

RADIO STATION WFSC-AM

Issues / Programs List

First Quarter-2020

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REVIEWED AND APPROVED BY

General Manager

Date

WFSC RADIO FIRST QUARTER 2020 ISSUES OUTLINE

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3. EDUCATION / SCHOOLS
4. PUBLIC SAFETY
5. POORLY INFORMED CITIZENS
6. FOOD INSECURITY
7. CRIMES / POLICE

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SECTION C: LONG FORM PROGRAMS

1. CITIZENS MAKING A DIFFERENCE
2. LIVE MACON COUNTY COMMISSIONERS EMERGENCY MEETINGS

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SECTION A: NEWSCAST OVERVIEW AND QUARTERLY ISSUES ADDRESSED

WFSC-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 CBS Radio News. WFSC 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: February 21; March 3-31

With the spread of the COVID-19 (Coronavirus) pandemic dominating the news in the latter portion of the first quarter, our newscasts informed the public on the spread of COVID-19 at a local.

2-Jobs

News Treatments: January 8; February 5; March 6, 23, 31

First quarter unemployment rate was relatively stagnant in Macon County, then with the spread of the COVID-19 pandemic, many in the area were laid off, which caused the unemployment rate to rise significantly. We connected listeners to job opportunities and employment resources including local job fairs during some of our newscasts.

3- Education / Schools

News Treatments: January 18, 25; February 5, 12, 26, 28; March 5, 19, 29

There were several changes to area schools in terms of policies as well as construction. In the latter portion of the first quarter, schools were ordered to be closed, which caused massive changes to the school calendars as well as the way that school was conducted. We kept the community informed about any and all changes that were made to the local schools' calendars and policies due to COVID-19.

4- Public Safety

News Treatments: January 22, 24; February 15, 18, 19, 26; March 4, 5, 9, 10, 16, 20

Public Safety was a big concern in the first quarter. With snow and icy road conditions in the first portion of the quarter, we kept citizens up to date on hazardous driving conditions in a timely manner. Beginning in March, the COVID-19 Pandemic started to become much more of a concern, causing several local orders telling the public to stay at home and stay safe. We kept citizens informed of all of these changes, as they occurred.

5-Poorly Informed Citizens

News Treatments: January 22, 25; February 5; March 12, 15, 22

Several changes were made to policies and regulations that affected the listening area. 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: January 3, 10; February 12, 26; March 5, 20

Food insecurity remained a top issue in the county for the first quarter. Fortunately, there are many programs and opportunities for local citizens to help fill the gap. 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.

7-Crime / Police

News Treatments: January 10, 15, 22; February 5, 11, 18

Our coverage area saw several different examples of major crimes 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: SPECIAL EVENTS

1-WEB SITE

WFSC HAS ITS OWN WEB SITE. LISTENERS ARE ENCOURAGED TO VISIT 1041WFSC.COM TO SEE UPDATES ON NEWS, WEATHER, AND MORE. A NEW ADDITION HAS BEEN THE "STREAMING" OF LOCAL HIGH SCHOOL SPORTING EVENTS.

SECTION C: LONG FORM PROGRAMS

1-Citizens Making A Difference in Macon County

Program host Dr. Gordon Mercer, Political Science Professor and President Emeritus of the Public Policy Institute at Western Carolina University in Cullowhee, NC, sits down and discusses local issues with different organizations and groups in Macon County and western North Carolina each Saturday morning for 30 minutes on WFSC-AM at 8:30 a.m. – 9 a.m. They are produced and aired weekly.

Macon County Carenet

The fundraising activities of Macon County Carenet continue to increase as the need for their services does. Each month the volunteers plan fundraising activities and Shanna Atkinson and Sandra Queen talks with Dr. Mercer about the Carenet weight loss challenge. They stress the ongoing need for Carenet and how the communities support goes a long way in making Macon County better.

Aired on Saturday January 4th 2020 at 8:30am on WFSC

Macon County Historical Society and Museum

The Macon County historical society and museum have made many additions and upgrades along with some renovations over the past few months. Dr. Mercer is joined by Bob Poindexter and Robert Shook to discuss the mission, goals and additions to the museum. There is a lot of history in Macon County which many of the citizens don't know about and the historical society and museum want not just visitors to our county but natives to come back and learn more about the history of Macon County.

Aired on Saturday January 11th 2020 at 8:30am on WFSC

Scottish Tartans Museum

One of the only Tartan Museums in the entire country talks to Dr. Mercer about their mission and goals for the Museum. Mary Lee Bourduex discusses the founding and flourishing of the downtown Franklin museum along with the continuing fundraising efforts have affected the hours of operation. The duo talked about how the museum affects the tourism in the region and how it impacts downtown Franklin specifically.

