

# **ISSUES / PROGRAMS REPORT**

**1<sup>st</sup> Quarter 2024  
January 1 – March 31, 2024**

**WZKT-FM  
Walnut Creek, NC**

## Issues and Problems: Serving the Public

**WZKT-FM** ("Station"), strives to determine in an ongoing basis the Issues and Problems affecting the communities we serve ("Listening Area").

The following list represents what the General Manager in conjunction with the News Director, and interactions with community leaders over time, to be the Issues and Problems in the Station's Listening Area.

The Issues and Problems report filed quarterly does not communicate all of the broadcasts of advertisements, donated announcements or public service messages, or other programs the station broadcasts that can qualify as addressing Issues and Problems.

However, it does provide the public file with the date, time, duration and content of Issues and Problems that we see most important at any given time and covered as a part of our ongoing operations in a way that best exemplifies the desire of the broadcaster to serve the public and help those in the Listening Area.

### The Issues and Problems for The Station

During this reporting period, we have identified a total of nine (9) Issues that affect our Listening Area. Each "issue" has underlying problems associated with it. By focusing on the Problems the Station is better able to define and address the main Issue.

1. Crime. There are a number of Problems under crime that we address that appear to be specific to this area. Drugs and illegal drugs continue to be a problem for our Listening Area. According to reports as much as 90% of the crime in our Listening area can be attributable to drugs. Meth and heroin are prevalent and a high priority for the Wayne County Sheriff's Department. In addition, legal prescription drug abuse as well as gangs affect this area.
2. Economy, Unemployment and Economic Development are two drivers in the local area economy. High unemployment rates hurt our area, and so the Station is helping to educate the listener on numbers and trends. Highlighting economic development helps with unemployment. Two other issues are affecting the area: The Highway 70 Bypass which is not only the changes to the area as a result, but the impact on the current Highway 70 corridor and the potential impact on business. Travel & Tourism although not a problem is an important aspect of the local economy and the Station will cover certain aspects of Travel and Tourism in order to inform the Listening Area of its impact on the area. NOTE: Agriculture and The Military are the two largest parts of the economy and are covered separately as Issues.
3. The Military. There are three areas we consider problems that we cover: Base Retention is always an ongoing concern for a Listening Area like this one. Anything to improve the relations with Seymour Johnson Air Force Base and the community is vital. With respect to those living at the Base, they have two problems that we strive to address: Coping with post traumatic syndrome (active duty returning to the area), and suicide rates associated with this stress.
4. Agriculture. As stated in Section 2 Economy, Agriculture is the number one category for the local economy. To that end we will address the needs of transportations, regulations (such as EPA), and community awareness of the impact of Agriculture to the area.

5. Health. Because of the agricultural roots in the Listening Area and overall “rural” eating habit and lifestyles, health is a major issue that we deal with. The fact Wayne County has one of the largest “Relay For Life” events to benefit the American Cancer Society communicates the fact that the Listening Area has a high cancer rates and cancer related deaths. The Station strives to be very active in making the community aware of diabetes in the community as a whole and diabetes in the Black Community in particular. Assisted Living Conditions has been a problem associated with deaths caused by Hepatitis B means listeners need to be made aware of problems in the Listening Area. Ongoing problems the Station will cover include a lack of mental health facilities and workers as a result of changes made by the State of North Carolina; wellness and diet; and blood shortages. Our thinking that the more we address these problems, the greater impact the Station has on saving lives in the Listening Area. Finally a growing concern is childhood obesity. We support the WATCH Mobile Medical Unit to help those who live in Wayne County and have no insurance. This assistance touches a number of areas in Health.
  
6. Education. The Listening Area includes the Wayne County Public School System as well as private schools. There are two main places of higher education: Wayne Community College and Mount Olive College. Problems being addressed by The Station for the Listening Area include local area dropout rates, literacy, old buildings and the ongoing process of determining whether to remodel or build; and because the City of Goldsboro is high-density Black asking the questions regarding school diversity.
  
