

Issues and Programs Report, July-September, 2009, 3rd Quarter

WOXL-FM

Report compiled by Bill McClement

Public Affairs Program: Asheville Area Focus, airs on Sunday mornings at 6:00 a.m. Program Length: 20 minutes

7/5/2009----Susan Roderick, AshevilleGreenworks Projects

Issue Addressed: Environment

7/12/2009----Karen Cragolin, RIVERLINK.

Issue addressed: Recreation

7/19/2009----Star Teel, Henderson County Youth Leadership Camp

Issue addressed: Children

7/26/2009----Lauri Hembrey, Mountain Mobility of Buncombe County.

County Transportation Services

Issue addressed: Transportation

8/2/2009-----Jerry Vehaun, Mayor of Woodfin. Annexation Proposal for

Three Thousand residents of Erwin Hills and surrounding areas of Leicester Highway.

Issue addressed: Local Government

8/9/2009-----Dave and Tricia Watson, HonorAir Upstate, Word War two vets

Visits to WW Two Memorial in Washington DC.

Issue addressed: Veterans Issues

8/16/2009-----Harold Laflin, Buncombe County Schools Transportation Services

2009-2010 School year, bus routes, changes, safety issues.

Issue addressed: Education, Health and Safety

8/23/2009-----David Gantt, Buncombe County Commission Chair,

Federal Stimulus Money for Programs.

Issue addressed: Local Government

8/30/2009----Cheryl McMurray, President Bent Creek Institute.
Bio-technology research in WNC at N.C. Arboretum
Issue addressed: Economic Development

9/6/2009-----Chris Comeaux, Four Seasons Hospice., End of Life
Care at the Health Care Debate
Issue addressed: Elder Care

9/13/2009-----Sue Ellen Morrison, Beverly Levinson, Buncombe County
Health Department, Flu shots, Flu varieties, concerns.
Issue addressed: Health and Wellness

9/20/2009-----Mary Lou Surgi, Blue Ridge Food Ventures. Centralized
Kitchen facility for local growers and producers of various
Food products. Advantage West and A-B Tech West Campus.
Issue addressed: Economic Development

9/27/2009-----Mel Hughes, A bee lover's Garden. An effort to stop
The big losses in the honey bee population in WNC.
Flowers to grow to encourage survival, benefits of
Bees to food.
Issue addressed: Environment

Additional interviews devoted to local issues

ISSUE: Public Health and Safety

GUEST: Gibbie Harris, Director of Buncombe County Health Department

INFORMATION: Low stimulus money is being used for flu shots in county schools and
advice for protecting against swine flu.

DATE: AUGUST 25, 2009

TIME: 6:10AM – 6:15 AM / REPLAY AT 8:10AM – 8:15AM

DURATION: 5 MIN

ISSUE: Health Care

GUEST: Mark Wilson of Wilson Auctions

INFORMATION: Fundraising for Carepartners, a local health care company

DATE: AUGUST 14, 2009

TIME: 6:10AM – 6:15AM

DURATION: 5 MIN

ISSUE: Human Services

GUEST: Sarah Wohlmuth Catoe of Hands on/United Way

INFORMATION: United way of day of caring in September
DATE: AUGUST 28, 2009
TIME: 6:10 AM – 6:15 AM
DURATION: 5 MIN

ISSUE: Health Care
GUEST: Dr. Mark Hendrick
INFORMATION: Discussion of “project access” fundraiser to provide access to health care for those with out options
DATE: SEPTEMBER 9, 2009
TIME: 6:10AM – 6:15AM
DURATION: 5 MIN

ISSUE: Hunger
GUEST: Joshua Stacks, Manna Food Bank
INFORMATION: Discussion of need for school food program
DATE: SEPTEMBER 14, 2009
TIME: 8:50 AM – 8:55 AM
DURATION: 5 MIN

Public Service Announcements: WOXL-FM airs recorded recorded Public Service Announcements with information on Community Issues. These Announcements run a minimum of 10 times per day with a length of :60.

Organizations Mentioned in Public Service Announcements during Quarter 3 of 2009 include:

Flat Rock Playhouse
NC Stage Company
Old Buncombe County Genealogical Society
Asheville-Buncombe Community Christian Ministry
Asheville Mediation Center
First time Homebuyers Clinic
Mills River United Methodist Ladies
Lee Edwards High School reunion
Fletcher Parks and Recreation
Hendersonville Police Department
Haywood County Library

Jake Freeland Benefit
Freedom Biker Church
Folkmoot
Blue Ridge Literary Council
Mills River United Methodist Church
Pediatric Brain Tumor Foundation
Coalition of Earth Religions for Education and Support
St. Jude's Childrens Hospital
Animal Compassion Network
Haywood County Bookmania
Green Home Tour of Environmental and Conservation Organization
Mission Childrens' Hospital
Asheville Home Builders Association
Asheville Buncombe Community Christian Ministry
Francis Mill Preservation Society
Emma Elementary School
Meals on Wheels of Buncombe County
United Way of Asheville and Buncombe County
Children First of Buncombe County
Arts Council of Henderson County
Swannanoa Mill Around Village Festival
Old Buncombe County Genealogical Society
The Center for Disordered Eating
North Carolina Apple Festival
AB-Tech
Women in the Wind
Full Moon Wolfdog Rescue
Hands-on Childrens Museum
North Buncombe High School Band
Downtown Hendersonville Sidewalk Antique Show
Big Ivy Community Center
Warren Wilson College Athletic Department
United Way of Asheville and Buncombe County
New Bridge Baptist Church
Bent Creek Baptist Church
Bountiful Cities Project
Writer's Workshop
Westminster Presbyterian Church
Henderson County Clean Sweep Stream Cleanup
Beech Glen Community Center
Fairview Fall Festival
Buncombe County Health Department
Special Olympics Buncombe County
Friends of the West Asheville Library
YMCA of Western North Carolina

Rockin' Riverfest: WOXL-FM teamed up with RIVERLINK and the Buncombe County Parks and Recreation Department to present this event at the French Broad River Park on Saturday, August 1st. The event was designed to increase awareness to the area riverfront for recreational enjoyment. The day-long event featured live music, vendors, rafting and other activities. WOXL-FM promoted the event during the 30-45 days prior to the Riverfest with Mentions, interviews and donated commercial time.

Feeding patrons of the Western Carolina Rescue Mission. Staffers at WOXL took part in feeding lunch to the needy on September 7th and September 23rd, 11 a.m. to 1:30 both days.

AIR on the Air: WOXL and the Asheville Independent Restaurant Association presented a one day on-air campaign on Thursday, September 17th, from 7 a.m. until 6 p.m. Representatives of locally owned and operated restaurants spent time on the air introducing themselves to the listeners.

Traffic Reports: WOXL-FM airs 5 traffic reports each weekday morning at 6:30, 7:00, 7:30, 8:00 and 8:30 a.m. Each report is :30 to :60 in length. There are three Traffic Reports each weekday afternoon at 4:30, 5:00 and 5:25 p.m.

Local News: WOXL-FM airs 3 Minute Newscasts each weekday morning at 6:00, 6:30, 7:00, 7:30, 8:00 and 8:30.