

# Issues and Programs Report, October-December 2009, 4<sup>th</sup> Quarter

## WTMT-FM

Report compiled by Bill McClement

Public Affairs Program: Asheville Area Focus, airs on Sunday mornings at 5:30 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  
200<sup>th</sup> 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: WTMT-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 4<sup>th</sup> 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 Community 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  
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 4<sup>th</sup> 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.

**St. Nicholas Project/Santa Pal (12/11 & 12/12) on the Mountain.** Live remotes from Sam's Club both days raising cash and taking toy donations to provide bright and happy holidays for local families. With Eblen Kimmel Charities. PSA announcements (Bill) began 11/15 and on-air liners directed listeners to St. Nick Project and Santa Pal websites for info on donations and how to receive help from these charities. There were promos for donation-day remotes with vignette audio from people who donated in the past. There was also a station appearance at the Smoky Mountain Toy Run and Chili Cookoff on 12/5 with "infopromos" and/or live liners on that beginning 11/6.

**Seasonal Sizzle at Seven (December 5<sup>th</sup>, 12<sup>th</sup>, 19<sup>th</sup>).** All ARG stations (including WTMT-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: WTMT-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. There are Three traffic reports each week day afternoon at 4:45, 5:05 and 5:25 p.m.

**Winter Weather Coverage.** WTMT-FM provided three-minute news updates on December 18<sup>th</sup> 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.