



WZMJ-FM, Batesburg, South Carolina

SIGNIFICANT ISSUES/PROGRAMS LIST

For Quarter 4, 2023

Placed in Public File 01/10/24

WZMJ compiles a list of significant community issues through interviewing community leaders and residents in our listening area.

This quarter WZMJ interviewed 27 people.

Issues that were most frequently mentioned were:

1. Local News
2. Community
3. Health
4. Military
5. Recreation
6. Education
7. Environmental

ON-AIR program to address community issues:

1. "Hometown Interviews" (airs Monday-Friday, 9:50a & 1:50p)
 - a. Hosts Michelle Renew, Brent Johnson & Tony Clyburn discuss issues relevant to the community through commentary, conversations and interviews with community leaders.
2. Public Service Announcements (air various times daily 12a-12a - :60)
 - a. Station provides airtime to the community organizations that serve residents by combating the problems identified.
3. Local Newscasts (Monday-Friday between 6a-7p)
 - a. Content from ColaDaily.com
4. "Midlands Matters" (Sunday 6a)
 - a. A more in-depth look at issues concerning the Midlands with host Tony Clyburn and local community leaders and charity organizers

Issue 1: News

Dates: Weekdays 07/01/23 - 09/30/23

Times: 6:50a, 7:50a, 8:50a, 9:50a, 4:50p, 5:50p, 6:50p

Guest and Subject Matter: Local newscasts delivered by Amanda Cooper and Allen Wallace; content provided by ColaDaily.com

Issue 2: Community

Date: 10/5/2023

Feature: Hometown Interview

Time: 9:50a & 1:50p

Guests: Nancy Smith - SC State Fair

Topics:

- Public event promoting agriculture and industry while providing family fun. Proceeds create scholarships for SC high school students to go to college.

Length: 2:00

Date: 10/8/2023:

Show: Midlands Matters

Time: 6:00AM

Guests: Alex English - University of South Carolina Basketball Hall of Famer

Topics:

- Graduated from the Univ of SC. Went on to play in the NBA. His grandmother named him after "Alexander The Great". Hosts the annual "Alex English: Let's Share Celebrity Golf Tournament". Overcame much racial bias in his youth.

Length: 30:42

Date: 11/7/2023

Feature: Hometown Interview

Time: 9:50a & 1:50p

Guests: Abby Anderson - Vista Guild

Topics:

- Vista Lights is a free community event promoting local businesses and providing fun for all ages. This is a holiday open house of local businesses/restaurants, family friendly activities, live music from local students and musicians.

Length: 2:00

Date: 11/15/2023

Feature: Hometown Interview

Time: 9:50a & 1:50p

Guests: Emily Brady - Junior League

Topics:

- Fundraising event to help the Junior League strengthen the health and well-being of children and families in the Midlands. Junior League's mission is to advance women's leadership for meaningful community impact through volunteer action, collaboration, an

Length: 2:00

Date: 11/22/2023

Feature: Hometown Interview

Time: 9:50a & 1:50p

Guests: Miriam Atria - Capital City Lake Murray

Topics:

- Promoting free event for the community - a holiday-themed nighttime boat parade on one of the Midlands' most valuable attractions, Lake Murray.

Length: 2:00

Date: 11/24/2023

Feature: Hometown Interview

Time: 9:50a & 1:50p

Guests: Lori Shaffer - Saluda Shoals

Topics:

- Public drive-through light event by the Irmo Chapin Recreation Center to help fund public activities and to serve the community throughout the year.

Length: 2:00

Date: 11/26/2023:

Show: Midlands Matters

Time: 6:00AM

Guests: Jeff Armstrong - Executive Director of Family Promise

Topics:

- Helping families go from crisis mode to future mode. Featured on the Today Show. NBC's Craig Melvin's mom is on the board. Family in transition pays 30% of home expenses, which are refunded when they finish transition. Recent success: mom working 3 jobs, became an elementary school teacher, her son is in college and her daughter is doing well in high school.