7. Disadvantaged Youth. This issue goes hand in hand with Education. This area has an unusually high percentage of crime and mortality for young Black males. The Station strives to be actively involved with community organizations that help disadvantaged youth. A key driver for this problem is another one; single parent homes.
  
8. Family Values / Morality. The main area here is homelessness. It affects children, adults, veterans, and with today’s economy homelessness is a growing problem.
  
9. Public Safety. The Station strives to keep the public informed when there is severe weather. And during hurricane season, emergency preparedness is essential. Wayne County has also had a rash of drunk-driving deaths related to a high rate of social drinking. The stations are also committed to the unique problems associated with teenagers driving and teen related accidents and deaths associated with driving at high speeds, use of seat belts, distractions such as texting and others in the car, and use of alcohol and drugs.

Carolina Newsmakers – Q1/2024

Hosted by Donald W. Curtis, Chairman/CEO/Owner of Curtis Media Group

1-7

INTERVIEW WITH PATRICK WOODIE - PRESIDENT OF THE RURAL ECONOMIC DEVELOPMENT CENTER  
ECONOMY, RURAL DEVELOPMENT, POPULATION GROWTH, INVESTMENT, COVID-19, BUSINESS LOANS,  
TECHNOLOGY, INFRASTRUCTURE, TRANSPORTATION, EDUCATION, MEDICAID EXPANSION, BROADBAND,  
AND LEGISLATION.

Topics discussed: 2,5,6

1-14

INTERVIEW WITH ROBERT ORR - FORMER NORTH CAROLINA SUPREME COURT JUSTICE  
COLLEGE ATHLETICS, NCAA, NAME IMAGE AND LIKENESS, MEDIA RIGHTS, MONEY IN SPORTS,  
EDUCATION, TITLE IX, COLLECTIVES, TRANSFER PORTAL, CONFERENCE REALIGNMENT, AND FUTURE OF  
ATHLETIC GOVERNANCE.

Topics discussed: 6

1-21

INTERVIEW WITH KAREN BRINSON BELL - EXECUTIVE DIRECTOR OF THE NORTH CAROLINA STATE BOARD  
OF ELECTIONS  
HOW THE STATE BOARD OF ELECTIONS IS ORGANIZED, PRIMARY ELECTION, ELECTION SECURITY,  
REDISTRICTING, EARLY VOTING, ABSENTEE VOTING, VOTER IDENTIFICATION, CAMPAIGN FINANCE,  
CAMPAIGN COMPLIANCE, SOCIAL MEDIA, ELECTION SECURITY, VOTER REGISTRATION, AND  
VOLUNTEERS.

Topics discussed: 2

1-28

INTERVIEW WITH LYNN MINGES - PRESIDENT AND CEO OF THE NORTH CAROLINA RESTAURANT AND  
LODGING ASSOCIATION  
COVID-19, RESTAURANTS, EMPLOYMENT, INFLATION, TECHNOLOGY, LODGING, TOURISM, EDUCATION,  
SCHOOL CALENDARS, SPORTS, CONVENTIONS, SERVING CAREERS, TRAINING, AND TRAVEL.

Topics discussed: 2,6

2-4

INTERVIEW WITH BRAD CRONE - PRESIDENT OF CAMPAIGN CONNECTIONS  
ELECTIONS, VOTING, PRIMARIES, GOVERNOR'S RACE, COUNCIL OF STATE RACES, SPORTS BETTING,  
ADVERTISING, CONGRESSIONAL SEATS, ISSUES, IMMIGRATION, NATIONAL DEBT, ECONOMY, ARTIFICIAL  
INTELLIGENCE, FAIR ELECTIONS, AND REDISTRICTING.

Topics discussed: 2

**2-11**

INTERVIEW WITH DR. MIKE WALDEN - NC STATE ECONOMICS PROFESSOR EMERITUS  
ECONOMY, ELECTIONS, INTEREST RATES, FEDERAL RESERVE, SAVINGS, DEBT, INTERNATIONAL TRADE,  
STOCK MARKET, NATIONAL DEBT, SOCIAL SECURITY, STUDENT DEBT, GAS PRICES, JOB GROWTH,  
EDUCATION, AND HEALTH CARE.

