

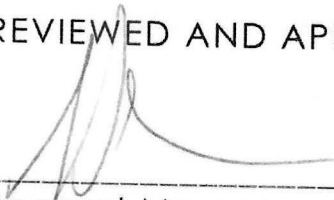
RADIO STATION WNCC-FM

Issues / Programs List

Third Quarter-2023

Compiled by Sean Gibson

REVIEWED AND APPROVED BY



General Manager

10/6/23

Date

WNCC RADIO THIRD 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 **third** quarter are as follows:

1-Public Health

News Treatments: July 7, 21 : Aug 10, 14 :Sept 11, 12, 20

Throughout the summer with heavier gatherings of people across our listening area the flu continues to be a big issue in the news as well as a slight return of Covid-19 during the third 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: July 20 : Aug 8,10, 17, 28,

The third 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. 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: July 3,6, 19, 20, 25 : Aug 11, 14 : Sept 12 :

Throughout the third quarter, more discussion on a new High School continued in Franklin as commissioners passed a move to construct one. Additional facility improvements were also discussed 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: July 11, 18, 26 : Aug 4 : Sept. 22

Public Safety continued to be a concern in the third quarter with the event of construction and hazardous summer weather conditions. Throughout the third 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: July 5, 7, 14, 20, 25 :Aug 7, 10, 17, 28 : Sept 19

Policies and regulations once again changed that affected the listening area in the third 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: July 7, 19, : Sept 5, 12

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 third 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: July 4, 7 : Aug 8, 21, : Sept 4, 11, 21

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

SECTION B :WEB SITE

WNCC 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 WNCC.**

- July 1 Macon County Update with Gary Shields**
- July 8 Community Medical Care Update with Charlie Vargas**
- July 15 SCC Gala Event**
- July 22 Tom Estes on Mountain Music**
- July 29 Appalachian Animal Rescue**
- Aug. 5 Macon County Fair Update**
- Aug 12 Folk Festival Update**
- Aug 19 Handy Helping Hands Program**
- Aug 26 Macon TRACS Program**
- Sept. 2 SCC Update**
- Sept. 9 Town Of Franklin Update**
- Sept. 16 SCC Fundraising Update**
- Sept. 23 Author Becky Estes**
- Sept. 30 Macon County Government Update**

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 740am

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
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
JCPL	Summer Teen Program