

**WKJO-FM
102.3 –FM
SMITHFIELD, NC**

ISSUES PROGRAMS LIST

FOR

**STATION WKJO-FM
3RD 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 3rd 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
July 1, 2022 - September 30, 2022

CR-Crime
 DV Diversity
 EC-Economy
 ED-Education

EV-Environment
 FY-Family and Youth
 GA-Government Affair:
 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
ED, FY	High School Football	180	08/13/22	09/30/22	Promoting local high school football games in the county, with live play by play action Friday nights
ED, EV, FY	Visit NC Parks	23	07/01/22	09/30/22	promoting educational and recreational opportunities available throughout NC at State Parks
FY	NCHSAA	25	07/01/22	09/30/22	promotion of NC High School Athletic Association
EC, FY	Shop Local Small Biz	60	09/01/22	09/25/22	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	07/01/22	09/30/22	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	07/01/22	09/30/22	Educating listeners on local, regional and national affairs.
CR, EV, FY, HS, ED	National Night Out	40	07/22/22	08/02/22	Encouraging neighbors and law enforcement/public works/fire/EMS to meet to get to know one another
ED, ED, FY	College Aid	10	07/01/22	09/30/22	Information for college bound students to get help with college loans
HS	March of Dimes	8	07/01/22	09/30/22	Promoting the organization & encouraging parents to gets tips on having healthier babies
ED, EC, FY	Federal Student Aid	6	07/01/22	09/30/22	Promotes how to apply for financial aid
HS	Diabetes	6	07/01/22	09/30/22	Information on preventing Diabetes & where to get help for those with diabetes
FY	National Parks-Kenny Chesney	8	07/01/22	09/30/22	Features Kenny Chesney asking Americans to join National Parks Conservation Association to protect/preserve national parks

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		7	07/01/22	09/30/22	Encouraging people to visit their website & learns tip about environment & to be environmental friendly
HS	Whooping Cough	6	07/01/22	09/30/22	psa educating the public of symptoms and severity of whooping cough, and importance of vaccination and treating symptoms
HS, FY	Docs without Borders	8	07/01/22	09/30/22	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	07/01/22	09/30/22	Information for college bound students to get help with college loans
HS	Matching Donors - Olivia	4	07/01/22	09/30/22	Promoting Organization that Matches donors with patients needing transplants
EC, ED	National Foundation for Credit	8	07/01/22	09/30/22	Encourages people to prepare for future by saving through hard economic times
FY, EC, DV	Benson Mule Days	35	09/10/22	09/24/22	Highlighted activities to enjoy with the family
HS, FY	Adult vaccination	6	07/01/22	09/30/22	Promoting importance and information about vaccination for adults against diseases
EC, FY, UP	Joco Job List	405	07/01/22	09/30/22	Station sponsored campaign promoting jobs available in the area with various companies. Some job listings paid for by employers
FY, HS	Community Senior Services	62	07/01/22	09/30/22	Promoted caregiving tips and resources to those caring for a loved one. Free workshops and seminars.