

**WKJO-FM
102.3 –FM
SMITHFIELD, NC**

ISSUES AND ANSWERS REPORT

FOR

**STATION WKJO-FM
1ST 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 1st 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**

**Issues Programs List
January 1, 2022-March 31, 2022**

CR-Crime
DV Diversity
EC-Economy
ED-Education

EV-Environment
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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 |
|--------------------|---|---------------------------------|------------|----------|---|
| EC, FY, UP, HS | Habitat for Humanity Home Ownership Opportunities | 2 | 01/01/22 | 01/02/22 | Promotion of Availability of Habitat for Humanity Homes to provide home ownership opportunities to low income families. |
| HS, FY, GA | Johnston County Animal Services | 27 | 03/19/22 | 03/25/22 | Promotion of Rabies Shot for dogs and cats for \$.00 |
| HS, FY | Blood Drive | 15 | 01/1/0/22 | 02/28/22 | Promoted Zebulon Police Dept. SRAC, other local Blood Drive |
| ED, EV, FY | Visit NC Parks | 26 | 01/08/22 | 03/28/22 | promoting educational and recreational opportunities available throughout NC at State Parks |
| FY | NCHSAA | 27 | 01/02/22 | 03/29/22 | promotion of NC High School Athletic Association |
| FY, HS | Friends of Johnston County Parks | 2 | 01/01/22 | 01/02/22 | Announcements about new organization developed to foster support of local parks and greenspace development by Johnston County outside of municipal areas, |
| HS | All In Red Johnson Health | 60 | 01/20/22 | 02/04/22 | Live content breaks promoting healthy heart living tips and to get your numbers checked |
| ED, ED, FY | College Aid | 15 | 01/01/22 | 03/29/22 | Information for college bound students to get help with college loans |
| HS | March of Dimes | 6 | 01/21/22 | 03/27/22 | Promoting the organization & encouraging parents to gets tips on having healthier babies |
| ED, EC, FY | Federal Student Aid | 5 | 01/02/22 | 03/06/22 | Promotes how to apply for financial aid |
| HS | Diabetes | 8 | 01/04/22 | 03/28/22 | Information on preventing Diabetes & where to get help for those with diabetes |
| FY | National Parks-Kenny Chesney | 7 | 01/19/22 | 03/24/22 | Features Kenny Chesney asking Americans to join National Parks Conservation Association to protect/preserve national parks |
| EV, HS | EPA Smart Way | 6 | 01/08/22 | 03/17/22 | Encouraging people to visit their website & learns tip about environment & to be environmental friendly |
| HS | Whooping Cough | 6 | 01/11/22 | 03/28/22 | psa educating 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 | 9 | 01/06/22 | 03/31/22 | 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 | 5 | 01/11/22 | 03/13/22 | Information for college bound students to get help with college loans |
| HS | Matching Donors - Olivia | 6 | 01/13/22 | 03/29/22 | Promoting Organization that Matches donors with patients needing transplants |
| EC, ED | National Foundation for Credit | 8 | 01/07/22 | 03/23/22 | Encourages people to prepare for future by saving through hard economic times |
| HS, FY | National Foundation for Infectious Diseases | 7 | 01/16/22 | 03/30/22 | Encouraging elderly people to get vaccinated for shingles |
| HS, FY | Adult vaccination | 6 | 01/06/22 | 03/26/22 | Promoting importance and information about vaccination for adults against diseases |
| EC, FY, UP | Joco Job List | 405 | 01/10/22 | 03/31/22 | Station sponsored campaign promoting jobs available in the area with various companies. Some job listings paid for by employers |
| FY, HS | Community Senior Services | 200 | 01/01/22 | 03/31/22 | Promoted the desperate need for volunteers in the Home Delivery Meals Program for the elderly. |
| FY, GA, ED | Flags for Heroes | 16 | 03/28/22 | 05/31/22 | Aired announcements about Clayton Rotary Club Patriotic Flag Display, honoring veterans, healthcare workers, first responders, and other heroes. |
| FY, UP | 5K Polar Bear Run/Walk | 5 | 01/01/22 | 01/15/22 | Live content breaks encouraging involvement for exercise & funds for animal shelters |
| ED | JGC Alumni Foundation | 23 | 01/01/22 | 01/08/22 | Promoting local education & helping new students with education opportunity |
| FY, ED | Clayton Library | 13 | 02/17/22 | 03/03/22 | Local events/seminar to help first time home buyers |
| HS, FY | Kenly Parks & Rec | 40 | 01/17/22 | 03/30/22 | Promoting healthy activities, FREE for seniors on every Thursday |
| FY | Junior Women's League Peanut Butter Drive | 3 | 02/28/22 | 03/30/22 | Help promote & encourage peanut butter donations for local students enrolled in Back Pack for Buddies Program. Ran PSA and interviewed member about why protein in peanut butter is important and highlight ways to give. |