

WWCU Quarterly Program Report for the Quarter Ending December 31, 2011

The radio station staff identified the following areas as areas of community concern for which specific programs were broadcast in addition to other community service programs broadcast by WWCU. This is not an all-inclusive listing of all programs broadcast. This quarter, in addition to other programs broadcast, the station continued to expand its programming diversity. WWCU broadcast programs that addressed local and national Native American issues, relationship abuse, rape, sexual assault, and domestic violence, drunken driving, wildfire prevention, and community fitness.

October 1 through December 17, 2011. Cherokee Youth in Radio Project. Show duration: 30 minutes. Show airs Saturdays from 8:30 to 9:00 a.m. Program host is Shawn Crow for the program each week with students selected from the New Horizons "gifted" program at Cherokee High School. The students write and produce a 30-minute newscast each week featuring news from the Cherokee One Feather newspaper and national Native American stories that have interest to those of the Cherokee Reservation and the surrounding region. This is the only local radio program centered on news and issues from the Cherokee community.

October 1 through December 31, 2011. The Red Zone Project. Show duration: 30 seconds each. Program material airs five times a day, seven days a week. Program host is various members of the community voicing the scripted messages. Program material was created by Reach of Jackson County and the Office of Student Affairs at Western Carolina University. This series of 30-second announcements focuses on promoting healthy relationships between people and seeks to decrease incidents of unwanted sexual contact/abuse through education about early warning signs of abusive behavior.

October 1 through December 31, 2011. Recording Artists Against Drunk Driving. Show duration: 30 seconds each. Program material airs four times a day, seven days a week. Program host is various music artists voicing scripted messages about drinking and driving. Drunk driving has been identified by the Western Carolina University Police and the Jackson County Sheriff's department as a significant problem for university students. This series of announcements focuses on the use of designated drivers and that drinking and driving is not "cool."

October 1 through December 31, 2011. Wildfire Prevention. Show duration: 30 and 60 seconds each. Program material airs five times a day, seven days a week; three 30 second and three 60 second announcements. Program host is various national spokespersons voicing the scripted messages. Program material was produced by the USDA Forest Service and the Association of State Foresters. This series of 30- and 60-second announcements focuses on prevention of wildfires. In particular, the messages focus on debris and backyard burning. As most of the stations coverage area is forestland these

messages are critical reminders of the danger that everyone in our area faces from a wildfire because nine out of ten wildfires are started by humans.

October 1 through December 5, 2011. Fitness Facts. Show duration: 60 seconds each. Program material airs six times a day, seven days a week. Program host is Don Connelly voicing the scripted messages. Program material provided by Dr. Randall Provost, M.D., the Jackson County School District, and MedWest Healthcare. This series of 60-second announcements focuses on fitness facts and what people can do to improve their health as a part of the Jackson County Get Fit Challenge.

October 28 through December 25, 2011. Wind Song Talk Show. Show duration: 60 minutes. Show airs Sundays from 5:00 to 6:00 p.m. Program hosts are Stefani Erin Ries and Kaitlyn Blaylock. The program discusses current cultural issues each week affecting the populations of remaining indigenous peoples across the Americas with a local focus on the Eastern Band of the Cherokee. The program has discussed such topics as language preservation, festivals, family relationships, and substance abuse among other topics.