

RADIO STATION WFSC-AM

Issues / Programs List

Fourth Quarter-2012

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REVIEWED AND APPROVED BY

General Manager

Date

WFSC RADIO FOURTH 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 fourth quarter are as follows:

1-Poorly informed voter

News Treatments: October: 1, 4, 5, 10, 24; November: 5, 6

Lack of informed of informed voters remained a top issue in the listening area in the fourth quarter. Aired a variety of news stories with information on candidates, forums, voting information, deadlines and more.

2-Dry Conditions

News Treatments: December: 7, 10, 14, 28

Macon County slipped back into moderate drought conditions in the fourth quarter after a dry fall. Aired a variety of news stories informing citizens of the current conditions and about the importance of conserving water with an unpredictable winter ahead.

3-Transportation

News Treatments: October: 1, 8, 23; December: 21

Transportation projects such as the Siler Road connector and the new round-a-bout were issues in the fourth quarter. Aired news stories informing drivers with up to the minute details on the projects and detours. Some stories also alerted drivers on darting deer, which is a problem in Macon County.

4-Public Health

News Treatments: October: 23; November: 9, 14; December: 14, 27, 31

Many issues in Public Health surfaced in Macon County during the fourth quarter. This station provided a variety of newscasts on the latest health information, and the many services—often free—that are available to help residents take better control of their health. Also informed citizens of the flu season, and recalls that affect food safety.

5-Jobs

News Treatments: November: 6, 16; December: 11

The jobs picture remained a big issue for Maconians during the final quarter of 2012. This station aired several news broadcasts concerning the current job market, job training info, and the number of job listings with Macon County job link.

6-Impaired Driving

News Treatments: October: 26; November: 7; December: 27

Drunken driving was unfortunately an issue in Macon County during the fourth quarter. Our goal was to air news stories on various crackdowns conducted by law enforcement, and reminders on the dangers and consequences of getting behind the wheel when impaired.

7-Tough Financial Times

News Treatments: November: 1, 13; December: 10, 21

Although the economy continued to show signs of recovery in 2012's final quarter, there are many in Macon County still facing economic challenges. Aired a variety of news broadcasts concerning information on how to get assistance with food, heating, other utilities and medical care.

8-Access to Childcare

News Treatments: October: 26; November: 2

Affordable childcare options remained tough to find for Maconians throughout the fourth quarter. The station aired newscasts concerning a fundraising event that could prove valuable as it will help launch an affordable childcare center in the county. Also, we aired a story concerning new slots becoming available in Macon County for the NC Pre-K program, which will also help ease childcare limitations in the county.

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 at 9:30 a.m. – 10 a.m. They are produced and aired weekly.

The following shows aired in the 4th quarter.

Autumn Leaf Craft Show

During the fall months in the mountains many craft show are held which in correlation with the fall colors bring many visitors to Macon County. This show is unique in which many of the crafters are local. Dr. Mercer discusses with Vickie Ramell, the director of the craft show about the history of the show and how it is all developed.

Aired on Saturday October 6th at 9:30am on WFSC

REACH of Macon County & Jackson County

Victims of domestic violence can always turn to REACH of Macon County Ashley Freeman, the coordinator of the New Choices Program and Ann Van harlenger and David Parish discuss the ongoing need in the community for their services and also the need for donations and volunteers. They also discuss the youth advocacy program and the new choices program . The duo talked about the efforts of the new choices program to help needy individuals in the Macon and Jackson Counties. 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 October 13th at 9:30am on WFSC

The Franklin Press Editor Barbra Mcrae

The editor of the newspaper of record in Macon County Barbra Mcrae is retiring at the end of 2012 and Dr. Mercer talks with Mrs. Mcrae about her time as editor of the Franklin Press. The two discussed challenges and changes with her job over the years. They also focused on what her plans are for retirement and how the community has honored her as the outgoing editor of the paper.

Aired on Saturday November 3rd at 9:30am on WFSC

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 Shania Atkins the director of Carenet talk with Dr. Mercer about the fundraising activities planned in the next few months. They stress the ongoing need for Carenet and how the communities support goes along was in making Macon County better.

Aired on November 10th at 9:30am on WFSC

Political Science Department and Students from Western Carolina University

A few weeks after the election results, Dr Mercer sits down with a group of political science students and professors from Western Carolina University to discuss the election and what it will mean in the coming years for our nation. The group talks about the changing demographics in the United States and how that had a major impact on the results for the presidential election.

Aired on November 17th at 9:30am 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 upcoming events that benefit Macon TRACS.

Aired on Saturday December 1st at 9:30am on WFSC

Read to Me Program in Macon County

Literacy is a concern in our schools today and Dr Mercer discuss' with Diana Cotton, literary specialist for Macon County schools and Gary Doubleday, literary leader from Highlands about the Read to Me program in the county. Also they talked about what the libraries in both Franklin and Highlands are doing to encourage reading and literacy in Macon County. There are many different ways regular citizens can participate in the program which the three discussed at length.

Aired on Saturday December 8th at 9:30am 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 December 15th at 9:30am on WFSC
Mathew Baker, Author of "My Mountain Granny"

Local Author and WCU graduate Mathew Baker has written a book about a Whittier, NC by the name of Evelyn Beck who grew up during the depression in WNC. Baker had never written a book when he started and Dr. Mercer discusses with him the process about which he took to write the book along with some of the stories in which the book contains. Also they talked about the publishing process and how citizens listening can purchase a copy.

Aired on Saturday December 22nd at 9:30am on WFSC

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 Fourth 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
Macon Co. Cancer Support
Franklin Chamber
Franklin Community Church
Hickory Knoll Church
Cooperative Extension
Franklin Fire & Rescue
Gem & Mineral Society
Shop with a Cop
Franklin High School
First Presbyterian Church
Macon Public Health
American Red Cross
Relay for Life
Mount Sinai Assembly of God
Cartoogechaye Baptist
American Legion Post 108
Iotla-Valley K-4
Sons of the American Revolution
Macon Humane Society
Buck Creek Baptist Church
West Macon Fire Department
Victory Christian School
Smoky Mt. Toys for Tots
Operation Christmas Child
Franklin High School

Event/Issue Addressed

Health/Regular meeting times
Meeting times
Alive After Five
Free Dinner
Food Pantry
ServSafe Training
Heartsaver/CPR/First Aid course
Special Meeting
Fundraiser
Alumni Game
Free Thanksgiving Dinner
Ladies Night Out
Blood Drives
Love Lights a Tree
Special Singing
Nativity Scene Announcement
New Year's Eve Gala
School tour/fundraiser
Meeting
Yard Sale
Special Singing
Fall Festival
Fall Festival
Cruise-In Fundraiser
Collection Week
Meet the Panthers Night