Aired on Saturday January 18th 2020 at 8:30am on WFSC

Macon TRACS (Therapeutic Riding for Adults and Children's Success)

The Macon TRACS organization annually has a rummage sale at the fair grounds to raise funds for the services they offer. Dr. Mercer discusses with Jan McGhee from Macon TRACS about the horseback riding services they offer for special needs individuals and how people can take part in the rummage sale which is a major fundraiser for Macon TRACS.

Aired on Saturday January 25th 2020 at 8:30am on WFSC

Macon County Animal Control and Public Health Center

The animal control division of Macon County public health is a newly formed division which has come under the control of the Health Department. Dr Mercer talks with the director Dr. Jim Villiard about his new role as the director and how these new initiatives which are currently being implemented are affecting the overall safety of the citizens in Macon County.

Aired on Saturday February 1st 2020 at 8:30am on WFSC

REACH of Macon County

Victims of domestic violence can always turn to REACH of Macon County. Dr. Mercer discusses with Jennifer Turner Lynn, Cyndi Trebethan, Andrea Anderson who is the Director of REACH about the ongoing need in the community for their services and also the need for donations and volunteers. REACH has a new outreach for the Latino community which was heavily discussed throughout the program. Also they touched on upcoming events that REACH of Macon County will have to support their ongoing efforts to help domestic violence victims and help prevent domestic violence in the community.

Aired on Saturday February 8th 2020 at 8:30am on WFSC

Western Carolina University and Southwestern Community College

The Primary Elections are coming up in a few weeks and a special bond referendum is on the ballot which will help the higher education schools in the state. David Belcher and Don Thomas join Dr. Mercer to discuss the financial windfall to the schools if the bond is passed. They also discussed the needs of each school respectively and how the monies would impact their needs.

Aired on Saturday February 15th 2020 at 8:30am on WFSC

Macon County Commissioner Ronnie Beale

The New Year is now in full swing and Dr Mercer talks to Macon Commissioner Ronnie Beale about what the Macon County commissioners have been up to in the new year. They discussed how new legislation with effect the county and the challenges that they are facing in trying to improve the services in the county. The discussed a number of different issues facing the county including the McCoy Bridge and the steep slope ordinance.

Aired on Saturday February 22nd 2020 at 8:30am on WFSC

Academic Year in the USA (AYUSA)

This program brings youth into the United States for a semester or full year of study and Dr. Mercer discusses with Donna Bell senior regional director of AYUSA along with Alberta Garcia a student from Spain who is spending a year in Macon County and Don Capaforte who is a host family for AYUSA the main mission of this program. They also discuss how this program affects lives from all over the world and the ways that citizens can become host families.

Aired on Saturday February 29th 2020 at 8:30am on WFSC

Special Events Happening in Macon County

The weather is warming up and activities are starting to blossom just like the flowers. This week Dr. Mercer talks with Barbra McCrea and Claire Zeminksi about projects forthcoming. Barbra is an author and helps with the taste of Scotland festival with ongoing fundraising with the summer festival.

Aired on Saturday March 7th 2020 at 8:30am on WFSC

Southwestern Community College

The Community college system in North Carolina has been in the news lately along with the local SCC College. The need for quality workers remains strong and SCC is expanded their opportunities in Macon, Jackson and Swain counties. Dr Mercer talks with Sara Aldmen and Tyler Goode from SCC about the changes citizens can expect in the coming years.

Aired on Saturday March 14th 2020 at 8:30am on WFSC

2- Live Macon County Commissioners Emergency Meetings

The Macon County Commissioners held two emergency meetings, declaring states of emergency for the county to try and slow the spread of COVID-19, including issuing orders that closed local restaurants to dining room services, and restricting several other local businesses and services. WFSC aired both of these meetings live as they happened. The first meeting was held on March 18th at 4 pm. The second meeting was held on March 26th at 3:30 pm.

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 7:15am

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>
The Serving Spoon	Free Meal
American Legion	Bingo
FHS Girls Basketball	Pancake Breakfast
First Baptist	Free Community Lunch
Relay for Life	Kickoff Event
Angel Medical Center	Diabetes Management
Toys for Tots	Cruise-in Collection
Aviation Historical Society	Meeting

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Gem and Mineral Society

Gold Program

Angel Medical Center

Masquerade and Jewelry Sale

lotla Methodist

Baked Potato Supper

Cowee Baptist

Veteran's Event

Macon Public Health

Ladies Night Out

Macon County Library

Beary Fun Day

Franklin Little League

Board Meeting

Holly Springs Comm. Dev.

Club Meeting