

**WKJO-FM
102.3 –FM
SMITHFIELD, NC**

ISSUES AND ANSWERS REPORT

FOR

**STATION WKJO-FM
1ST QUARTER 2021**

**Compiled by:
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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 1st quarter of 2021 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

Issues/Answers Programming Log

CR-Crime
 DV Diversity
 EC-Economy
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Issue(s) Addressed	Name of Event, Campaign, or	# of Times Aired in the Quarter	Start Date	End Date	Description of Programming and how it addresses the issue
UP, HS, FY, HS	WINTER COAT DRIVE	182	1/1/21	1/15/21	Held a Winter Coat Drive to promote and acquire winter coat donations for Smithfield Rescue Mission for homeless people.
UP, HS, FY, HS	WINTER COAT DRIVE	30	1/11/21	1/15/21	Conducted a total of 5 one-hour daily coat drive-up drop off events from 12pm-1pm and broadcasted live encouraging listeners to drive up and drop off winter coats for Smithfield Rescue Mission
HS, FY	Blood Drive	39	3/16/21	3/20/21	Joined the Clayton Rotary Club for a Blood Drive Saturday March 20th at Rainbow Lanes in Clayton. The station aired 20 recorded announcements and 15 live announcements from March 16-20 promoting the Blood Drive. In addition, an on-site broadcast at the event on March 20th from 11am-1pm with 4 cut-ins encouraging listeners to participate.
ED, FY	Johnston County Public Schools Career & College Promise	11	3/15/21	3/17/21	Promoted the Career & College Promise program offering free college courses and free books to Johnston County students at Johnston Community College. Provided live promotional announcements from March 15-17. In addition, hosted a podcast interviewing Baretha Haynes, Director of CCP with Johnston County Schools and posted that on the station's website and facebook.
UP, HS, FY	Food Drive	46	3/24/21	3/27/21	Partnered with the Garner Lions Club to host and promote a local Food Drive. The station aired 21 recorded and 17 live announcements pre-promoting the event. Additionally, an on-site broadcast on March 27th from 10am-2pm with 2 cut-ins each hour (total of 6). The Food Drive benefitted needy families in the Garner area and raised over 1,000 lbs of food donations.
UP	Station Job Posting	64	1/16/21	1/31/21	On Air Advertising of station job opening, part of recruitment efforts also addressing unemployment in the community
EC, FY, UP, HS	Habitat for Humanity Home Ownership Opportunities	177	1/15/21	3/31/21	Promotion of Availability of Habitat for Humanity Homes to provide home ownership opportunities to low income families.
HS, FY	All in Red Heart Awareness	104	1/30/21	2/11/21	Partnered with the Johnston Health Foundation to promote Heart Health Awareness, encouraging listeners to exercise and be aware of symptoms of potentially life threatening heart health issues.
FY	Boy Scouts	34	1/3/21	3/26/21	promoting participation in wholesome local self development and group learning, recreational, and educational training activities for youth
FY	NCHSAA	37	1/5/21	3/30/21	promotion of NC High School Athletic Association
FY, HS	NCHSS	151	1/6/21	2/14/21	
FY, HS	Friends of Johnston County Parks	135	1/22/21	3/31/21	Announcements about new organization developed to foster support of local parks and greenspace development by Johnston County outside of municipal areas.
HS, FY	Medical Training Me	63	1/23/21	3/31/21	recorded 30-second announcements and live 60-second announcements informing the public about signs, symptoms and detection of stress, diabetes and cancer and steps to help prevent and treat these conditions
HS, FY	Docs without Borders	6	1/7/21	3/27/21	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	5	1/19/21	3/21/21	Information for college bound students to get help with college loans
EV, HS	EPA Smart Way	7	1/6/21	3/24/21	Encouraging people to visit their website & learns tip about environment & to be environmental friendly
EC, ED	National Foundation for Credit	7	1/2/21	3/29/21	Encourages people to prepare for future by saving through hard economic times

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HS, FY	Shingles - National Foundation for Infectious Diseases	7	1/9/21	3/24/21	Encouraging elderly people to get vaccinated for shingles
HS, FY	Adult vaccination	4	1/19/21	3/23/21	Promoting importance and information about vaccination for adults against diseases
ED, ED, FY	College Aid	11	1/15/21	3/31/21	Information for college bound students to get help with college loans
HS	Diabetes	7	1/7/21	3/24/21	Information on preventing Diabetes & where to get help for those with diabetes
ED, EC, FY	Federal Student Aid	5	1/18/21	3/20/21	
HS	March of Dimes	7	1/4/21	3/19/21	Promoting the organization & encouraging parents to gets tips on having healthier babies
HS	Matching Donors - Olivia	5	1/24/21	3/26/21	Promoting Organization that Matches donors with patients needing transplants
FY	National Parks-Kenny Chesney	8	1/3/21	3/30/21	Features Kenny Chesney asking Americans to join National Parks Conservation Association to protect/preserve national parks
HS	Whooping Cough	5	1/21/21	3/23/21	psa educating the public of symptoms and severity of whooping cough, and importance of vaccination and treating symptoms
HS, FY, GA	Johnston County COVID Information & resources	284	1/1/21	3/28/21	Broadcasting news releases by the Johnston County Health Department, Johnston County Emergency Services, etc.
HS, FY, GA	Live COVID Testing and Vaccination Updates	594	1/1/21	3/31/21	Live mentions and updates about testing and vaccination sites within and close to Johnston County.
EC, FY, UP	Joco Job List	495	1/1/21	3/31/21	station sponsored campaign promoting jobs available in the area with various companies. Some job listings paid for by employers