

RADIO STATION WFSC-AM

Issues / Programs List

SECOND Quarter-2012

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REVIEWED AND APPROVED BY

General Manager Date

WFSC RADIO SECOND QUARTER 2012 ISSUES OUTLINE

SECTION A: NEWSCAST OVERVIEW AND QUARTERLY ISSUES ADDRESSED

1. ECONOMY/JOB
2. OBESITY
3. ENVIRONMENTAL HEALTH
4. CHILDCARE
5. COUNTY HISTORY
6. OTHER HEALTH PROBLEMS
7. TRANSPORTATION/PUBLIC SAFETY
8. OVERPOPULATION AT ANIMAL SHELTER

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. MACON CO COOPERATIVE EXTENSION GARDEN SPOT
2. FOCUS ON THE FAMILY
3. COMMUNITY CALENDAR AND PSAS

SECTION A: NEWSCAST OVERVIEW AND QUARTERLY ISSUES ADDRESSED

WFSC airs four local newscasts during its broadcast day, Monday through Friday at 7:06am, 8:10am, 12:30pm, and 5:04pm, 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 second quarter are as follows:

1-Economy/Jobs

News Treatments: April 13, 23; May 15, 25, 31; June 6, 18, 21, 25

Despite some improvements, economic conditions remained tough in the second quarter for Maconians. The jobs picture gradually improved but unemployment rates in Macon County for the second quarter remained much higher than "normal". Aired a variety on stories with information on job listings with the Employment Security Commission, in addition to news stories with information on food banks, housing advice and economizing tips to save energy and money.

2- Obesity

News Treatments: April 24; June 1, 19

Obesity has been identified as one of the top health issues facing Macon County. Aired a variety of news stories informing citizens about programs and things to do in the county that would help them become more active and lose weight.

3-Environmental Health

News Treatments: April 26, 27; May 23

Multiple environmental health issues surfaced in Macon County during the second quarter. Some of those included air quality and rabies vaccinations. Aired news stories informing listeners on air quality concerns in the county and what is being done about them. Also provided information on when and where they could obtain affordable vaccinations for their pets.

4-Childcare

News Treatments: May 11

Macon County is facing a big shortage of licensed child-care facilities. Additionally, the cost of the current providers is a big issue for many families. Aired a story about what's being done to get a new facility up and running on the Old Murphy Road. Provided information about what must be done before the facility could open and how many children it could serve.

5-County History

News Treatments: May 11, 17; June 5

Macon County has a deep and relatively well-documented history. The problem is many local residents don't know anything about it. They also don't know where to go to find out more. The local historical society wants to change this by increasing programs and outreaches to get the word out on history. Aired news stories informing citizens of this issue and upcoming events that could enrich their knowledge on Macon County history.

6- Other health problems

News Treatments: May 3, 15, 22; June 21, 27

Aside from obesity, there are other health concerns in Macon County. Among those are stroke, arthritis and a need for blood. Aired news stories in the second quarter providing information to residents on how they could learn more about their health and how they could take preventive action and other steps to get and stay healthier.

7-Transportation/Public Safety

News Treatments: April 10, 27; May 8, 9, 15, 23, 24; June 20, 28

Many road projects were going on in the second quarter and to help listeners be better informed of traffic delays and problems we aired stories letting them know about anticipated road projects and the detours and delays associated with them. Additionally, we aired several stories regarding public safety issues, such as outdoor burning conditions and traffic enforcements that could help Maconians avoid public safety problems.

8-Animal overpopulation

News Treatments: June 7, 15

Macon County's Animal Control Shelter became overran with cats and dogs for a period during the second quarter. The shelter has garnered attention from all over the country for its efforts to help abandoned animals find a home and avoid euthanization. Despite these many efforts, the shelter did get overpopulated and we were sure to inform listeners of this and how they could help save the life of a cat or dog by adopting it. The response was great and the shelter is now back to a normal population.

SECTION B: SPECIAL EVENTS

1-Web Site

WFSC has its own web site. Listeners are encouraged to visit 1050wfsc.com to see updates on news, weather, swap shop, sports and more. There is also a page to introduce the staff and information about programming. 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 9:30 a.m. – 10 a.m. They are produced and aired weekly.

The following shows aired in the 2nd quarter.

Macon Program for Progress Summer Food Service Program

As summer approaches the need for children doesn't stop. Macon Program for Progress knows of the need for proper nutrition for children when they are not involved in a structured school environment and the fact that economic factors prevent some parents from being able to properly feed their children three meals a day during the summer months. Dr Mercer spoke with Susie McCoy the head start director at MPP and Crystal Nicks nutrition supervisor at MPP about the summer food service program and the need in Macon County.

Aired on Saturday April 7, 2012 at 9:30am on WFSC-AM

Angel Medical Center Foundation

The foundation at Angel Medical Center help to provide funding for the advancement of medical services in Macon County and one of their fundraisers in 2012 is the Road Rally on May 5th. Dr. Mercer talks with Don Capaforte and Bonnie Peggs from Angel Medical center about how citizens can get involved in the road rally along with exactly what will take place during this event. Also they discussed how the funds raised through the foundation will help buy new equipment for Angel to foster better health care in Macon County.