Length: 30:32

Date: 11/29/2023

Feature: Hometown Interview

Time: 9:50a & 1:50p

Guests: Walker Brewer - Town of Lexington

Topics:

- Promoting the town's Snowball Festival - 5 days of free Christmas activities for the community (parade, outdoor holiday movie screenings, carvinal, treelighting/singalong), highlighting the shops and business in downtown Lexington

Length: 2:00

Date: 12/3/2023:

Show: Midlands Matters

Time: 6:00 AM

Guests: David Zalensne - President of Owens Steel

Topics:

- 250 Employees In Columbia. We've lost a generation of engineers, so they are investing in programs that teach it. Steel is the backbone of manufacturing. Owens did the work on reconstruction of the World Trade Center Site.

Length: 30:44

Date: 12/5/2023

Feature: Hometown Interview

Time: 9:50a & 1:50p

Guests: Phil Frye - Greater Blythewood Chamber

Topics:

- Christkindl Market and holiday activities by the Town of Blythewood featuring local craftsmen, parade, and free activities.

Length: 2:00

Date: 12/6/2023

Feature: Hometown Interview

Time: 9:50a & 1:50p

Guests: Tim James - Greater Cayce West Columbia Chamber

Topics:

- Community event presented by the towns of Cayce and West Columbia
- Holiday Parade of Lights - with free family events, promoting local business and restaurants, and nighttime holiday parade.

Length: 2:00

Date: 12/24/2023:

Show: Midlands Matters

Time: 6:00AM

Guests: Bob Paulling - President/CEO of Mid-Carolina Electric Coop

Topics:

- We need more power generation. Almost had a blackout Christmas Even of 2022 from St. Andrews to Chapin. Luckily, another distributor gave up a load, allowing enough power to avoid that. There is a shortfall of natural gasses, which creates a shortfall of electricity. And that's before you factor in electric vehicles.

Length: 30:05

Issue 3: Health

Date: 10/2/2023

Feature: Hometown Interview

Time: 9:50a & 1:50p

Guests: Christian Markle - Healthy Learners

Topics:

- Fundraiser event to support Healthy Learners, an organization that helps low income families with health services, school supplies, clothing, etc.

Length: 2:00

Date: 10/15/2023:

Show: Midlands Matters

Time: 6:00 AM

Guests: Christian Markle & Phillip Lammonds of Healthy Learners

Topics:

- Helping kids get glasses that otherwise they could not afford. Also helping with dental needs, asthma and mental health needs. Serving over 3,000 kids in SC this year in 14 counties. Annual fundraising event is "Nashville Songwriters in the Round".

Length: 23:56

Date: 10/27/2023

Feature: Hometown Interview

Time: 9:50a & 1:50p

Guests: Carmen Julius - PALSS

Topics:

- Providing the community with health screenings for HIV, etc. and vaccines for COVID, flu, etc. in a family friendly event.

Length: 2:00

Date: 11/19/2023:

Show: Midlands Matters

Time: 6:00AM

Guests: Tracey Rankin - Executive Director of Happy Wheels

Topics:

- Non-profit that delivers brand new toys and books to all in patient children at SC's three children's hospitals. Since 2012. Every week! Over 100,000 kids visited. Over 400 kids per week. Mondays in Columbia, Tuesdays in Greenville and Thursdays in Charleston.

Length: 27:21

Date: 12/10/2023:

Show: Midlands Matters

Time: 6:00AM

Guests: Dr. Todd Crump and Nurse Maggie Self from Free Medical Clinic

Topics:

- Dr. Crump is an emergency physician at a local hospital and volunteers his time as medical director of the Free Medical Clinic. Nurse Self provides care for patients with no insurance. Unfortunately, they find patients trust google more than they trust Doctors. Lots of mistrust to overcome, even in doing good for free.

Length: 30:27

Date: 12/31/2023:

Show: Midlands Matters

Time: 6:00 AM

Guests: Director Ed Simmer - DHEC

Topics:

- Will be separated into two agencies in 2024. They run health departments, they license hospitals, they license dams. Becoming two agencies, they can do an even better job. He says SC has an unacceptable black infant mortality rate and one of the highest amputation rates in the nation for diabetes patients. Must do better!

