

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

**WOXL-FM-HD-2 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*

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, Superintendent 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: WOXL-FM HD-2 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 3<sup>rd</sup> 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**

**Local News: WOXL-FM HD-2 on 98.1 FM airs :90 news updates each weekday morning at 6:00, 6:30, 7:00, 7:30, 8:00 and 8:30.**

**Traffic reports: WOXL-FM HD-2 on 98.1 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 five traffic reports each week day afternoon at 4:20, 4:40, 5:05, 5:20 and 5:35.**

**United Way Advertising Campaign: WOXL-FM, HD-2 on 98.1 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, NC.**

#### **3<sup>rd</sup> Quarter Reports**

##### **9.30.11 – Promotions Dept**

- Busker Competition – 7/1-7/21 highlighted street performers around Downtown Asheville and videoed their performances. Allowed listeners to vote for their favorite and the winner was featured on Homegrown on 98.1 the River and played the concert in Pritchard Park on 7/21 and won \$100
- Doors of Asheville Promotion – 7/18-8/5 supported Mountain Housing Opportunities for their annual fundraiser, the Doors of Asheville, with on air & online promotion on 98.1 the River as well as ticket giveaways. Apprx value \$3775

- 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
- LAAFF Promotion – 8/15-9/4 Supported a 2 day festival that builds awareness and raises money for Arts 2 the People on 98.1 the River and 105.9 the Mountain. The promotion included online and on-air components and would be valued at \$12,725 for the combined two station support
- LEAF in Schools & Streets – 9/6 to 9/13 supported Sweet Honey in the Rock concert for children through the LSS program on 98.1 the River and Mix 96.5. The combination of on-air, online promotion, interviews with event organizers and ticket giveaways would be valued at \$3200
- Ladies Night 9/25 an event with Mix 96.5 and 98.1 the River to support the Asheville Area Habitat for Humanity Women Build Program. The event included both on-air and online promotional components valued at over \$35,000 and we raised over \$3000 for the charity from ticket sales to the event

Live/Recorded Promos for Asheville Downtown Association Fundraisers (proceeds split with other local charities) – 3/day, July 1, – September 15<sup>th</sup> (Downtown After 5)

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

Promotion of Hearts with Hands/Hurricane Irene – Friday September 2<sup>nd</sup>

Coverage of Hurricane Irene – Continuous, September 3<sup>rd</sup>-5<sup>th</sup>

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

Special 9/11 Programming – Continuous, September 11<sup>th</sup>

9/11 Moment of Silence, observed at noon on September 11<sup>th</sup>

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

Live/Recorded Promos for ARC of Buncombe County Fundraiser – 4/day, September 19<sup>th</sup>-23<sup>rd</sup> (Masquerade Ball)

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

**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](http://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](http://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 [YMCAWNC dot org](http://YMCAWNC.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, NC.**