

RADIO STATION WFSC-AM

Issues / Programs List

First Quarter-2012

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REVIEWED AND APPROVED BY

General Manager

Date

WFSC RADIO FIRST QUARTER 2012 ISSUES OUTLINE

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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 first quarter are as follows:

1-Gas Prices

News Treatments: January 2, 24; February 7, 22, 29; March 21,30

Gas prices in Macon County continued to rise during the first quarter. Aired various news stories on what was causing gas and oil prices to soar which included economic improved and more demand and unease in the mid-east. Informed citizens on average prices to help them avoid stations that were charging significantly more. Also provided information from experts on the future prices of gas.

2-Jobs

News Treatments: January 2, 25; February 2; March 14, 21

The jobs picture continued to be focal point in Macon County. Our newscasts provided information to citizens on local efforts to help job seekers and the latest information on unemployment rates and trends. Provided information to those seeking work to help them connect with a job.

3- Dialysis Center

News Treatments: January 13; February 21

Macon County officials continued their efforts to convince the state the county needs a local dialysis center. Residents needing the critical treatment have to travel over Cowee Mountain to Sylva for the nearest center. The county asked those in need to sign their name to a letter describing the need in Macon County. Commissioners are hopeful this will help the Certificate of Need approval for the county to get a center.

4-Prescription Drug Abuse

News Treatments: January 18; March 2, 29

With rates of prescription drug abuse rising aired news stories about the dangers of it and the latest laws in North Carolina. Two of those new laws will require a photo ID at the pharmacy to purchase certain types of prescriptions, the other will enter your name into a data base if you purchase a drug with certain ingredients—namely those used to manufacture methamphetamines. We also informed citizens on how they could help keep these easy-to-get drugs out of the wrong hands by dropping them off at Operation Medicine Drop locations in Franklin and Highlands.

5-Franklin ABC Store Location

News Treatments: January 19, 24

Franklin leaders continued their search for a new ABC store for the town. The amount of their lease for the current location will be increasing significantly driving town leaders to buy Franklin its own property. The move will be a significant purchase with tax payer dollars and our news casts helped inform the public on what the town was doing and a timeline for its search.

6-Community Health Issues

News Treatments: February 6, 9; March 7, 14, 16, 23, 26, 28, 29

New studies and assessments have identified common health problems in Macon County. Angel Medical Center and Macon Public Health have been offering various programs to combat these problems such as obesity and diabetes. We also provided information regarding a norovirus outbreak and spring-time allergies.

7-Wrecker Rotations

News Treatments: February 8, 20

Macon County is home to several different wrecker and towing servers. These companies presented complaints to both Franklin and Macon County leaders about what they feel is favoritism toward Nathan's Paint and Body. The disgruntled wrecker companies feel that officers aren't properly following the rotation policies set by local law enforcement agencies in the event of a wreck.

8-Planning Issues

News Treatments: February 17; March 27

Issues surrounding planning and development in Macon County continued to be on the radar in the first quarter of 2012. This time residents shared comments with county leaders about removing the slope hazard maps from the county's subdivision ordinance. Some say the maps were inaccurate, others say they were too much regulation. Commissioners voted to pull the maps from the ordinance but said they would be available for information purposes. Also the county appointed Jack Morgan as interim planner for Macon County. Morgan will serve until the county can find a replacement for Derek Roland who filled a planning job with the town of Franklin. The planning board will get back to business after cancelling their meetings in the first quarter. Planning information is vital to citizens of Macon County. We provided the latest info to listeners.

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 1st quarter.

"Lighten Up for Life" with Angel Medical Center and the Macon County Health Dept.

The beginning of a new year means many citizens are making new years resolutions to lose weight and Angel Medical Center has teamed up with the Macon County Health department to bring a program to help citizens with this resolution. Dr. Mercer interviews Bonnie Peggs from Angel Medical Center along with Dawn Wild Burgess with the Macon County Health Department. These two representatives talk about the program and how it will benefit Macon County in the New Year.

Aired on Saturday, January 14th 2012 on WFSC-AM at 9:30 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 Virginia Parrot, Volunteer of the year 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, January 21st 2012 on WFSC-AM at 9:30 am

Western Carolina University Political Science Department

The presidential primary season is getting into full swing and the political science department at WCU weighs in on the issues facing the candidates in 2012. Dr Mercer talks with Gibbs Knots, who is the interim dean of arts and sciences at Western Carolina University in Cullowhee and Don Livingston professor in the political science department at WCU. They discuss the recent State of the Union speech and what the nation will be facing in the 2012 primary election to be held in the next few months across the nation.