Length: 25:18

Issue 4: Military

Date: 10/6/2023

Feature: Hometown Interview

Time: 9:50a & 1:50p

Guests: Mark - Fort Jackson

Topics:

- Opening the once military only golf course to the public to promote a sense of openness and availability between the base and the community.

Length: 2:00

Date: 11/9/2023

Feature: Hometown Interview

Time: 9:50a & 1:50p

Guests: Mgr Gen Todd McCaffrey (ret.) - SCDVA

Topics:

- Reflecting on Veterans Day and on the state of veterans in SC. Most veterans are thriving. The ones who are struggling have options for help.

Length: 2:00

Date: 11/12/2023:

Show: Midlands Matters

Time: 6:00AM

Guests: Secretary Tod McCaffrey - SC Dept of Veterans Affairs

Topics:

- Advocates for the military in SC. Integrating those organizations that support veterans. Retired Major General who served 34 years in the Army. There's an increasing number of female veterans in SC. Need to get the word out to young people that a large majority of those that serve have a good outcome.

Length: 22:59

Issue 5: Recreation

Date: 10/24/2023

Feature: Hometown Interview

Time: 9:50a & 1:50p

Guests: Buck Coggins - Blythewood Rodeo

Topics:

- Promoting the Fall Championship Rodeo - a 2-day IPRA championship rodeo competition, featuring local arts/crafts and food vendors.

Length: 2:00

Date: 10/26/2023

Feature: Hometown Interview

Time: 9:50a & 1:50p

Guests: Carly Cook - Gilmore Companies

Topics:

- Craftsmen's Christmas Classic - Craft fair featuring handmade items and small vendors

Length: 2:00

Date: 10/29/2023:

Show: Midlands Matters

Time: 6:00AM

Guests: Blythewood Rodeo Clown

Topics:

- Second Generation Rodeo Clown. It's a profession. As a new generation clown, he is wearing a mic and interacting with the emcee during the event. He enjoys bringing joy to families and traveling and seeing places most people never get to see.

Length: 30:45

Issue 6: Education

Date: 10/1/2023:

Show: Midlands Matters

Time: 6:00AM

Guests: John Richard Saylor - Author: "Lakes: Their Birth, Life & Death"

Topics:

- The Midlands area is known for the vast number of Lakes. Lakes come from Glaciers (except for Man-made lakes like Lake Murray. People are leaving Detroit and big cities without lakes, to cities with lakes for fresh water. Carolina Bays only in SC/NC. Eleptical Lakes -- all point Northwest, which is unusual.

Length: 31:08

Date: 10/22/2023:

Show: Midlands Matters

Time: 6:00 AM

Guests: Latoya Reed - Director of SC Youth Challenge Academy

Topics:

- A military structured program for SC Youth, between 16 & 18 years old. Either they are not doing well in normal school setting or don't know what to do with their lives. It's another option for them to be successful in life. It's a 22-week program. Teaches them to lead...and follow. Offers GED or help to go back to their school and get their diplomas.

Length: 31:20

Issue 7: Environment

Date: 11/5/2023:

Show: Midlands Matters

Time: 6:00AM

Guests: Anne Palyok - Chairman of the Board - Columbia Wildlife Center

Topics:

- They make presentations to schools, scout troops, gardening clubs and more. Their main mission is to rescue, rehabilitate and release. Encouraging people not to let their cats outside because they kill so much wildlife. So many trees are being cut down to build subdivisions, the animals have nowhere to go. They discourage throwing trash on the side of the road. That attracts rodents, which attract birds of prey. They get birds that have fishing hooks in their mouths or strangled by fishing line.

Length: 32:16

Date: 12/17/2023:

Show: Midlands Matters

Time: 6:00AM

Guests: Matt Perron - PR Manager and Greg Peccie - Director of Animal Care with Riverbanks Zoo & Garden

Topics:

- Going to expand across to the river to Lexington County. Adding a restaurant, exhibits and trails between the two counties. Work with Associations of Zoos and Aquariums to make sure they do it right. The bird center is sometimes overlooked.

Length: 31:35