

WYBE-CD

COMMUNITY ISSUES ADDRESSED BY PROGRAMS DURING THE FOURTH QUARTER, October, November, December, 2016

As a small station, WYBE-CD is also a community station. We feel a responsibility to serve the community through original programs and through responding to the specific needs and requests of the communities we serve. WYBE-CD devotes two entire programs, Town Talk and Mark! My Words to topics that serve the community, as well as shorter broadcast segments incorporating participation by Moore County residents.

The following programs and segments are among those addressing community needs and issues during this quarter:

Town Talk: (Half-hour program)

Aired DAILY 11:00 a.m. and 8:00 p.m. October, November, December 2016
Town Talk is a program specifically designed to serve the community and address community issues. Virtually every non-profit, charitable, and community organization in Moore County has been featured on Town Talk during the many years our station has produced and broadcast this program. (Included have been such organizations as the United Way, 4-H, and Friend-to-Friend, the latter providing services to victims of domestic violence.) Town Talk thus continued its extensive coverage of issues which are of special interest to the African American community in Moore County, with many members of the community invited to participate in interviews on the program. This program addresses not only community problems, but also positive responses to such problems, especially featuring local residents who have triumphed over hardships and non-profit organizations that have great resources for those in need.

Zoo Files: Episodes are several minutes in length and aired three to four times daily during prime time. Segment times vary.

Zoo Files air in cooperation with the North Carolina Zoo and are primarily educational in nature. The segments encourage an appreciation of conservation and preservation of species of animals from around the world. These segments are thereby available to students in Moore County Schools and encourage an interest in zoology and nature.

Moore Minutes. Aired four to five times daily.

Segments broadcast as "Moore Minutes" actually last for several minutes. Each segment is of variable length and addresses a specific community issue, usually through participation of community residents themselves. During this quarter, "Moore Minutes" created television spots for community charitable organizations affecting the health, educational, and financial opportunities for those in need in

our community. The station focused upon the issue of hunger in Moore County and efforts to remedy the situation by the Food Bank.

Moore Animals. Segments last several minutes, airing 5-6 times daily, .Proper treatment of animals remains an issue in Moore County, especially since Southern Pines is known as one of the country's leading equestrian centers. Proliferation of dogs and cats raises the community issue of appropriate care. The "Moore Animals" segment addresses this question, with an emphasis on support for clinics and shelters that guarantee humane treatment of animals in Moore County.

Mark! My Words on Books and Mark! My Words on Music (Each segment from five to eight minutes in length, airing several times daily during the regular program schedule.) These segments are an addition to the Mark! My Words family of programs. Mark! My Words on Books encourages reading good books, many of which are available at public and community libraries throughout Moore County. Mark! My Words on Music performs a similar service in encouraging students to foster an appreciation of good music, which they may not encounter through many commercial broadcast media.

Mark! My Words (Half-hour program.)

Aired M-F, 7:00 a.m., 7:30 a.m., 5:00 p.m., and 5:30 p.m.) Educational and informational in design, Mark! My Words serves the cultural needs of Moore County. The large retirement community in Moore County maintains a substantial interest in the arts. Mark! My Words responds to this interest by providing coverage and support for the arts in our community During October, November, December, Mark! My Words covered the areas of classical music, jazz, art, literature, and learning, with special emphasis on education and the need to encourage students in Moore County to explore the arts. The program featured programs hosted and produced locally by the station's founder devoted to the achievements of emphasizing their contributions to the visual arts and music. The program also introduced a discussion of classical music, opera, and film scores, with emphasis on the career of Bernard Herrmann, world-famed composer and conductor of the CBS Symphony Orchestra.

WYBE-CD appreciates the enthusiastic support we continue to receive from residents of Moore County and promises to continue providing programs and broadcast segments that address community issues. The station welcomes contributions, suggestions, and input from our audience.

January 5, 2017