

Issues and Programs Report, January-March, 2010, 1st 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

- 1/3/2010-----Norma Messer, Better Business Bureau of Western North Carolina. Top ten internet, phone and mail scams of 2009. Issue Addressed: Consumer Fraud
- 1/10/2010----Shelley Moore, Asheville Humane Society. New shelter and adoption Center to open this year on Pond Road. Issue Addressed: Animal Welfare
- 1/17/2010----Mark Upright, Eliada Home for Children. Issue Addressed: Children and Social Skills
- 1/24/2010----Jerry Vehaun---Winter Storm aftermath, Emergency Services for Buncombe County. Issue Addressed: Health and Safety
- 1/31/2010-----Kelley Webb, Asheville Fire Department Public Information Officer, Winter fire safety. Issue Addressed: Health and Safety
- 2/7/2010----Marsha Whitfield, the Rathbun Center Capitol Project, Housing for Families of hospital patients undergoing treatment at Mission Hospitals and Care Partners facilities. Issue Addressed: Health and Wellness
- 2/14/2010----Sally Crutchfield and Brent Wyatt, Care Partners Estate Auctions to benefit Hospice and other care programs. Issue Addressed: End of Life Care
- 2/21/2010---Bill Murdoch of Eblen Charities, Joe Brummit of Arbys of Asheville, fundraising. Issue Addressed: Children's Charitable Programs

2/28/2010----Stephanie Kiser and Donita Fleming of Mission Health Care. Lighten up For Life. Issue Addressed: Health and Wellness/Childhood Obesity

3/7/2010----Wendy Marsh, Council on Aging of Buncombe County. Ride Along Program, Senior Nutrition Sites. Issue Addressed: Senior Citizens and Transportation.

3/14/2010---Dr. Tony Baldwin, Buncombe County Schools. Missed School Days from winter weather, challenges, etc. Issue Addressed: Education

3/21/2010---Martha Thompson, Progress Energy Western Bureau. Winter storms And utility costs in the region Issue Addressed: Winter Safety

3/28/2010----Mike Plemmons, Council of Independent Business Owners, city and County fees, zoning. Issue Addressed: City and County Government

Public Service Announcements: WISE-AM and 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 1st Quarter of 2010 include:

Chain-Free Asheville

Asheville Community Theatre

Writer's Workshop

Land of Sky Symphonic Band

Fine Art Museum, Western Carolina University

C3 Church

Henderson County Travel and Tourism

Council of Aging of Buncombe County

Buncombe County Health Department

Blue Ridge Agility Club of Western North Carolina

Goodwill Industries

Children's Miracle Network,

U.S. Census Bureau

The Rathbun Center

Dine out for Haiti Relief

Downtown Asheville Concerts
Buncombe County Health Department
Western Carolina University School of Nursing
Bi-Lo Charities
YWCA of Asheville
Mars Hill College
First Congregational Church of Christ, Hendersonville
Share His Hope 2010
Carolina Cinemas Haiti Relief
First Baptist Church of Black Mountain
Buncombe County Health Department
Kenilworth Presbyterian Church
Asheville Police Dept. AB Tech
Relay for Life ENKA
Special Olympics
Hearts for Olivia
Women's Recovery Center
Leukemia and Lymphoma Society
Saphire Valley Scholarship Program
Henderson County Animal Services
Mills River Presbyterian Church
Western Carolina University
Henderson County Animal Services
Carolina Christian School
Haywood Regional Medical Center
MountainBIZworks
Buncombe County Parks and Recreation
Haywood Regional Medical Center
Help for Haiti, Mercy Corps
Western Carolina University
Asheville Chapter of the American Meteorological Society

Blessing of the Bikes Program to benefit Western Carolina Rescue Ministries
Brandi Nichole Family Enrichment Center
Senior Games
Emmanuel Lutheran Church
Meals on Wheels of Buncombe County
YWCA of Asheville
Environmental and Conservation Organization
Charlotte Street Computers, Asheville Housing Authority
Charlotte Street Center for Health Excellence
American Red Cross help for Haiti, Orange Peel and Asheville Pizza
Henderson County Animal Services
Hendersonville Community Band
Run For the Warriors
Brother Wolf Animal Rescue
Loving Food Resources

Arts For Meds, Doctors without Borders

Beth Isreal Synagogue
Asheville Area Chamber of Commerce
ECO, Environmental and Conservation Organization
House of Flags Museum
Weaverville Art Safari
Brother Wolf Animal Rescue
Tye Blanton Foundation
Bands for Haiti and Chile Relief

North Carolina Stage Company
Western Carolina University
Women Working for a Cure
First Baptist Church of Black Mountain
Relay for Life of Enka
YWCA of Asheville
Trinity Church of Fairview

Other Programming of Community importance during the 1st Quarter

Snow and Winter Weather News Coverage:

WISE-AM and WYSE-AM Provided extensive on-air coverage during a number of winter weather storms. Twice hourly news updates during the hours of 6 a.m. until midnight, and once hourly updates between midnight and 6 a.m. were delivered during a series of storms in January and February. Updates lasted from 1-3 minutes in length and provided information on power outages, school schedules, transportation and road conditions. Dates for this expanded coverage include January 7, 8, 9, 10, 15, 16, 23, 24, 30, 31, and February 12 and 13.

4-6 P.M. Afternoon Show Interviews:

January 18th, 2010---Jennifer Nance, Mars Hill College Women's Basketball Coach on formation of a fundraiser for earthquake victims in Haiti during January and February, donations collected at Mars Hill Men's and Women's Games. 5:40-5:55 p.m.

January 25th, 2010---Eddie Biedenbach, UNC-Asheville Men's Basketball Coach, who coached in his bare feet as a cancer fundraiser benefit. 5:20-5:40 p.m.

February 12th, 2010—Zach Fagins, Local High School Athlete discusses a fundraiser on behalf of his sister, who suffered from Chron's Disease. 5:05-5:25 p.m.

March 9, 2010---"HotShot" Bryant of the Harlem Globetrotters discusses his visit to Hospitalized Children at Mission Hospitals in Asheville earlier in the day. Also, to promote the upcoming Globetrotters performance in Asheville. 5:20-5:45 p.m.

March 15th 2010---Michael Woods, Executive Director of Western Carolina Rescue Ministries, discusses various programs to help the Homeless in Western North Carolina. 5:05-5:25 p.m.

March 19th, 2010, Asheville High School Quarterback Brandon Whiteside discusses his fundraising effort during the 2009 Football Season to raise funds for cancer research based on yards-passed during the season. Interview aired from 5:05 p.m. until 5:30 p.m.

March 29th, 2010---Tom Smith, UNC-Asheville Baseball Coach discusses upcoming exhibition game against the Asheville Tourists Professional baseball team as a fundraiser for his program. 5:20-5:35 p.m.