

**WSPA-FM**

**Quarterly Issues & Program Report**

**3rd Quarter**

**July, August, September 2014**

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Public Affairs**

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# Methodology

1. **The listening public (daily concerns)**
2. **Government leaders and public officials**
3. **Community leaders of the Upstate (volunteer and non-profit agencies)**
4. **Upstate business leaders**
5. **Area educators**

**Public Affairs programming is designed to address the needs, concerns, problems and issues of the aforementioned individuals.**

# UPSTATE ISSUES AND CONCERNS

## Public Affairs Programming **Upstate Issues** **2nd Quarter 2014**

Culture	GHS Children's Hospital-
Crime	Radiothon
Law Enforcement	Safety for Fall Season
Disabilities	Dental Health
Women's Issues	Relationships
Foster Care	Technology
Tourism	Education
Public Safety	Health
Charities	Economy

## **List of Community Leaders Interviewed for Ascertainment Purposes**

Aaron Cullip

Emma McDaniel

Jonathon Smith

Anne Barr

Meagan Wright

Drew Pincario

Whitney Walters

Jonathan Shanin

Sheriff Johnny Mack Brown

Gina Blohm

Tanya Thompson

Dianne Dillon

Dana Blackhurst

Laura Campbell

Connie LeGrand

Dr. Jon Julian

Gene Wagstaff

Kamran Popkin

## **PUBLIC AFFAIRS PROGRAMMING DESCRIPTION**

### **A: Saturday 6:00 a.m. Movers And Shakers – 30 Minutes**

One half hour interview show locally produced by Heidi Aiken after reviewing Community Leaders Surveys aired each Sunday morning intended to inform the listening audience about events, and organizations in the area that may pertain to their daily lives, usually highlighting health, crime prevention, and other charitable organizations.

### **B: Saturday 6:30 a.m. Radio Health Journal - 30 Minutes**

One half hour Syndicated Public Affairs health discussion show with varied topics each week produced and provided by Media Tracks Communications. Program schedules for the program during the most recent quarter are attached

### **C: Sunday 6:00a.m. Focus On The Upstate – 30 Minutes**

One half hour locally produced Public Affairs discussion show with varied topics each week produced by Entercom air talent.. Program schedules for the program during the most recent quarter are attached.

### **D: Sunday 6:30 a.m. Viewpoints - 30 Minutes**

One half hour Syndicated Public Affairs discussion show with varied topics each week produced and provided by Media Tracks Communications. Program schedules for the program during the most recent quarter are attached

# ***Radio Health Journal***<sup>®</sup>

## **Quarterly Issues Report – Q3 Third Quarter, July 6-September 28, 2014 Radio Health Journal Programs 14-27 through 14-39**

**During the third quarter of 2014 the following compliancy issues were covered:**

Agriculture	Mental health
Business and industry	Mental illness;
Community activism	Parenting issues
Consumer safety	Pets and people
Consumerism	Police
Diet & Nutrition	Police brutality
Disabilities	Pollution
Economy	Poverty
Education	Prevention
Elderly and senior citizens	Prisons
Environment	Psychology
Family issues	Public health
Federal government and regulation	Public safety
Health care	Rehabilitation
Homelessness	School truancy
Interpersonal relationships	Technology
Laws and the legal system	Traffic and highway safety
Medicine & Medical Technology	Youth at risk



**Quarterly Issues Report – Q3 Third Quarter, July 6-September 28, 2014**

**Viewpoints Programs 14-27 through 14-39**

**During the second quarter of 2014 the following compliancy issues were cover**

African-American Issues	Health Care
Agriculture	History
Animal Welfare And Abuse	Hobbies
Arts & Literature	Interpersonal & Business Communication
Bullying	Labor
Business	Law, Legislation & the Court System
Celebrity Culture	Medicine
Children & Family Issues	Mental Health
Civil Rights	Non-Profit Organizations
Commerce	Politics
Communication	Pop-Culture & Pop-Media
Construction Trades	Poverty
Crime	Prisons
Depression & Anxiety	Racism
Ecology	Recreation
Education	Schools
Employment	Science & Technology
Environment	Small Business
Farming	Sports & Recreation
Film & Media	Suicide
Finance	Therapy
Folklore	Wildlife & Endangered Species
Government	Youth At Risk
Health & Well Being	

