

Issues and Programs Report, July-September,
2011, 3rd Quarter

WISE-AM, WYSE-AM

Report compiled by Bill McClement

*Public Affairs Program: Asheville Area Focus,
airs on Sunday mornings at 5:00 a.m. Program
Length: 20 minutes*

7/3/2011-----Valerie Collins, Helpmate Services for Abused Women in Asheville and Buncombe County. Issue Addressed: Women's Health/Safety

7/10/2011----David Gantt, Buncombe County Commission Chairman. Economic Incentives to land Linamar Corporation, creating up to 400 news jobs. Issue Addressed: Jobs, Economic Development

7/17/2001----Charlie Lee, Hands on Asheville-Buncombe, Ann Von Brock, United Way of Asheville and Buncombe County. Back to School Backpack Supply Drive. Issue Addressed: Education

7/24/2011---- Steve Shoaf, Director Water Resources, City of Asheville. Drinking water Supplies, treatment changes, Taste test win, usage, conservation. Issue addressed: Infrastructure

7/31/2011---Bill Eaker, Land of Sky Regional Council, Electric Charging Stations for electric cars installed in Buncombe County, manufactured By Eaton Corporation, and paid for through grant money. Issue addressed: Environment

8/7/2011----Sue Ellen Morrison, Buncombe County Department of Health., Jennifer Mullendore, Pre-teen vaccinations necessary for students Attending school in North Carolina. Issue addressed: Health

8/14/2011---Harold Laflin, Buncombe County Schools Transportation Director
Safety and route information for the transportation of students each
Day in the Asheville and Buncombe County Public Schools.
Issue addressed: Children/Safety

8/21/2001---Dr. Tony Baldwin, Superintendant of the Buncombe County Schools.
The 2011-2012 school year, calendar changes, new schools, facility
Improvements, enrollment trends, etc. Issue addressed: Education

8/28/2001---Ann Von Brock, United Way of Asheville and Buncombe
County. New strategy for dealing with issues of Education,
Health and Income with Give, Advocate and Volunteer initiatives.
Issue addressed: Volunteerism

9/4/2011-----Jack Brundige, US Cellular Corporation, Calling All Communities
One million dollar school grants. Issue addressed: Education

9/11/2011----Byron Alday and Paul Reeves, Asheville Area Habitat for Humanity.
The Brush with Kindness home fix-up project for minor repairs to existing
Houses, qualifications, etc. Issue addressed: Housing

9/18/2011----Tina Kinsey, Asheville Regional Airport. Passenger numbers, new air
Service, lost air service, facilities improvements. Issue addressed:
Travel/Tourism

9/25/2011----Chris Young, Kevin Montgomery, United Way of Asheville and
Buncombe County. 2011-12 Campaign goal, efforts, new programs.
Issue addressed: [Human Services](#).

Public Service Announcements: WISE/WYSE-AM airs recorded Public Service
Announcements with information on Community Issues. These Announcements
run minimum of 10 times per day with a length of :60. Organizations mentioned
in Public Service Announcements during the 3rd Quarter of 2011 include:

Hope Chest for Women
Macular Degeneration: The Dangers of Vision Loss!
Black Mountain Neurological Center
City of Asheville Parks and Recreation
Sierra Club Summer Picnic
Multiple Sclerosis Society

Buncombe County Council on Aging
Buncombe County Parks and Recreation
Hands on Asheville
Asheville Artists for a Global Village
Land-of-Sky Regional Council
The Zeitgeist Movement
Center for Spiritual Living

Seacoast Church
Carpenter's Heart Church
Operation Christmas Child
St. Jude Children's Hospital
Good Samaritan Clinic
Emma Elementary School
Buncombe County Department of Health
AARP of North Carolina
Community Partnership for Pets
Join the Pack Dining Day for Paws On A Mission
Haywood Animal Welfare Association
Asheville Buncombe Community Christian Ministry
Billy Graham Training Center at the COVE
Environmental and Conservation Organization
Macular Degeneration: The Dangers of Vision Loss!
3rd Annual Backpack Food Drive!
Rock Academy
YWCA Volunteer Mentor Training
Hot Springs Volunteer Fire Department
Town of Waynesville/Shriners Hospital
Western Carolina Medical Society Foundation
YWCA of Asheville
Literacy Council of Buncombe County
Ty Blanton Foundation
Rockin' with the Docs
Jubilee Community Church
United Way of Asheville and Buncombe County
Children's Education Program
Council on Aging of Buncombe County
The Western North Carolina Jewish Federation
Seacoast Church
Shiloh Community Yard Sale
Jewish Community Center
Asheville Parks, Recreation and Cultural Arts
Hope Chest for Women
Black Mountain Neurological Center
Multiple Sclerosis Society
Buncombe County Council on Aging

