

**WKJO-FM
102.3 –FM
SMITHFIELD, NC**

ISSUES AND ANSWERS REPORT

FOR

**STATION WKJO-FM
4TH QUARTER 2019
OCTOBER 1, 2019 – DECEMBER 31, 2019**

**Compiled by:
Sarah Elliott, Office Manager**

Radio station WKJO-FM has compiled a list of issues area residents feel are a major concern to Smithfield, NC. WKJO-FM conducts regular ascertainment of community leaders, businesspersons, and residents of our coverage area to determine the issues of importance to our listeners.

WKJO-FM 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 4th quarter of 2019 includes:

EC-Economy

GR-Growth/Transportation/Roads

GA-Government Affairs

EG-Ethics in Government

ED-Education

EH-Environment and Health

POL-Political Affairs

MC-Minority Concerns

FY-Family and Youth

UE-Unemployment/Joblessness

NS-National Security

HF-Highway Fatalities

Categories

Copy ID#	Name	Times Ran	Run Dates	Description	Length	EC	GR	GA	EG	ED	EH	POL	MC	FY	UE	NS	HF
1870	Boyscouts	39	10/2-12/26	promoting activities withing the organization for boys to be involved in	:30					X				X			
2130	NCAB	24	10/2-12/25	Organization promoting visiting NC Parks	:30						X			X			
3001	Matching Donors	12	10/3-12/24	Matches donors with patients needing transplants	:30					X	X			X			
3002	Whooping Cough	13	10/6-12/30	Encourages parents/kids/babies to get vaccinated	:30					X	X			X			
3003	Adult Vaccinations	13	10/1-12/30	Encourages adults to get vaccinated against preventable diseases	:30					X	X			X			
3004	College/Financial Aid	12	10/9-12/30	Information for college bound students to get help with college loans	:30					X							
3005	College/Financial Aid	12	10/4-12/30	Information for college bound students to get help with college loans	:30					X							
3006	College/Financial Aid	12	10/4-12/29	Information for college bound students to get help with college loans	:30					X							
3007	College/Financial Aid	12	10/6-12/29	Information for college bound students to get help with college loans	:30					X							
3008	Diabetes Association	11	10/11-12/29	Information on preventing Diabetes & where to get help for those with diabetes	:30					X	X			X			
3009	EPA	23	10/3-12/27	Encouraging people to visit their website & learns tip about environment & to be environmental friendly	:30					X	X						
3011	Shingles - National Foundation for Infectious Diseases	12	10/7-12/31	Encouraging edery people to get vaccinated for shingles	:30					X	X			X			
3012	March of Dimes	12	10/7-12/31	Promoting the organization & encouraging parents to gets tips on having healththeir babies	:30					X	X			X			
3013	National Parks	13	10/5-12/27	Features Kenny Chesney asking Americans to join National Parks Conservation Association to protect/preserve national parks	:30					X	X			X			
3014	National Foundation for Credit Counseling	13	10/7-12/27	Encourages people to prepare for future by saving through hard economic times	:30	X				X				X			
3080	Doc w/o Boarders	13	10/5-12/27	Organization that gives aid and medical attention to poverty stricken countries.	:30						X						
3270, 3272, 4322, 4749, 4810-4811	Survive the Drive campaign	195	10/1-12/31	station campaign informing in conjunction with local law enforcement the risks and dangers associated with driving while impaired, speeding, texting, wreckless driving and encouraging drivers to buckle up, use child safety seats, don't drink and drive, slow down and increase following distances, and reminding drivers of construction zone and bus laws.	:20		X			X				X			X
3591-3603; 4843	JOCO Job List	460	10/1-12/31	station sponsored campaign promoting jobs available in the area with various companies	:30					X				X			X

Copy ID#	Name	Times Ran	Run Dates	Description	Length	EC	GR	GA	EG	ED	EH	POL	MC	FY	UE	NS	HF
4294-4299	Johnston County Emergency Services	115	10/3-11/9	emergency services encouraging residents to sign up for JOCO Alerts--free emergency alert system used to alert residents and businesses of severe weather, evacuation, missing persons, and other various danger threats	:30	X		X		X				X			
4360-4361	Wake Radiology	161	10/1-11/24	Breast Cancer Awareness--stressing the importance of early detection and advance in the use of 3D technology in the medical field	:30				X	X	X		X				
4427	Johnston County Government	13	10/1-10/6	county FT job openings available	:30		X								X		
4503-4504	Smithfield Selma High School	33	10/8-10/18	organization promoting their craft and vendor fair fundraiser	:30				X	X			X	X			
4523-4525	Junior Women's League	70	10/19-11/1	organization promoting their touch-a-truck & meet emergency personnel event fundraiser for the My Kids Club	:30		X	X		X			X	X			
2065, 3261, 4413, 4415, 4419, 4421, 4430, 4472, 4474, 4476, 4484, 4485, 4494, 4496-4498, 4505, 4510, 4802, 4805	Fire Prevention Awareness	400	10/1-10/31/19	local county fire departments tips for fire prevention	:20				X	X	X			X			
4568	Johnston County Visitors Bureau	35	10/25-12/31	Organization promoting activities and area attractions within Johnston County	:30	X	X			X	X			X			
4660-4661	Johnston County Republican Party	20	11/11-11/18	County Sheriff inviting all to a dinner event to meet Corey Lewandowski-author, and 2016 Trump campaign manager	:30			X	X	X		X					
LIVE	Town Parades		11/20-12/13	local town Christmas parades announcements	:20			X		X				X			
LIVE	Toys for Tots		12/2-12/17	on-air announcements regarding upcoming toys-for-tots toy collection events the station was participating in.	:20	X					X	X					
live	On-air public service announcements		10/1/19-12/31/19	on-air service announcements regarding area blood drives, church fundraisers, service organization events, and weather & traffic reporting in regards to hurricane preparations and precautions and alerts	:10-:15				X	X	X		X	X			