Aired Saturday, January 28th 2012 on WFSC-AM at 9:30 am

Macon Co Humane Society

There are some needs and a new program at the Macon Co Humane Society and Lisa Bates the Shelter Director of the Macon County Humane Society along with Sarah Epperson and Nicole Pettinger, manager of the Humane Society, along with Sandy Baired the director of the Humane Society Thrift Store. They discuss funding for 2011 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 Saturday February 4, 2012 on WFSC-AM at 9:30 am

Macon County Carenet and Open Door Ministry

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 Sara Queen the interim director of Carenet along with Dewayne Curl with the open door ministry talk with Dr. Mercer about the new open door ministry. They stress the ongoing need for Carenet and how the communities support goes along was in making Macon County better.

Aired on Saturday February 11th, 2012 on WFSC-AM at 9:30 am

Colon Cancer Awareness and Prevention from Angel Medical Center

Its colon cancer awareness month and the colon cancer team from Angel Medical Center Tim Gordon, lab director Shelia Price, VP of nursing Bonnie Peggs, media relations, Paula Elders, Pathology Department Supervisor talk with Dr. Mercer about the importance of getting regular screens for colon cancer and how to go about preventing colon cancer. Also they discussed what program they have at Angel to help citizens with prevention.

Aired on Saturday February 18th, 2012 on WFSC-AM at 9:30 am

Southwestern Community College Business and Training Center

Having a well trained work force is key to having a vibrant community and small business is also key to every community. The SCC business and training center focus' on helping small business with training their employees on computer programs etc. Dr. Mercer talks with Tom Dennison business and training coordinator about how their center at SCC helps Macon County citizens and business develop a well trained work force to help grow out community's small business.

Aired on Saturday February 25th, 2012 on WFSC-AM at 9:30 am

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 March 3rd, 2012 on WFSC-AM at 9:30 am

Operation Christmas Child

The operation Christmas child program has been very active in the area over for over 10 years and Dr. Mercer talk with June Trull, area coordinator for operation Christmas child and Sherry Houston, the network coordinator about the program and how local residents can get involved. The also discussed the upcoming trip that June Trull is taking to Uganda to distribute the collected items. Mrs. Trull is having some fund raisers to help offset some of the costs of the trip.

Aired on Saturday March 10th, 2012 on WFSC-AM at 9:30 am

Franklin Venture Local

This organization is a citizens group with collaborate on economic development. Dr Mercer talks with Emily Breedlove who is on the steering committee for Franklin venture local along with Mathew Bateman who is also on the steering committee and Melinda Bateman about what the mission of this group is and how citizens can become involved with the venture local group.

Aired on Saturday March 17th, 2012 on WFSC-AM at 9:30 am

The Sequoya Fund

Based in Cherokee the Sequoya fund supports entrepreneurship in the far 7 western North Carolina counties. Dr. Mercer talks with Russ Seagle the senior loan officer with the sequoya fund and the two talk about how the fund got started. They also discussed the benefits to local entrepreneurs in Macon County and how someone can get a loan from this group and the details that come with the loan.

Aired on Saturday March 24th on WFSC-AM at 9:30 am
Gary Carden's Premier Performance of the Play Mother Jones

This local playwright talks with Dr. Mercer and an upcoming performance of the play he penned "Mother Jones" and the Franklin Unitarian Universalist Fellowship. The two discuss how the play came about and what exactly it is about. They also discussed some of the other writing he has done and some of the recent plays that have been performed in the local area.

Aired on Saturday March 31st on WFSC-AM at 9:30 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 First 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

Zion Hill Baptist Church
National Alliance on Mental Illness
Franklin Garden Club
Carenet
Franklin High School
Gem & Mineral Society
Hickory Knoll United Methodist Church
Macon Co. Little League
Clarks Chapel Community Development
Macon Co. 4-H
Mountain Tennis Association
Macon Co. Humane Society
Macon Public Health/Angel Medical
Kiwanis Club
Macon Co. Horse Association
Macon Co. Coon Hunter's Club
Cooperative Extension
Gabe Bingham Family
American Legion Post 108
Victory Christian School
Macon County Democrats
Franklin Daybreak Rotary
Macon County Republican Party

Event/Issue Addressed

Special Singing
Support Group Meetings
Meeting announcement
Cold for a Cause
Class reunion planning
Lapidary Program
Food Pantry and Coat Closet
Info on sign-ups
Presentation from NCDOT
Sewing Class
Fundraiser for refurbishment of courts
Mardi Paws Fun Ball
Ladies Night Out
Meeting
Coggins Clinic
UKC Hunt Night
Serve Safe Training Class
Special benefit
St. Patrick's Day Celebration
Special Student Program
Breakfast with candidates
Fundraiser for various projects
Annual Convention