## FOCUS ON THE UPSTATE-July 2014

**Entercom Greenville LLC  
25 Garlington Road  
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### **Quarterly Issues and Programs List**

What follows is a listing of some of the significant issues responded to by the station indicated below along with significant programming treatment of those issues for the period indicated. The listing is by no means exhaustive. The order in which the issues appear do not reflect any priority or significance.

**Ascertained Issue:**

**Series on Crime**

**Program Name:**

**Focus On the Upstate**

**Date:**

**Weekend Of: July 6<sup>th</sup>, 13<sup>th</sup>, 20<sup>th</sup> and 27<sup>th</sup> 2014**

**Duration:**

**30 minutes**

**Description of Program, Guest, Organization, Subject Matter:**

We did a series on Crime in the upstate. What to do to protect yourself, belongings, loved ones, property, etc. We had 2 guests including Jonathon Smith, Greenville Master Deputy and Drew Pincario, Public Information Officer. In the series we talked about vacations as we wrap up the summer and head back to school, upcoming holidays, and auto break-ins (since we've had an extraordinary number recently.).

# **FOCUS ON THE UPSTATE AUGUST, 2014**

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**Ascertained Issue:**

**Public Safety**

**Program Name:**

**Focus On the Upstate**

**Date:**

**Weekend Of: August 3 and 10, 2014**

**Duration:**

**30 minutes**

**Description of Program, Guest, Organization, Subject Matter:**

Master Deputy Jonathan Smith and Deputy Drew Pincario discuss ways the community can protect themselves from physical and property crime through practical implementation of common sense safety measures.

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**Ascertained Issue:**

**Public Safety**

**Program Name:**

**Focus On the Upstate**

**Date:**

**Weekend Of: August 17 and 24, 2014**

**Duration:**

**30 minutes**

**Description of Program, Guest, Organization, Subject Matter:**

Master Deputy Jonathan Smith and Deputy Drew Pincario discuss ways the community can protect themselves from physical and property crime through practical implementation of common sense safety measures.

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**Ascertained Issue:**

**Supporting charities that are saving lives**

**Program Name:**

**Focus On the Upstate**

**Date:**

**Weekend Of: August 31, 2014**

**Duration:**

**30 minutes**

**Description of Program, Guest, Organization, Subject Matter:**

Executive Director Jonathan Shanin from AidJoy discusses the charity work his organizations has done over the past several years, helping to shore up the work done by other charities that are saving lives. AidJoy partners with other charities that need help managing productivity and resources, and helps to streamline their processes in order that more donated dollars are going directly toward helping people overcome life-threatening situations. Also discussed homelessness among youth in the United States, a cause that AidJoy is preparing to tackle.

# FOCUS ON THE UPSTATE SEPT.,2014

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### **Ascertained Issue:**

**Radiothon-Greenville Children's Hospital**

### **Program Name:**

**Focus On the Upstate**

### **Date:**

**Weekend Of: Sept. 7<sup>th</sup> and 14, 2014**

### **Duration:**

**30 minutes**

### **Description of Program, Guest, Organization, Subject Matter:**

Today's guests are Gina Blohm and Dianne Dillon of the GHS Radiothon. We are getting **ready for the 2014 Children's Hospital Radiothon: folks around the Upstate will tune in to New Rock 93.3, B93.7, Magic 98.9, Rock 101, or WORD 106.3** to hear on-air personalities interview members of the community about their experiences with Children's Hospital, and make sure miracles continue by giving to Children's Miracle Network Hospitals (CMN Hospitals). Presenting partner Entercom Upstate even temporarily moves in at Greenville Memorial Hospital, taking over the hospital lobby during the three-day event. Children's Hospital serves all of upstate South Carolina, western North Carolina and eastern Georgia. Children's Hospital sees more than 125,000 visits each year and treats children with broken bones, cystic fibrosis, autism, brain injuries, and pediatric cancer, to name a few treatments. All proceeds go to Children's Hospital. 100% stays local! We will be raising funds for a lot of different initiatives that directly affect our local children. Some examples include PlayStations, DVDs and other learning tools, diapers for preemies and Camp Courage for children with cancer and blood disorders.

