

Issues and Programs Report, **October-December 2009, 4th Quarter**

WOXL-HD2 ON 98.1 FM

Report compiled by Bill McClement

Public Affairs Program: Asheville Area Focus, airs on Sunday mornings at 6:30 a.m. Program Length: 20 minutes

10/4/2009----Joshua Stack, Manna Food Bank of Western North Carolina.
Restocking the shelves in time for Thanksgiving.
Issue Addressed: Hunger

10/10/2009---Lewis Kraus, WNC Habitat for Humanity, Habitat begins work on its 200th house in Asheville and Buncombe County. Issue Addressed: Affordable Housing.

10/17/2009----Jim McMahan, NC Employment Security Commission Regional Manager. Employment status of the region. Issue Addressed: Jobs

10/25/2009----Michael Woods, Interim Executive Director
Western Carolina Rescue Ministries.
Issue Addressed: Homelessness

11/1/2009-----Asheville Vice-Mayor Jan Davis. Asheville Transit System 10-year Master Plan. Issue Addressed: Transportation

11/8/2009-----Patti Michel, Asheville Regional Airport, Terminal Improvements, Chicago nonstops. Issues Addressed: Tourism, Economic Development.

11/15/2009----Skip and Brigitte Ruckle, Horseabout Inc. Non profit agency
Which uses horses as therapy for disadvantaged children.
Issue Addressed: Disadvantaged Children

11/22/2009----Pam Tidwell, Doug Thomson, CarePartners Health Services.
Home Health Care and the Health Care Debate., Honors for Top Home Health Care Provider. Issue addressed: Health Care and Home Health Services.

- 11/29/2009-----David Gantt, Chairman, Buncombe County Commission. County Loses lawsuit over concrete plant, zoning, county services.
Issue Addressed: County-wide zoning
- 12/06/2009----Dana Stonestreet, President, Home Trust Bank, Issues Addressed:
Economic Recovery Trends and Expectations.
- 12/13/2009----State Trooper Gene Williamson. Issues Addressed: I-40 Rock Slide,
Holiday Driving Safety.
- 12/20/2009----Scott Dedmon, Mountain Housing Opportunities, Furnace and Home Repair Fund, new single family, multi-family houses and Condominiums, New Apartment complexes. Issue Addressed:
Affordable Housing
- 12/27/2009-----David Bailey, President, United Way of Asheville and Buncombe County 2010 Campaign, Day of Caring and Volunteer efforts.
Issue Addressed: Human Services.

Public Service Announcements: WOXL-HD2 on 98.1 FM 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 4th Quarter of 2009 include:

Junior League of Asheville
Buncombe County Health Department, Project ASSIST.
C3 Church
Robin Collins Gunter Benefit
YWCA of Asheville
Animal Compassion Network
Isaac Dickson School PTO
Carquest Auto Parts Food Drive
Parker's Karat Patch
Enka High School
YWCA of Asheville
West Asheville Business Association
Western Carolinians for Criminal Justice
Fletcher Parks and Recreation
North Carolina Symphony
Four Seasons Hospice
Eblen Kimmel Charities
United Way of Asheville and Buncombe County
Asheville Greenworks

Asheville Buncombe County Comminty Christian Ministry
TC Roberson PTSO
All Souls Cathedral
North Carolina Stage Company
West Asheville Baptist Church
AC Reynolds High School reunion
Foothills Highland Games
Flat Rock Playhouse
Children and Family Resource Center
Weaverville Primary and Elementary Schools
Ardenwoods Craft Bazaar
YMCA of Western North Carolina
BirthNetwork of WNC
EMMA UNITED METHODIST CHURCH
RATHBUN CENTER HOSPITAL HOSPITALITY HOUSE
YWCA OF ASHEVILLE
BUNCOMBE COUNTY SCHOOLS
GRACE LUTHERAN CHURCH
WEAVERVILLE UNITED METHODIST CHURCH
FLETCHER PARKS AND RECREATION
BEECH GLEN COMMUNITY CENTER
ASHEVILLE PREGNANCY SUPPORT SERVICES
DAOIST TRADITIONS STUDENT CLINIC FOOD DRIVE
North Buncombe High School Band
Weaverville Market
Fletcher Halloween Carnival
Eblen Charities
Buncombe County Solid Waste
Weaverville Arts Safari
Erwin High Band Boosters
Asheville Downtown Assoc

New Bridge Baptist Church
Bent Creek Baptist Church
The Writers' Workshop
Beech Glen Community Center
Fairview Fall Festival
Buncombe County Health Department
Special Olympics, Buncombe County
Friends of West Asheville Library

Other Programming of Community importance during the 4th Quarter:

Hope for the Hungry. Asheville Radio Group Stations took part in a day-long fundraiser for Western Carolina Rescue Ministries on October 22, 2009. Sponsors and listeners contributed more than eight-thousand dollars, enough funds to purchase more than four-thousand meals for clients of the ministry.

WTMT-FM also contributed by airing more than 184 :90 second vignettes as well as in-studio interviews, live-breaks, promotional announcements, website presence and e-blasts. Asheville Radio Group contributed more than 57-thousand dollars in in-kind services to this effort.

Warm Hearts/Warm Hands Request-a-thon (12/8) on the RIVER... Listeners donate \$50 to hear a requested song...\$100 for the more unusual ones. In association with Mountain Housing Opportunities. Promos began 11/24...and a number of audio clips of vignettes from people helped by the effort aired leading up to and through the request-a-thon day. The amount raised topped 8-thousand dollars.

Doors of Asheville (11/19, 6:30PM) on the RIVER. We were the broadcast media sponsor of the event, an auction/fundraiser/night of hors d'oeuvres for affordable housing featuring themed works by 38 regional artists. Organized by Mountain Housing Opportunities. Event took place at the Orange Peel on Biltmore Avenue and there were email blasts as well as on air promotional announcements beginning November 5th.

Seasonal Sizzle at Seven (December 5th, 12th, 19th). All ARG stations (including WOXL-HD 2 ON 98.1 FM took part in a city-wide campaign to bring people to downtown Asheville during the month of December, including fireworks displays at 7 p.m. on the three Saturdays before Christmas. Investment given in on-air mentions, website, email blasts and other forms.

Traffic reports: WOXL-HD 2 ON 98.1 FM airs 4 traffic reports each weekday morning at 6:30, 7:00, 7:30, 8:00 a.m. Each report is :30 to :60 in length.

Winter Weather Coverage. WOXL-HD2 ON 98.1 FM provided three-minute news updates on December 18th when a huge winter snowstorm hit Western North Carolina. There were a total of 20 updates on Friday afternoon (12/18) and continued into the following week as updates on power outages, traffic conditions and other pertinent information was given out. On-air commitment amounted to more than 5 hours of programming on the winter weather coverage.