

# RADIO STATION WRBN-FM

## Issues / Programs List

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Fourth Quarter-2021

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REVIEWED AND APPROVED BY

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General Manager

Date

## WRBN RADIO FOURTH QUARTER 2021 ISSUES OUTLINE

### **SECTION A: NEWSCAST OVERVIEW AND QUARTERLY ISSUES ADDRESSED**

1. PUBLIC HEALTH
2. JOBS
3. EDUCATION / SCHOOLS
4. PUBLIC SAFETY
5. POORLY INFORMED CITIZENS
6. CRIMES / POLICE

### **SECTION B: SPECIAL AND NON-BROADCAST EVENTS**

1. WEB SITE

### **SECTION C: LONG FORM PROGRAMS**

1. COFFEE TALK

### **SECTION D: SHORT FORM PROGRAMS**

1. COMMUNITY CALENDAR AND PSA'S

## **SECTION A: NEWSCAST OVERVIEW AND QUARTERLY ISSUES ADDRESSED**

WRBN-AM airs four local newscasts during its broadcast day, Monday through Friday at 7:03am, 8:03am, 12:02pm, and 5:02pm, following three to ten minutes of world and national news from ABC Radio News. WRBN 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-Public Health**

*News Treatments: October 2, 6, 8-9, 13, 20, 21, 23, 27, 29; November 3, 6, 11, 18, 19, 24-26, 31; December 1, 3, 10, 14, 24, 28, 30*

With the spread of the COVID-19 (Coronavirus) pandemic dominating the news in the entirety of the Fourth quarter, our newscasts informed the public on the spread of COVID-19 at a local level and provided ways that the community could slow the spread of the virus.

### **2-Jobs**

*News Treatments: October 1, 6, 16; November 27, 31; December 1, 2, 10, 17, 21, 28, 29*

The Fourth quarter saw an increase in the unemployment rate in Rabun County, with the spread of the COVID-19 pandemic. With many local businesses searching for employees, we connected listeners to job opportunities and employment resources including local job fairs during some of our newscasts.

### **3- Education / Schools**

*News Treatments: October 1, 7, 14-16, 20-23, 28-30; November 4, 6, 11-13, 17-20, 24-27; December 1-3, 7-10, 14-17, 21*

There were several changes to area schools in terms of policies regarding in-person instruction. Throughout the Fourth quarter, schools were ordered to be closed, which caused massive changes to the school calendars as well as the way that school was conducted. We kept the community informed about any and all changes that were made to the local schools' calendars and policies due to COVID-19.

#### **4- Public Safety**

*News Treatments: October 2, 6-9, 14, 15, 21, 22, 26, 27, 30; November 5, 20, 24, 25, 27, 31; December 1, 3, 8, 10, 15, 16, 21-24*

Public Safety was a big concern in the Fourth quarter. With major storms throughout the entirety of the quarter, we kept citizens up to date on hazardous conditions in a timely manner. Flooding and downed trees were a big concern during the Fourth quarter, and we gave updates to road closures, power outages to the public.

#### **5-Poorly Informed Citizens**

*News Treatments: October 2, 6, 7, 13, 14, 20, 22, 23, 27, 28; November 4, 5, 17, 20, 24, 31; December 1-3, 8-10, 14-17, 22-24, 28, 30*

Several changes were made to policies and regulations that affected the listening area, including new regulations on wearing masks and mass gathering limitations due to COVID-19. We provided critical information not necessarily obtained easily for our listeners. This may include election/voting information, government issues, transportation projects, and new or changing regulations. Issues mentioned during our news casts have an impact to Rabun County and its residents, so it is paramount to connect our listeners with what they need to know.

#### **6-Crime / Police**

*News Treatments: October 13, 14, 16, 22, 27, 28; November 4, 5, 12, 13, 17-19, 21, 24-27, 31; December 3, 8, 10, 16, 22*

Our coverage area saw several different examples of major crimes through the Fourth quarter, along with sentencing for earlier crimes. We kept the community informed of the crimes and sentencing throughout the entire Fourth quarter.

**SECTION B: SPECIAL EVENTS**

**1-WEB SITE**

**WRBN HAS ITS OWN WEB SITE. LISTENERS ARE ENCOURAGED TO VISIT [SKY963.COM](http://SKY963.COM) TO SEE UPDATES ON NEWS, WEATHER, AND MORE.**

**SECTION C: LONG FORM PROGRAMS**

**Coffee Talk:** Coffee talk is a community affairs program that airs every Wednesday at 10:18 on WRBN. The focus of the program is to keep the community informed about issues and events that are on-going or coming soon. Coffee talk is an interview program between 5 and 7 minutes in length.

**Group**

**Topic**

Rabun County Recreation Department

Summers Sports Registration

Rabun County Chamber of Commerce

Businesses Coping with COVID

Rabun County Public Library

Book sale Fundraiser

Rabun County Sheriff's Office

Update on RCSO Initiatives

Rabun County 4H

Plant Sales, Registration

Lakemont Merchant's Association

Businesses in Lakemont / COVID

Clayton UMC

Summer Activities / Blood Drive

Forward Rabun

New Business Initiatives

**SECTION D: SHORT-FORM PROGRAMS**

**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.

<b><u>Group</u></b>	<b><u>Event</u></b>
Clayton United Methodist	Blood Drive
Rabun County Rec	Golf Tournament
Clayton Baptist	Food Drive
Rabun County Library	Passport Renewal / Registration
Tabernacle Church	Sportsman's Dinner
Rabun Gap presbyterian	Food Distribution
Clayton Lions Club	Monthly meetings

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Franklin Antiques Farm and Tractor Show

Clayton Rotary Club

Monthly meetings

Wolffork Baptist Church

Homecoming