

WMCI HD2-FM QUARTERLY ISSUES AND PROGRAMS LIST

January 1 – March 31, 2024

The station has identified the following significant issues facing our service community in this quarter.

ISSUES:

- A. Local Non-Profit Fundraisers
- B. Community Calendar Events
- C. Local News Segments
- D. Blood Drives
- E. EARS PSA's

Placed in the WMCI HD2-FM Public File

DATE: 4-4-24



WMCI HD2-FM General Manager

The station (**WMCI-HD2-FM**) has broadcast programming dealing with each of the aforementioned and referenced issues. Programming dealing with each issue as is follows:

A. Local Non-Profit Fundraisers

Date: January-March, 2024

Type: Website, Social Media, On-Air

Time: As Needed

We always try to put up information about local fundraisers for non-profits to help our local community. We make sure the date and times of these events are on our website and social media pages, and we talk on-air about them leading up to the day of the event.

B. Community Calendar Events

Date: January-March, 2024

Type: On-Air, On-Web, Social Media

Time: Varies

We are always looking for ways to help spotlight local events. Since this station does not have live, local DJ's, we make sure to put community calendar events on the air to promote local events. With the winter months quickly approaching, we make sure to announce as many of the local events as possible, weather permitting. We make sure to post any events we are made aware of on our website and social media pages and announce them on air as the dates approach.

C. Local News Segments

Date: January-March, 2024

Type: On-Air, On-Web, Social Media

Time: Daily

Local news being reported in a timely manner is crucial in this field. We know our listeners want to know all the latest local news as soon as possible, so we play daily newscasts in the morning, noon, and afternoon during peak listening hours so everyone is informed on the happenings in the community and more. These stories can be found on our website as well.

D. Blood Drives

Date: January-March, 2024

Type: On-Air, On-Web, Social Media

Time: As Needed

We know that giving blood is crucial to saving lives, and we know radio can play a crucial role. So we make sure our listeners know where they can give blood to help others in need. We also talk about blood drives as part of our Local Events segments, giving blood drives in the area all the exposure we can to ensure everyone is informed on how they can help.

E. EARS PSA's

Date: January-March, 2024

Type: On-Air, On-Web, Social Media

Time: Varies By PSA

One of the best places for animals in the local area is Effingham Animal Rescue Sanctuary, or EARS. They always have great events for the community to help with our furry friends, whether it be microchipping events, spay/neuter promotions, or other events, we want our community to know what they're planning so everyone interested can participate. While specific events cannot be promoted through Public Service Announcements, or PSA's, we wanted to help them get the word out to the community about standard practices that pet owners need to know. We make sure to air these any chance we have to help make the community a better place for animals.