Benefit Concert for the Dystonia Medical Research Foundation
The Western North Carolina Historical Association
Organic Growers School
WNC Alzheimer's Association
Jeff Bowen Memorial Fund
Friends for the Fairview Library
A.C. Reynolds High School Media Center
Nazarene Christian School
Asheville ADD Organization
V.A. Medical Center Veterans Benefit Car Show
Community Partnership for Pets
Brother Wolf Animal Rescue
Waterfall Crafters Craft Show
Alzheimer's
Autism Association
Bosom Buddies Weaverville Breast Cancer support group
NC Jewish Federation
American Red Cross
Asheville Breakfast Rotary Club
Benefit Auction for Fallen Firefighters Fund
Brother Wolf Animal Rescue Operation Fix-A-Dog
Central United Methodist Church of Asheville's Cancer Care Team ministry
Downtown Welcome Table Community Meal.
T.C. Roberson High School
Asheville Playback Theatre
The North Buncombe High School Blackhawk Band

Other Programming of Community importance during the 3rd Quarter

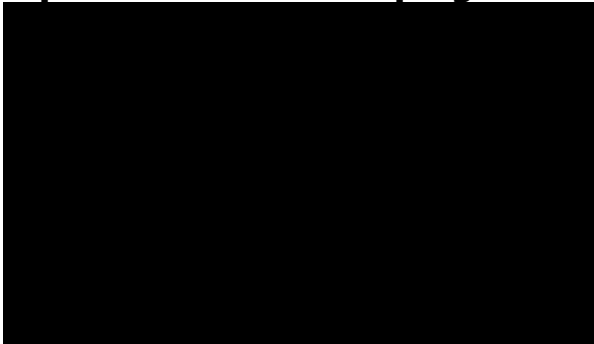
Morning News: WISE and WYSE airs four newscasts each weekday morning at 6:35, 7:35, 8:35 and 9:35 a.m. Each Newscast is 90 seconds in length and updates listeners on information in the local area. News Bulletins are added as needed during other parts of the day and are normally kept to :60 in length., but expanded as needed.

Traffic reports: WISE AND WYSE AIRS 3 traffic reports each weekday Afternoon at 4:20, 4:50, 5:20 p.m. Each report is :30 to :60 in length. There are three traffic reports each week day morning at 6:56, 7:56 and 8:56 a.m.

United Way Advertising Campaign: WISE-AM and WYSE-AM donated 35 :60 ads per week during the 3rd Quarter of 2011 to promote the annual fundraising campaign for Human Services Agencies in Asheville and Buncombe County, NC.

Non-Profit Palooza:

An extensive Radio Campaign to raise awareness about a number of non-profit agencies in Asheville and Buncombe County, North Carolina. Participating agencies received a minimum of 5 :30 ads per day during July, August and September. The Campaign is listed below.



Animal Compassion Network

ARC of Buncombe County

Asheville Area Habitat for Humanity

Asheville Humane Society

Big Brothers, Big Sisters of WNC

Caring for Children

Eblen Charities

Four Seasons Palliative Care

Helpmate

Manna Foodbank

On Track Financial Education & Counseling

RiverLink

United Way of Asheville and Buncombe County
Western Carolina Medical Society
YMCA of Western North Carolina

SCRIPTS to READ:

Animal Compassion Network PSA (:30)

What are you doing with *your* voice? I'm _____ of _____ .
I'm using *my* voice, to salute one of our great community partners,
Animal Compassion Network.

Animal Compassion Network takes a unique approach to rescue.
They try to keep pets OUT of shelters, by placing them in loving
foster homes and providing free pet food, free spay and neuters and
low-cost shots. Thousands of cats and dogs are now living a happy
life thanks to ACN!

I'm _____ of _____ , asking you to use *your* voice. Spread the
word about our community partner Animal Compassion Network.

ARC of Buncombe County (:30)

What are you doing with *your* voice? I'm _____ of _____ using
my voice, to salute one of our great community partners, the Arc of
Buncombe County.