Aired on Saturday April 14, 2012 at 9:30am on WFSC-AM

REACH of Macon County

Victims of domestic violence can always turn to REACH of Macon County Ann Van Harliejen, the executive director of REACH of Macon County Bonnie Peggs volunteers and Ellen Hodgins volunteer for REACH discuss 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 April 28, 2012 at 9:30am on WFSC-AM

The Franklin Gem and Mineral Society and Museum

The nickname for the town of Franklin is the Gem Capital and both the Gem and Mineral Society and Museum are an integral part of keeping this theme alive and well. Dr. Mercer talks with Fred Plesner, the past president of the Gem and mineral society also Bruce Siegfried, a Gem Expert and member of the Gem and Mineral Society. They discuss the mission and upcoming events the society is having including the Gem Shows that are a mainstay of Macon County.

Aired on May 12, 2012 at 9:30am on WFSC-AM

Angel Medical Center New Physicians

The need for qualified physicians in Macon County is great and Dr. Mercer talked with Paula Alter VP for physician services at Angel Medical and Dr. Carol Peterson, OBGYN at Angel Medical Center. They discussed the different needs the hospital for recruitment of physicians for areas like OBGYN. The ways in which Angel recruits physicians was discussed and how these ways foster better health care in Macon County.

Aired on May 19, 2012 at 9:30am on WFSC-AM

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 and Kathy Dills from Macon TRACS about the horse back riding services they offer for special needs individuals and how people can take part in the rummage sale which is the following weekend.

Aired on May 26, 2012 at 9:30am on WFSC-AM

Macon Co Humane Society

There are some needs and a new program at the Macon Co Humane Society and Andy McNair the Shelter Director of the Macon County Humane Society along with Kathy Halman the director of the Humane Society Thrift Store. They discuss funding for 2012 and the microchip program. They also discussed the value of the Humane Society to the county and the advantages of supporting and maintaining the shelter and how the Thrift Store provides funding for the Shelter.

Aired on June 2, 2012 at 9:30am on WFSC-AM

Macon County Manager Jack Horton

The economic climate continues to be at the front of every tax payers mind and County Manager Jack Horton discuss' the state of Macon County with Dr. Mercer and how this county compares to the rest of the state. They also discussed what issues are facing the county and the state with regards to legislation from Raleigh and how it will affect Macon County down the road.

Aired on June 9, 2012 at 9:30am on WFSC-AM

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 along was in making Macon County better.

Aired on June 16, 2012 at 9:30am on WFSC-AM

The Rotary Club of Franklin, NC

Civic organizations are an integral part of many communities and that is no exception in Franklin as the Noon Day Rotary club provides scholarships to local high school students each year. Dr. Mercer talks with Gary Dills the incoming president of the Rotary Club of Franklin along with Karen Kennedy a member of the rotary club and chair of the literary program called read to me about the upcoming fundraiser on July 28th. They discussed the mission and activities the rotary club participates in and how individuals can get involved.

Aired on June 23, 2012 at 9:30am on WFSC-AM

Macon County Folk Heritage Association and the 9^h Annual Folk Festival

Margret Ramsey the Director of the Macon County Folk Heritage Association along with Teresa Ramsey, the co-chair of the Folk Festival and Betty Ann Bryant discuss with Dr Mercer the association's efforts to preserve the history of this area. They also discussed the events that make up the Folk Festival each year and how important it is for the citizens of Macon County to remember the past and preserve the folk heritage of this area by supporting this festival.

Aired on June 30, 2012 at 9:30am on WFSC-AM

SECTION D: SHORT-FORM PROGRAMS

Organization: Macon County Cooperative Extension
Program: Garden Spot Show

Description: Program Length Varies from 8 to 15 minutes

The Extension Service of North Carolina has offices throughout the state and Local County Extension Service Agents serve both farmers and homeowners with information and research on plants, animals, food preparation, and most everything associated with agribusiness. The Garden Spot Show features County Extension Agent Alan Durden covering a variety of topics.

Aired each weekend during the Second Quarter on Saturdays at 9:06am.

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 12:55pm

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.

Group

Weight Watchers
Angel Medical Center
Cooperative Extension
Grace Baptist Church
Full Spectrum Farms
Franklin Chamber
Franklin Garden Club
American Red Cross
Franklin Covenant Church
Macon Co. Cancer Support Group
Cooperative Extension
Macon Public Health
Snow Hill United Methodist
Angel Medical Center
Pleasant Hill Baptist Church
NC Community Foundation
Special Olympics
Macon Public Health
Macon County GOP
REACH of Macon County
Aviation Historical Society
Nantahala Hiking Club

Event/Issue Addressed

Obesity/Regular meeting times
Health/Diabetes Management
Env. Health/ Pesticide Disposal Day
Special Singing
Celebrity Luncheon benefiting autism
Google Analytics seminar
Nature in your backyard program
Health/Blood Drives
Economy/Free Lunch
Health/ Special Event
4-H Market Lamb Program
Health/Sports Physicals
Economy/Food Pantry
Prepared Childbirth Classes
Easter Drama
Judy Moore Scholarship Info
Cops vs. Coaches fundraiser
Health/Rabies Clinic announcement
New Headquarters
Economy-Jobs/New Choices Classes
Monthly Meeting
Regular Meeting