered services offered – free HIV testing..

Issue: Hunger

Aired: Saturday July 23, 2016

Length of segment: 20 minutes of 1-hour

Show Description: Francene Marie interviews Executive Director - Rita Sims of Rowan County Meals on Wheels. She shared increase of support needed for seniors. Their Capital Campaign will soon help to build a kitchen to increase 55,000 meals they already serve annually.

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Issue: Environment

Aired: Saturday July 23, 2016

Length of segment: 20 minutes of 1-hour

Show Description: Francene Marie interviews Joel Olsen CEO of O2 emc, an Independent Power Producer regarding trending energy saving measures using solar farms in North Carolina. He shares how the land is leased from farmers in rural areas filing vacant plots with sheep, donkeys and solar panels.

Issue: Political

Aired: Saturday July 23, 2016

Length of segment: 20 minutes of 1-hour

Show Description: Michael Dickerson with Mecklenburg Board of Elections reviewed what to expect in 2016 general election. He described how absentee ballots are counted first, also how more than 100 cars line up to drop ballots at Board of Elections office the night of election.

Issue: Environment

Aired: Saturday July 30, 2016

Length of segment: 16 minutes of 1-hour

Show Description: Terry Landsdell brought by 3 students; Mary, Margo, Bhakti and Calvin to talk about new air monitoring device called an AIRBEAM. They want citizens to work with them on the Citizens Science Project walking around sectors of the city with AIRBEAM monitoring device.

Issue: Education

Aired: Saturday July 30, 2016

Length of segment: 9 minutes of 1-hour

Show Description: Francene Marie interviews Alexis Page regarding blogging for non-profits and those making a living writing blogs. She explained 19 steps and processes many professional bloggers do to capture readers and future sponsors.

Issue: Health

Aired: Saturday July 30, 2016

Length of segment: 11 minutes of 1-hour

Show Description: Mark Weber - Media Chair and Patti Weber - Teams Ambassador for PurpleStride Charlotte 2016 joined Francene Marie to talk about meeting in Marshall Park for the BEST 5K run & family friendly walk on September 9, 2016.

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The Francene Marie Show - Third Quarter Report 2016

Issue: Family

Aired: Saturday July 30, 2016

Length of segment: 24 minutes of 1-hour (revised)

Show Description: Kwain Bryant with Goodwill Industries of the Southern Piedmont shares youth programs now being held at new Levine campus. He shares their year round evidence based curriculum's and successful graduates.

Issue: Civil Rights

Aired: Saturday August 6, 2016

Length of segment: 22 minutes of 1 hour

Show Description: Matt Hirschky = Director of Advancement for Equality North Carolina gave listeners the 101 on HB2. He went into detail to explain how the Bill is more than a bathroom Bill. The Bill is expected to effect middle class Americans losing rights and possible wages due to its contents.

Issue: Health

Aired: Saturday August 6, 2016

Length of segment: 21 minutes of 1 hour

Show Description: Previous tobacco smoker Meghan was chosen to talk about Vaping; the new solution for tobacco smokers. Please note: Meghan is **NOT** associated with any paid advertising. She uses social media to share her journey as she switches from traditional cigarettes to vaping with homemade recipes.

Issue: Family

Aired: Saturday August 6, 2016

Length of segment: 17 minutes of 1 hour

Show Description: President and CEO Lori Gougeon of In-Reach and Keiba Young with First In Families. They shared their mission of serving and providing innovative housing, employment and community services to support people with intellectual, developmental and other disabilities and their families.

Issue: Crimes

Aired: Saturday August 13, 2016

Length of segment: 30 minutes of 1 hour

Show Description: Francene Marie interviews Britney Bowes and Christy Salters, aka "Christy Martin" the reigning light middleweight WBC World Champion; Coal Miner's Daughter. The boxing champ talks about the painful day her husband stabs and shoots her with 9-milimeter. Now she advocates for Safe Alliance Women's Shelter.

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Issue: Education

Aired: Saturday August 13, 2016

Length of segment: 30 minutes of 1 hour

Show Description: Broadcasting veteran Billy Grooms shares his long standing career from the early 80's to 2000's. He shares tips for future broadcasters on-air, in promotions and sales. Also gave perspective on the future of broadcasting.