Topics discussed:

2,5,6

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**2-18**

INTERVIEW WITH DR. SCOTT RALLS - PRESIDENT OF WAKE TECH COMMUNITY COLLEGE  
EDUCATION, POPULATION GROWTH, HEALTH CARE, UNIVERSITY SYSTEM, COST OF EDUCATION,  
TEXTBOOKS, HOUSING, FACULTY, STUDENTS, ONLINE COURSES, ATHLETICS, AND PUBLIC SAFETY.

Topics discussed:

5,6,9

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**2-25**

INTERVIEW WITH SHAWN HARDING - PRESIDENT OF THE NORTH CAROLINA FARM BUREAU  
FARM BUREAU BACKGROUND, AGRICULTURE, TOBACCO, COTTON, COVID-19, WORKFORCE, REPAIRS,  
GRAINS, WEATHER, ENERGY, INFLATION, FARM BILL, RECRUITING NEW FARMERS, FORESTRY, AND  
BROADBAND.

Topics discussed: 4

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**3-3**

INTERVIEW WITH TOM JENSEN - EXECUTIVE DIRECTOR OF PUBLIC POLICY POLLING  
PRESIDENTIAL PRIMARY, ELECTIONS, YOUNG VOTERS, NORTH CAROLINA GOVERNOR'S RACE,  
REDISTRICTING, NC CONGRESSIONAL DISTRICT 1, US SENATE OUTLOOK, US HOUSE OUTLOOK,  
ADVERTISING, SOCIAL MEDIA, DEBATES, UNAFFILIATED VOTERS, ARTIFICIAL INTELLIGENCE, AND  
ECONOMY.

Topics discussed: 2

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**3-10**

INTERVIEW WITH REID WILSON - SECRETARY OF THE NORTH CAROLINA DEPARTMENT OF NATURAL AND  
CULTURAL RESOURCES  
ENVIRONMENT, EDUCATION, CULTURE, RECREATION, STATE PARKS, HISTORICAL MARKERS, MUSIC,  
SYMPHONY, STATE LIBRARY, ARCHEOLOGY, ZOO, ARTS COUNCIL, STATE ARCHIVES, MUSEUMS, AND  
NATURAL RESOURCES.

Topics discussed: 6

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**3-17**

INTERVIEW WITH KODY KINSLEY - SECRETARY OF THE NORTH CAROLINA DEPARTMENT OF HEALTH AND HUMAN SERVICES

MEDICAID EXPANSION, HEALTH CARE, BEHAVIORAL HEALTH, MENTAL HEALTH, OPIOIDS, COVID-19, ADDICTION, HOSPITALS, TECHNOLOGY, RABIES VACCINES, GROWING CAREGIVING WORKFORCE, CHILD CARE, AND EDUCATION.

Topics discussed: 1,5,6,7,8

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**3-24**

INTERVIEW WITH MIKE CAUSEY – SECRETARY OF THE NORTH CAROLINA DEPARTMENT OF INSURANCE  
INSURANCE, HOMEOWNERS INSURANCE, INSURANCE RATES, NATURAL DISASTERS, RATE BUREAU,  
CLIMATE CHANGE, AUTOMOTIVE INSURANCE, DISTRACTED DRIVING, REPLACEMENT VALUE COVERAGE,  
FRAUD, SCAMS, AND OPERATION MEDICINE DROP.

Topics discussed: 5,6,9

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**3-31**

INTERVIEW WITH PHIL BERGER - SENATOR PRO TEM OF THE NORTH CAROLINA SENATE  
LEGISLATIVE SESSION, STATE BUDGET, ECONOMY, INFRASTRUCTURE, RAINY DAY FUND,  
TRANSPORTATION, MEDICAID EXPANSION, HEALTH CARE, HOSPITALS, SPORTS BETTING, CASINOS, TOLL  
ROADS, BUSINESS INCENTIVES, EDUCATION, LEANDRO, SCHOOL SAFETY, ARTIFICIAL INTELLIGENCE, AND  
IMMIGRATION.

Topics discussed: 2,5,6,9

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