

**WKJO-FM
102.3 –FM
SMITHFIELD, NC**

ISSUES PROGRAMS LIST

FOR

**STATION WKJO-FM
2ND QUARTER 2022**

**Compiled by:
Rick Heilmann**

Radio station WKJO-FM has compiled a list of important issues of major concern to Smithfield, NC. WKJO-FM conducts regular ascertainment of community leaders, businesspersons, and residents of our coverage area to determine these issues, and utilizes this list as a basis for our programming response to selected issues each quarter.

The list of issues we determined to be important to the community in the 2nd quarter of 2022 includes:

CR-Crime

DV Diversity

EC-Economy

ED-Education

EV-Environment

FY-Family and Youth

GA-Government Affairs

GT-Growth/Transportation

HS-Health/Safety

NS-National Security

UP-Unemployment/Poverty

**WKJO Issues Programs List
April 1, 2022 - June 30, 2022**

CR-Crime
DV Diversity
EC-Economy
ED-Education

EV-Environment
FY-Family and Youth
GA-Government Affairs
GT-Growth/Transportation

HS-Health/Safety
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Issue(s) Addressed	Name of Event, Campaign, or Program	# of Times Aired in the Quarter	Start Date	End Date	Description of Programming and how it addresses the issue
HS, FY	Blood Drive	28	05/08/22	05/18/22	Promoted Smithfield Police Dept and critical need for blood
ED, EV, FY	Visit NC Parks	25	04/03/22	06/24/22	promoting educational and recreational opportunities available throughout NC at State Parks
FY	NCHSAA	25	04/05/22	06/30/22	promotion of NC High School Athletic Association
HS, FY, ED	Better Hearing Month	50	05/01/22	05/31/22	How to protect yourself and your loved ones from hearing loss, with free exams.
HS, FY, ED	Squashing Mental Health Stigma	100	04/01/22	06/30/22	Mental health warning signs, with resources available to connect. Interviewed Sarah Coats on increased teen suicide.
HS, CR, FY	Pick-up Pool Party	44	06/28/22	06/23/22	Promoted on-site event to raise awareness and funds for Harbor Shelter's domestic abuse survivors.
HS, FY, ED	Get Your Rear In Gear	40	04/25/22	05/06/22	Promoted on-site Colon Cancer Coalition's Get Your Rear In Gear 5k walk/run event to raise funds & awareness.
ED, ED, FY	College Aid	10	4/16/2022	06/27/22	Information for college bound students to get help with college loans
HS	March of Dimes	8	04/06/22	06/29/22	Promoting the organization & encouraging parents to gets tips on having healthier babies
ED, EC, FY	Federal Student Aid	6	04/10/22	06/14/22	Promotes how to apply for financial aid
HS	Diabetes	6	04/18/22	06/27/22	Information on preventing Diabetes & where to get help for those with diabetes
FY	National Parks-Kenny Chesney	7	04/05/22	06/07/22	Features Kenny Chesney asking Americans to join National Parks Conservation Association to protect/preserve national parks
EV, HS	EPA Smart Way	7	04/14/22	06/18/22	Encouraging people to visit their website & learns tip about environment & to be environmental friendly
HS	Whooping Cough	6	04/19/22	06/28/22	psa educationing the public of symptoms and severity of whooping cough, and importance of vaccination and treating symptoms

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HS, FY	Docs without Borders	6	04/24/22	06/25/22	PSA educating the public of and encouraging financial support for international humanitarian medical non-governmental organization known for its projects in conflict zones and in countries affected by endemic diseases
ED, FY	College.Gov	6	04/11/22	06/24/22	Information for college bound students to get help with college loans
HS	Matching Donors - Olivia	6	04/24/22	06/29/22	Promoting Organization that Matches donors with patients needing transplants
EC, ED	National Foundation for Credit	7	04/07/22	06/26/22	Encourages people to prepare for future by saving through hard economic times
HS, EV	Shred-it Event	60	04/12/22	06/24/22	Promoted 3 FREE individual events where local citizens could safely dispose of sensitive materials.
HS, FY	Adult vaccination	6	04/16/22	06/12/22	Promoting importance and information about vaccination for adults against diseases
EC, FY, UP	Joco Job List	405	04/01/22	06/30/22	Station sponsored campaign promoting jobs available in the area with various companies. Some job listings paid for by employers
FY, HS	Community Senior Services	93	01/01/22	03/31/22	Promoted caregiving tips and resources to those caring for a loved one. Free workshops and seminars.
FY, GA, ED	Flags for Heroes	60	04/01/22	06/18/22	Aired announcements about Clayton Rotary Club Patriotic Flag Display, honoring veterans, healthcare workers, first responders, and other heroes.
GA, ED, DV	Early Voting	40	04/25/22	05/17/22	Educated listeners on early voting dates, locations and registration info.
FY, DV, EC	Ham and Yam Festival	40	04/27/22	05/06/22	Promoted local town festival, focusing on agricultural benefits of the sweet potatoe to our local economy. Local non-profit, business groups and vendor event participation
FY, ED	Clayton Library	36	04/01/22	05/04/22	NEA Big Read exhibit encouraging reading for all ages, writing, art workshops and local community project with Clayton (Clayton Visual Arts).
EC, ED, UP, FY	Job Fairs	130	04/01/22	06/03/22	Promoted local job opportunities with career advancement and increased wages, including training.
ED, EC, FY	Local College Grants	150	04/25/22	05/30/22	Educating listeners on college enrollment process, financial aid, and career in-a-year programs.
EC, FY	Shop Local Small Biz	60	04/01/22	05/14/22	Personalized radio campaigns to educate citizens on the variety of local small businesses, products and services available in the area.
CR, NS, HS, ED	Scams to avoid	20	04/01/22	06/30/22	Sharing current scams on the phone, online and in-person that people can fall victim to.
GA, ED, GT	Three Things You Need To Know	66	04/01/22	06/30/22	Educating listeners on local, regional and national affairs.
DV, ED, GA	NC Special Olympics	30	04/01/22	06/18/22	Helped local police department share their fundraising apps for special olympics events and awareness.