Issue: Health

Aired: Saturday August 20, 2016

Length of segment: 30 minutes of 1 hour

Show Description: Francene Marie interviews Grace, Scott, Mark and Beth regarding PurpleStride 5K and 1 mile walk at Marshall Park, 800 East 3rd St, in Charlotte on September 10, 2016. Pancreatic Cancer Action Network always returns to share stories of survivors and many who have lost the battle.

Issue: Health

Aired: Saturday August 20, 2016

Length of segment: 30 minutes of 1 hour

Show Description: Francene Marie interviews Dr. Aerik Williams - Board certified physician in Allergy and Immunology. He shares new therapy for managing peanut allergies for both children and adults. Also shared information about seasonal and food allergies, stinging insect allergies, drug allergies, eczema, asthma, sinus problems, chronic cough, anaphylaxis, recurrent infections, immune deficiency, and more.

Issue: Veterans

Aired: Saturday August 27, 2016

Length of segment: 30 minutes of 1 hour

Show Description: Navy Veteran Yvonne McGetters and one anonymous veteran speak about the almost impossible feat of receiving benefits when returning home in a timely manner with PTSD. They also face a host of other problems regarding family. They claim that many local and national non-profits serving veterans never share monies raised for veterans to help veterans.

Issue: Hunger

Aired: Saturday August 27, 2016

Length of segment: 15 minutes of 1 hour

Show Description: John Hadley with Eastside Strategy Team shares Taste of the World event that sells out early every year. The event loads participants on a bus and travels to 3 restaurants on the east side of Charlotte to promote restaurant entrepreneurs struggling for business. Funds raised helps local non-profits serving grocery store desserts.

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The Francene Marie Show - Third Quarter Report 2016

Issue: Community Engagement

Aired: Saturday August 27, 2016

Length of segment: 15 minutes of 1 hour

Show Description: Mark Pendagrass founder of Creating Exposure Through The Arts promotes and advocates for young artist couch-surfing to make a living wage. The group tries to bring community members out for free events showing off photography projects.

Issue: Health

Aired: Saturday September 3, 2016

Length of segment: 20 minutes of 1 hour

Show Description: This show might be sensitive for impressionable children and teens as we discuss how HIV AIDS is contracted. Francene Marie interviews Roberto Alvarez with R.A.I.N – his job as PrEP Counselor helps patients in with HIV positive, also shared stats in North Carolina.

Issue: Education

Aired: Saturday September 3, 2016

Length of segment: 20 minutes of 1 hour

Show Description: Francene Marie interviews Carrie Cook and 2 (minor) members of EmpowHERment. regarding their leadership mentoring program, They shared their organization model and promoted 2016 Summit happening September 17, 2016.

Issue: Community Engagement

Aired: Saturday September 3, 2016

Length of segment: 20 minutes of 1 hour

Show Description: Doug Lowe interviews with Francene Marie to promote annual Kitty Cabaret benefiting CMPD Animal Care & Control. We discussed animal care and adoption as well as no-kill shelters.

Issue: Politics

Aired: Saturday September 10, 2016

Length of segment: 20 minutes or 1 hour

Show Description: Delores Hunt the President of League of Women Voters (a non-partisan) group who shares the importance of voting and their efforts to educate young voters and those unfamiliar with voting process.

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The Francene Marie Show - Third Quarter Report 2016

Issue: Civil Rights

Aired: Saturday September 10, 2016

Length of segment: 20 minutes of 1 hour

Show Description: Dr. Madeline McClenny shares her life long career advocating for the release of non-violent offenders serving 20 years for the use and possession of marijuana. She is presently lobbying in Washington, DC for President Obama to release all non-violent offenders before leaving office on Election Day.

Issue: Crime

Aired: Saturday September 10, 2016

Length of segment: 10 minutes of 1 hour

Show Description: Psychologist Chanda Scott with Safe Alliance drops by to help promote “Community Speaks” event September 29, 2016. She discussed how she works with children in Safe Alliance Women’s Shelter who witness domestic violence.