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**Ascertained Issue:**

**Safety for Fall Season**

**Program Name:**

**Focus On the Upstate**

**Date:**

**Weekend Of: Sept. 21st, 2014**

**Duration:**

**30 minutes**

**Description of Program, Guest, Organization, Subject Matter:**

Today's guest is MASTER DEPUTY LAURA CAMPBELL. We discuss the crime wave that is hitting the upstate right now; auto thefts and home break-ins. Master Deputy tells us how best to keep our home safe while we are there AND away. She discusses the recent rash of auto thefts and the rate of recovery. Also, child safety for upcoming Halloween.

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**Ascertained Issue:**

**Dental Health**

**Program Name:**

**Focus On the Upstate**

**Date:**

**Weekend Of: Sept. 28<sup>th</sup>, 2014**

**Duration:**

**30 minutes**

**Description of Program, Guest, Organization, Subject Matter:**

**Today's guest is Dr. Jon Julian with the Dental Retreat in Travelers Rest. We discuss Children's Dental Care. What to do with those who are afraid of dentist. We also hear from him regarding Dental care for adults and the fact that it is never too late to get dental care. Some affordable options, how to brush, floss, etc; also ideas for all of us. Dr. Julian discusses seminars given to dentists from around the nation and worldwide. Just returned from China, Sweden, etc.**

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Ascertained Issue: LAW ENFORCEMENT

Program Name: MOVERS AND SHAKERS

Date: Weekend Of: SATURDAY 7-05-14

Duration: 30 MINUTES

Description of Program, Guest, Organization, Subject Matter:

MAJOR CHANGES IN TECHNOLOGY HAVE LED TO MAJOR CHANGES IN LAW ENFORCEMENT. FORMER SHERIFF JOHNY MAC BROWN DISCUSSED CHANGES AND ADVANCEMENTS AND COMPARED THEM TO PAST STRATEGIES AND PRACTICES.

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Ascertained Issue: CULTURE

Program Name: MOVERS AND SHAKERS

Date: Weekend Of: SATURDAY 07-12-14

Duration: 30 MINUTES

Description of Program, Guest, Organization, Subject Matter:

THE EXECUTIVE DIRECTOR OF THE INTERNATIONAL CENTER, WHITNEY WALTERS, DISCUSSED THE ORGANIZATIONS STRUCTURE, LOCATION AND OFFERINGS. THE LANGUAGE AND CUTLURE CLASSES ARE OFFERED FOR FREE. DISCUSSED MEMBERSHIP AND HOW TO BECOME INVOLVED .

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Ascertained Issue: EDUCATION

Program Name: MOVERS AND SHAKERS

Date: Weekend Of : SATURDAY 07-19-14

Duration: 30 MINUTES

Description of Program, Guest, Organization, Subject Matter:

TANYA THOMPSON MANAGES THE LEADERSHIP SERIES THROUGH CLEMSON UNIVERSITY. AREA PROFESSIONALS ARE ASKED TO MENTOR AND LECTURE AT VARIOUS SEMINARS DURING A SERIES OF BUSINESS AND LEADERSHIP PROGRAMS.