The Arc of Buncombe County serves neighbors living with intellectual
and developmental disabilities, like autism and Down Syndrome. The
Arc provides the link to community services and resources, and
creates personalized roadmaps to help every person reach his highest
potential. The Arc believes all people are defined by their abilities,
not their disabilities.

I'm _____ of _____ , asking you to use *your* voice. Spread the
word about the Arc of Buncombe County.

Asheville Area Habitat for Humanity PSA (:30)

What are you doing with *your* voice? I'm _____ of _____. I'm using *my* voice, to salute one of our great community partners, Asheville Area Habitat for Humanity.

Habitat has expanded their services beyond new construction to include exterior home repair. And they've renovated their ReStore: a sustainable funding source that covers all administrative costs and supports their building programs. The goal? To triple the number of families served within three years.

I'm _____ of _____, asking you to use *your* voice. Spread the word about our community partner Asheville Area Habitat for Humanity.

Asheville Humane Society PSA (:30)

What are you doing with *your* voice? I'm _____ of _____. I'm using *my* voice, to salute one of our great community partners, Asheville Humane Society.

Adopt the love of your life at Asheville Humane Society. Visit their new adoption center off Brevard Road at 14 Forever Friend Lane and take home a furry friend. To learn about special, fee-waived cat adoption events throughout this summer, visit AshevilleHumane.org.

I'm _____ of _____, asking you to use *your* voice. Spread the word about our community partner, Asheville Humane Society.

Big Brothers, Big Sisters PSA (:30)

What are you doing with *your* voice? I'm _____ of _____. I'm using *my* voice, to salute one of our great community partners, Big Brothers, Big Sisters of Western North Carolina.

For nearly 30 years, Big Brothers Big Sisters of WNC has been matching kids and teens with adult role models. As a result, Littles see a brighter future for themselves and are more likely to graduate high school and enter college.

I'm _____ of _____, asking you to use *your* voice. Spread the word about our community partner, Big Brothers, Big Sisters.

Caring for Children PSA (:30)

What are you doing with *your* voice? I'm _____ of _____. I'm using *my* voice, to salute one of our great community partners, Caring for Children.

It's a safety net for children in crisis in our community, providing emergency shelter, short and long term foster care, and the area's only teen shelter. Caring for Children believes every child deserves stability, compassion and love. Find out more at Caring - the number 4 - Children dot com.

I'm _____ of _____, asking you to use *your* voice. Spread the word about our community partner, Caring for Children.

EBlen Charities

What are you doing with your voice? I'm _____ of _____ using MY voice, to salute one of our great community partners, Eblen Charities

Eblen Charities assists more than 100,000 families each year with medication, heating and cooling assistance, food, housing assistance, medical supplies, and emergency assistance. Through more than 70 programs Eblen Charities helps ensure that local children, adults, and families can breathe easier during difficult times.

I'm _____ of _____ asking YOU to use YOUR voice. Spread the word about our community partner – Eblen Charities

Four Seasons PSA (:30)

What are you doing with *your* voice? I'm _____ of _____. I'm using *my* voice, to salute one of our great community partners, Four Seasons.

Since 1981, Four Seasons – Compassion for Life has been providing compassionate and professional care for people facing life-limiting illness in Western North Carolina. This non-profit organization cares for patients through their dedicated team of health care professionals, social workers, spiritual care professionals and volunteers.

I'm _____ of _____, asking you to use *your* voice. Spread the word about our community partner, Four Seasons.

Helpmate PSA (:30)

What are you doing with *your* voice? I'm _____ of _____. I'm using *my* voice to salute one of our great community partners, Helpmate.

Helpmate works as Buncombe County's provider of crisis-level services designed specifically for- and offered exclusively to- victims of domestic violence and their children. Helpmate provides a 24-hour Hotline, Emergency Shelter, Counseling Services as well as Court Advocacy for domestic violence victims. Helpmate is proud to fulfill its mission of *working with our community to eliminate abuse and fear*.

I'm _____ of _____, asking you to use *your* voice. Spread the word about our community partner, Helpmate.

Manna FoodBank PSA (:30)

What are you doing with *your* voice? I'm _____ of _____ using *my* voice to salute one of our great community partners, Manna Food Bank.

