

WMCI-FM, Mattoon, IL

January-March 2024

QUARTERLY ISSUES/PROGRAMS LIST

There follows a listing of some of the significant issues responded to by station WMCI, community of Mattoon, Illinois, along with the most significant programming treatment of those issues for the period of January 1, 2024 through March 31, 2024. The listing is by no means exhaustive. The order in which the issues appear does not reflect any priority or significance. Description of issue-program/segment-time-date-duration-narration of type and description of prog./seg.

ISSUES:

1. AMERICAN RED CROSS BLOOD DRIVES
2. VALENTINES FOR HEROES PROGRAM
3. CHAMBER OF COMMERCE COMMUNITY UPDATES
4. CASA (Court Appointed Special Advocates)
5. ST. JUDE RADIOTHON

Placed in the WMCI Public File on 4/9/24

Luci Englum, General Manager LE

1. American Red Cross (Blood Drives)

As is usually the case, the winter months can be devastating on the blood supply. As we have for three-plus decades, WMCI provided a voice for the American Red Cross to get the message out there. Additionally, our local rep provides tips on donating, eligibility requirements, and other information. Like in years past, we were facing a "blood emergency" again due to lack of donors.

<u>RESPONSIVE PROGRAMMING</u>	<u>DATE/TIME/DURATION</u>
Interviews with Andy Trueblood	1/12-3/8 (Fri)/9:15-9:25a
PSA (Specific drive information)	1/8-3/12/:30sec ea/10x daily

## 2. Valentines for Heroes Program

The annual event, hosted by Congresswoman Mary Miller, encourages listeners to send message of love and appreciation to our current and former members of the Armed Forces. Often times, these men and women get forgotten, but according to Miller, "We should always keep them at the forefront because they never forget about us, the people and country they're fighting for." Once received, the congresswoman and her staff deliver valentines to local VA hospitals or send directly to those serving across the country and all over the world.

<u>RESPONSIVE PROGRAMMING</u>	<u>DATE/TIME/DURATION</u>
Interviews with Erin O'Malley	1/8, 22, 29 & 2/6/7:35-7:45a/10 min
PSA	1/10-2/6/:30sec ea/7x daily
Hail to Our Heroes (spotlight)	1/10-2/10/:30sec ea/7x daily

### 3. Chamber of Commerce Community Updates

Our weekly visits continue with the presidents of the Mattoon and Charleston Chambers of Commerce. This feature provides local residents an opportunity to hear all the news that affects them, from job openings to volunteer opportunities, along with the growth the communities are experiencing. As always, we talk about the importance of shopping and dining locally.

<u>RESPONSIVE PROGRAMMING</u>	<u>DATE/TIME/DURATION</u>
Colleen Peterlich (Charleston)	1/3-3/27 (Wed)9:20-9:30a/10 min
Ed Dowd (Mattoon)	1/4-3/28 (Thurs)8:40-8:50a/10 min
Promos	1/1-3/31/:15sec/8x daily

#### 4. CASA Updates

Twice monthly, WMCI devotes airtime to CASA (Court Appointed Special Advocates) to raise awareness about the organization and the ongoing need for volunteers. This is a unique and extremely important role that helps preserve the well-being of children who might otherwise slip through the cracks. We also touch on special fundraising events to help CASA raise funds and awareness.

#### RESPONSIVE PROGRAMMING                      DATE/TIME/DURATION

Interviews with Jolenne Robison

(CASA Advocate Coordinator)              1/10 & 24, 2/7 & 21, 3/6 & 20/8:40-8:50a

PSAs:

What is CASA?

Do You Have the Passion?                      1/1-3/31/:30sec each/6x daily

## 5. St. Jude Radiothon

This 23<sup>rd</sup> edition of our radiothon was an even bigger success than 2023. This two-day labor of love consists of 12 solid hours (6a-6p) for two days. Not only were we pleased with the final total of more than \$131,000, but also the new listeners we heard from the and the many nearby communities that were represented. Being a small- town radio station, we're quite proud of the HUGE contribution our listeners are making in the quest to "find cures and save children!"

<u>RESPONSIVE PROGRAMMING</u>	<u>DATE/TIME/DURATION</u>
St. Jude Mission Moments	1/1-3/7/:60sec/5x daily
ABCs of Cancer	1/30-3/5/:30sec/4x daily
Country Star promos	2/20-3/5/:30sec/3x daily
Patient promos	2/20-3/5/:30sec/3x daily
St. Jude Radiothon	3/6-7/6a-6p/12 hrs daily