Issue: Community Engagement

Aired: Saturday September 10, 2016

Length of segment: 10 minutes of 1 hour

Show Description: Little Braylon stopped by with his dad to promote “Bring It 4 Braylon Foundation”. Braylon was diagnosed with a form of pediatric cancer. Make A Wish made it possible for Bryalon to play the role of assistant coach for the Carolina Panthers.

Issue: Community Engagement

Aired: Saturday September 17, 2016

Length of segment: 10 minutes of 1 hour

Show Description: Walid Nassar founder of Lebanese Festival shares information for annual fundraiser. Walid goes into detail explaining the wonderful food being prepared and fun activities for the entire family.

Issue: Family

Aired: Saturday September 17, 2016

Length of segment: 20 minutes of 1 hour

Show Description: Charlotte Family Housing Executive Director Stephen Smith shares how the non-profit helps single moms and dads from start to finish when finding housing, opening bank accounts and breaking generational poverty.

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Issue: Health

Aired: Saturday September 17, 2016

Length of segment: 30 minutes of 1 hour

Show Description: Francene Marie interviews Angela Allen – Executive Director of Center for Prevention Services regarding parents having the conversation about addiction with children before being introduced to illegal drugs. She also shared the prescription drug epidemic they see happening in middle and high schools.

Issue: Health

Aired: Saturday September 24, 2016

Length of segment: 20 minutes of 1 hour

Show Description: First blood drive at Scarowinds during Halloween season. Francene Marie interviews Laresa Thompson - Public Relations Manager with Carowinds and Community Blood Bank of the Carolinas regarding the benefits of giving blood to save lives locally. When donating blood for this event each donor receives free admission to Scarowinds.

Issue: Education

Aired: Saturday September 24, 2016

Length of segment: 20 minutes of 1 hour

Show Description: Chef Bruce Moffett promoted the 3rd Annual Heart of the Home Kitchen Tour benefiting Symphony Guild. Symphony Guild of Charlotte, Inc. helps to create, develop and promote an interest in symphonic music in the community of Charlotte and the surrounding metropolitan area. The mission of the group supports the Charlotte Symphony Orchestra, the Charlotte youth symphonies and symphonic educational activities.

Issue: Health

Aired: Saturday September 24, 2016

Length of segment: 20 minutes of 1 hour

Show Description: Francene Marie interviews Iris Levkovitz, Roz and Alicia Cooper with Charlotte Hadassah. The ladies shared their breast cancer awareness event at Carlton Ritz October 27th to benefit breast cancer research. We also discussed how fun their body painting event went and where and how photos will be auctioned off.

**Public Service Announcements
Third Quarter 2016**

Throughout the quarter the station aired daily and periodic PSAs providing information on a variety of local community activities and issues.

Representative examples of such PSAs include the following:

- :30 seconds – B.R.A.K.E.S Defensive Teen Driving
- :30 seconds – Grooming Greatness
- :30 seconds – Voting Registration
- :15 seconds - Festival of Lebanon
- :15 seconds - Union Street Live Concert & Block Party
- :60 seconds - Expensive Night – Ad Council
- :30 seconds – Grown Up – Ad Council
- :30 seconds – Buckle Up – Ad Council
- :30 seconds - Overcoming A Criminal Record
- :15 seconds - Carolinas WordFest in first Ward
- :15 seconds - Rocky River High School's "Together As One"
- :15 seconds – 3rd Annual All Cancer Walk
- :30 seconds - 3rd Annual Charlotte Cider Fest
- :15 seconds - Voices of the New South: The Latino Experience
- :60 seconds - 1st Ward Food Fest
- :15 seconds - Gracias Christmas Cantata U.S Tour
- :30 seconds – Goodwill Industries of the Southern Piedmont
- :15 seconds - Backcountry Days and Ice Cream Social
- :15 seconds - Free Scholarship Fair at Carole Hoefener Center
- :30 seconds – Cat Adoption – Ad Council
- :15 seconds - Sips and Sweets - LaCa Projects
- :15 seconds – CRF - (Renaissance Festival Job Faire)
- :30 seconds – Brave Steps (Sexual Abuse Survivors)
- :60 seconds – Emergency Preparedness (Hurricanes)
- :30 seconds – Reduce Your Chances To Graduate