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Ascertained Issue: DISABILITIES

Program Name: MOVERS AND SHAKERS

Date: Weekend Of : SATURDAY 07-26-14

Duration: 30 MINUTES

Description of Program, Guest, Organization, Subject Matter:

DANA BLACKHURST IS HEADMASTER AT THE CHANDLER SCHOOL. IT IS A SCHOOL FOR THOSE WITH LEARNING DISABILITIES. HE HAS LEARNING DISABILITES, AND, AS AN EDUCATOR , HE DISCUSSES THE IMPORTANCE OF RELATING TO STUDENTS, PROPER PROGRAMS AND SUPPORT FOR THOSE STUDENTS .

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Ascertained Issue: WOMEN'S ISSUES

Program Name: MOVERS AND SHAKERS

Date: Weekend Of: SATURDAY 08-16-14

Duration: 30 MINUTES

Description of Program, Guest, Organization, Subject Matter:

CONNIE LEGRAND OF MARY BLACK HOSPITAL SYSTEM DISCUSSED THE WOMEN'S CENTER. SEMINARS, CLASSES, AND OUTREACH PROGRAMS OFFERED FOR FREE. CURRENT ISSUES FACING WOMEN AND SUPPORT GROUPS.

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Ascertained Issue: RELATIONSHIPS

Program Name: MOVERS AND SHAKERS

Date: Weekend Of: SATURDAY 08-23-14

Duration: 30 MINUTES

Description of Program, Guest, Organization, Subject Matter:  
FROM DATING TO MARRIAGE, CONFLICT RESOLUTION AND LOVE LANGUAGE,  
GENE WAGSTAFF DISCUSSED ASPECTS OF RELATIONSHIPS, HEALING AND  
MOVING FORWARD.

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Ascertained Issue: ECONOMY

Program Name: MOVERS AND SHAKERS

Date: Weekend Of: SATURDAY 08-30-14

Duration: 30 MINUTES

Description of Program, Guest, Organization, Subject Matter:

THE SERVICE AND HOSPITALITY INDUSTRY PROVIDES MANY JOBS AND HAS A BIG IMPACT ON AREA ECONOMY. MEAGAN WRIGHT DISCUSSED JOBS AVAILABLE, NEW ASPECTS OF THE INDUSTRY AND THE FINANCIAL IMPACT OF THE INDUSTRY.

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Ascertained Issue: TECHNOLOGY

Program Name: MOVERS AND SHAKERS

Date: Weekend Of: SATURDAY 09-06-14

Duration: 30 MINUTES

Description of Program, Guest, Organization, Subject Matter:  
TECHNOLOGY AND HOW IT HAS CHANGED OUR LIVES, INFLUENCED OUR CULTURE AND OUR PERSONAL LIVES, WAS THE TOPIC FOR KAMRAN POPKIN, WHO CREATED THE TEC AFTER 5 GROUP. AN ORGANIZATION THAT OFFERS FREE NETWORKING TO BUILD YOUR BUSINESS.

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Ascertained Issue: FOSTER CARE

Program Name: MOVERS AND SHAKERS

Date: Weekend Of: SATURDAY 09-20-14

Duration: 30 MINUTES

Description of Program, Guest, Organization, Subject Matter:

WORKING WITH THE CHILDRENS SHELTER AND ELLEN HINES SMITH GIRLS HOME,EMMA MCDANIEL IS A TEENAGER WHO HAS BEEN RECOGNIZED NATIONALLY FOR HER PHILANTHROPY. NOW, NAMED THE HOPE CENTER FOR CHILDREN, EMMA DISCUSSED HOW SHE MAKES A DIFFERENCE IN THE RESIDENTS LIVES.

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Ascertained Issue: TOURISM

Program Name: MOVERS AND SHAKERS

Date: Weekend Of: SATURDAY 09-27-14

Duration: 30 MINUTES

Description of Program, Guest, Organization, Subject Matter:

THE GREENVILLE COUNTY MUSEUM OF ART IS FREE AND OPEN TO THE PUBLIC. ANNE BARR IS A FUNDRAISER FOR SHE DISCUSSED THE IMPORTANCE OF ART, THE ECONOMIC IMPACT OF THE MUSEUM ON OUR AREA, THE MUSEUM IS A TOURIST ATTRACTION .