

WCRC-FM QUARTERLY ISSUES AND PROGRAMS LIST

January 1 – March 31, 2024

The station has identified the following significant issues facing our service community in this quarter.

ISSUES:

- A. WCRC Live Interviews
- B. Home Builder's Show
- C. On-Air Giveaways
- D. Severe Weather On-Air Updates
- E. Top 5 At 5

Placed in the WCRC-FM Public File

DATE: 4-4-24


WCRC-FM General Manager

The station (**WCRC-FM**) has broadcast programming dealing with each of the aforementioned and referenced issues. Programming dealing with each issue as is follows:

A. WCRC Live Interviews

Date: January-March, 2024

Type: On-Air/Website/Social Media/In Person

Time: As Needed

Duration: 10-20 minutes each

As part of our local coverage, we try to get local leaders from the area to come onto our main station, WCRC, to discuss various different things that are going on, or could benefit, the community. Our very own Eric Frye conducts numerous interviews, from local County Chamber, to the Dairy Council, to the United Way. All interviews are aired on WCRC for the community to hear.

B. Home Builder's Show

Date: February 3-4, 2024

Type: On-Air/News/Website/Social Media

Time: As Needed

Duration: All Day Both Days

The Effingham Area Home Builders Association, established in 1977, is dedicated to progress and strives to give consumers and members continued knowledge and support in the home building industry on a local, state and national level. We always make sure to have a stall for us at the Homebuilder's Show, and it always draws a big crowd the weekend it happens. We make sure to promote the event leading up to the dates, making sure our listeners know they can get the latest in home builders' information, and come see their favorite DJ's at the same time.

C. On-Air Giveaways

Date: January-March, 2024

Type: News/Website/Social Media

Time: As Needed

Duration: Varies

We are fortunate enough to be able to give our listeners the opportunity to win a variety of different things through our station. We partner with the Effingham Performance Center, local restaurants, and even the St. Louis Cardinals to arrange on-air giveaways to promote their upcoming events/games. This time of year we usually try to get tickets for upcoming EPC events and share details on-air. We make sure to let our listeners know ahead of time when and where they can participate so everyone has the opportunity to win.

D. Severe Weather On-Air Updates

- Date: January-March, 2024
- Type: News/Website/Social Media/On-Air
- Time: As Received
- Duration: As Needed

Spring season brings severe weather, and we know that radio can be the first line of defense for residents in the path of the storms. When severe weather strikes, we know we need to stay on top of any and all severe weather in the area to help everyone prepare for the worst, if needed. In cases of severe weather, we make sure to post on our website and social media pages as the weather experts update us as the storm moves through, and in the case of warnings, inform our listeners on-air in real time to get the most accurate information to those who need it. We make sure to let our listeners know when severe weather is likely, and post about the forecast before it develops.

E. Top 5 At 5

Date: January-March, 2024

Type: News/Website/Social Media

Time: N/A

Duration: Daily
Weekdays

The Top 5 At 5 has become a staple of 95.7 WCRC's Drive Home lineup for years. It is a list of listener picked songs and the top 5 selected get played at 5pm after the top of the hour news segment. This is an every weekday vote, and the listeners have all weekend to vote for Monday's Top 5. We direct them to our website for the voting.