In 2010, MANNA FoodBank distributed 9.1 million pounds of food to 255 partner agencies across 16 counties. While these numbers sound impressive, 2011 brings new challenges and the need continues to rise in Western North Carolina. Hunger has a cure. Help Manna Food Bank and be the cure in your community for those facing hunger.

I'm _____ of _____, asking you to use *your* voice. Spread the word about our community partner, Manna Food Bank.

OnTrack Financial Education & Counseling PSA (:30)

What are you doing with your voice? I'm _____ of _____. I'm using my voice, to salute one of our great community partners, OnTrack Financial Education & Counseling.

Each year OnTrack Financial Education & Counseling helps thousands of people in Western North Carolina learn how to manage their money and credit better. Through financial counseling programs they help people overcome financial crisis, attain financial and housing stability, achieve self-sufficiency, and build assets for a sustainable financial future.

I'm _____ of _____, asking you to use your voice. Spread the word about our community partner, OnTrack Financial Education & Counseling.

Riverlink PSA (:30)

What are you doing with *your* voice? I'm _____ of _____. I'm using *my* voice, to salute one of our great community partners, RiverLink.

RiverLink is a regional non-profit committed to simultaneous efforts to address water quality concerns throughout the French Broad River basin, expand public opportunities for access and recreation, and spearhead the economic revitalization of the French Broad River watershed and the Asheville River District. Donate today - your donation will be matched dollar for dollar all summer long.

I'm _____ of _____, asking you to use *your* voice. Spread the word about our community partner, RiverLink.

United Way of Asheville & Buncombe County PSA (:30)

What are you doing with *your* voice? I'm _____ of _____. I'm using *my* voice, to salute one of our great community partners, United Way of Asheville and Buncombe County.

United Way mobilizes people into collective action through giving, advocating and volunteering in the areas of education, income and health. By making results-based investments in our community, we support long-lasting, measurable change in people's lives, right here in Asheville and Buncombe County.

I'm _____ of _____, asking you to use *your* voice. Spread the word about our community partner, United Way.

Western Carolina Medical Society PSA (:30)

What are you doing with *your* voice? I'm _____ of _____. I'm using *my* voice, to salute one of our great community partners, the Western Carolina Medical Society.

The Western Carolina Medical Society is an association of over 900 patient-centered physicians advocating for the health of the patient, the health of the community, and the medical profession. WCMS - Quality, compassion and wellness. Visit our website at wcms.org

I'm _____ of _____, asking you to use *your* voice. Spread the word about our community partner The Western Carolina Medical Society.

YMCA of Western North Carolina PSA (:30)

What are you doing with *your* voice? I'm _____ of _____. I'm using *my* voice, to salute one of our great community partners, YMCA of Western North Carolina.

For many children and teens, it just wouldn't be summer without camp. The YMCA encourages parents to enroll kids in camp at the Y-
A leading non-profit committed to strengthening community through youth development, healthy living, and social responsibility. Give the gift of camp to your child, visit YMCANNC dot org.

I'm _____ of _____, asking you to use *your* voice. Spread the word about our community partner, the YMCA.

United Way Advertising Campaign: WOXL-FM donated 35 :60 ads per week during the 3rd Quarter of 2011 to promote the annual fundraising campaign for Human Services Agencies in Asheville and Buncombe County.

3rd Quarter Reports

9.30.11 – Promotions Dept

- Riverfest – 7/18 to 8/13 supported Riverlink with online, on-air and onsite promotion on Mix 96.5, 98.1 the River, 105.9 the Mountain and ESPN Radio. The promotion leading up to the event was approximately \$60,000 of promotional value and the event on 8/13 raised \$6858.97 in donations that went directly to Riverlink
- Studio Tour – 8/17 offered tour of the stations to UNC Asheville Music majors
- BMW Ultimate Lunch Series – 9/6 ESPN Asheville put together and educational business lunch series to support Eblen Charities. This is the first event in the monthly series and we sold 33 tickets to the event and gave Eblen a donation from each ticket sold.

Live/Recorded Promos for Riverlink Benefit – 4/day, July 25th-August 13th
(Riverfest)

Live/Recorded Promos for Asheville Fire Dept/Fallen Firefighter Fund – 4/day,
August 15th-September 15th

Live Promo/MC Services for Hope Chest for Women, September 17th

Live/Recorded Promos for Habitat for Humanity Women Build Fundraiser –
6/day, September 1st-25th
(Ladies Night)