

# **RADIO STATION WFSC-AM**

## **Issues / Programs List**

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Second Quarter-2020

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REVIEWED AND APPROVED BY

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General Manager

Date

## WFSC RADIO SECOND QUARTER 2020 ISSUES OUTLINE

### **SECTION A: NEWSCAST OVERVIEW AND QUARTERLY ISSUES ADDRESSED**

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

### **SECTION B: SPECIAL AND NON-BROADCAST EVENTS**

1. WEB SITE

### **SECTION C: LONG FORM PROGRAMS**

1. LIVE MACON COUNTY PUBLIC HEALTH BRIEFING

### **SECTION D: SHORT FORM PROGRAMS**

1. FOCUS ON THE FAMILY
2. COMMUNITY CALENDAR AND PSA'S
3. COVID-19 CLOSINGS AND CANCELLATIONS

## **SECTION A: NEWSCAST OVERVIEW AND QUARTERLY ISSUES ADDRESSED**

WFSC-AM 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. 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 **Second** quarter are as follows:

### **1-Public Health**

*News Treatments: April 1-3, 6-10, 13-17, 20-24, 27-30; May 1, 4-8, 11-15, 18-22, 29-31, June 1-5, 8-12, 15-19, 22-26, 29-30*

With the spread of the COVID-19 (Coronavirus) pandemic dominating the news in the entirety of the second quarter, our newscasts informed the public on the spread of COVID-19 at a local level, and provided ways that the community could slow the spread of the virus.

### **2-Jobs**

*News Treatments: April 1, 7; May 5, 8, 20; June 9, 15*

The second quarter saw a major increase in the unemployment rate in Macon, Jackson, and Swain Counties, with the spread of the COVID-19 pandemic. With many local businesses being shut down, we connected listeners to job opportunities and employment resources including local job fairs during some of our newscasts.

### **3- Education / Schools**

*News Treatments: April 7, 8, 10, 15, 24; May 1, 5, 12, 19, 26; June 8, 30*

There were several changes to area schools in terms of policies as well as construction. Throughout the second 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: April 13, 15, 17; May 1, 5, 6, 20, 21, June 5, 24*

Public Safety was a big concern in the second quarter. With major storms in the first portion of the quarter, we kept citizens up to date on hazardous conditions in a timely manner. Throughout the second quarter, the COVID-19 Pandemic brought about several local orders telling the public to stay at home and stay safe in the beginning of the quarter, followed by a loosening of the restrictions later in the quarter. We kept citizens informed of all of these changes, as they occurred.

#### **5-Poorly Informed Citizens**

*News Treatments: April 1, 5, 9, 10; May 11, 20; June 8, 15, 20*

Several changes were made to policies and regulations that affected the listening area, including new regulations on wearing masks and mass gathering limitations due to COVID-19. 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: April 2, 8, 16, 23; May 4, 12, 25; June 22*

Food insecurity remained a top issue in the county for the second quarter, with many in the area struggling with a slow economy, high unemployment rate, and children not able to receive lunch at school. 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, as well as the local school system's meal delivery plans.

**7-Crime / Police**

*News Treatments: April 3, 15; May 15, 13, 22; June 5, 12, 18, 25*

Our coverage area saw several different examples of major crimes through the second quarter, along with sentencing for earlier crimes. We kept the community informed of the crimes and sentencing throughout the entire second quarter.

**SECTION B: SPECIAL EVENTS**

**1-WEB SITE**

**WFSC HAS ITS OWN WEB SITE. LISTENERS ARE ENCOURAGED TO VISIT [1041WFSC.COM](http://1041WFSC.COM) TO SEE UPDATES ON NEWS, WEATHER, AND MORE.**

## **SECTION C: LONG FORM PROGRAMS**

### **1- Live Macon County Public Health Briefing**

The Macon County Public Health held an emergency meeting, identifying a major spike in COVID-19 cases at local churches and businesses. The meeting was called by the Macon County Public Health Director, Macon County Emergency Management Director, as well as other public health officials. WFSC aired this meeting live as it happened in Franklin. The meeting was held on May 29<sup>th</sup> at 4 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.

<b><u>Group</u></b>	<b><u>Event</u></b>
Macon County Public Library	Re-opening by appointment
Mountain Heritage Center	Summer Camp Packets
Relay For Life	5K Cancelled Due to COVID-19
Western Carolina University	Online Professional Development Event
Jackson County Chamber of Commerce	STIR Event Cancelled
Appalachian Animal Rescue	Free Pet Food
Scottish Tartans Museum	Scottish Heritage Festival Cancelled
Town of Franklin	Pickin' on the Square Cancelled

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Biltmore Church

Food Drive for Carenet

Manna Food Bank

Food Distribution Days

Angel Medical Center

COVID-19 Safety Event

American Red Cross

Blood Donation Events

Southwestern Community College

Face Mask Distribution