

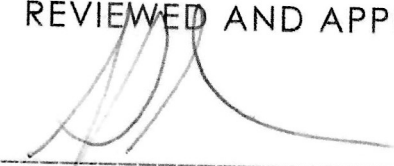
RADIO STATION WNCC-FM

Issues / Programs List

First Quarter-2023

Compiled by Sean Gibson

REVIEWED AND APPROVED BY



General Manager

4/6/23

Date

WNCC RADIO FIRST 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

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. 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 **first** quarter are as follows:

1-Public Health

News Treatments: Jan 3, 4, 26 : Feb 6, 9, 23 :Mar 8, 22:

With the winter season here, the seasonal flu continues to be a big issue in the news through the first quarter as well as some continued cases of COVID-19. 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: Jan 25, 26 : Feb 8, 23, :Mar 6

The first quarter saw some changes in the unemployment rate in Macon, Jackson, and Swain Counties, 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: Jan 9, 11, 12 : Feb 20, 22: Mar 9, 22 :

Throughout the first quarter, discussion for the need of a new High School in Franklin dominated 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: Jan 20, 25 : Feb 3, 15 : Mar 8, 15, 31

Public Safety continued to be a concern in the first quarter. In the event of serious weather, we kept citizens up to date on hazardous conditions in a timely manner. Throughout the first 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: Jan 10, 12 :Feb 1, 8, 15 : Mar 10

Policies and regulations once again changed that affected the listening area in the first quarter on many issues. We provided critical information not necessarily obtained easily for our listeners. This may include 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: Jan 13, 20, 24 : Feb 7, 16, 17 : Mar 9

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 first 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: Jan 2, 4, 12, 17, 27 : Feb 22, 23, : Mar 7, 16, 28

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

SECTION B: WEB SITE

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

- Jan. 7 Local Music Artist Kornbread Creek Shares Influences**
- Jan. 14 Franklin Mayor Jack Horton**
- Jan. 21 SCC Dental Assistance**
- Jan. 28 Gary Shields on Need for a New High School**
- Feb. 4 SCC Job Fair**
- Feb. 11 Handy Helping Hands**
- Feb. 18 Macon County 4H**
- Feb. 25 Claire Suminsky Eagles Fly High Program**
- Mar. 4 Scottish Tartan Museum**
- Mar. 11 Foxfire Museum**
- Mar. 18 Public Safety training Center**
- Mar. 25 Special Liberty Veterans Project**

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 7:40a

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 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
Cerebral Palsy 5k	Fundraiser