

ISSUES AND PROGRAMS REPORT

FOR

**WPCM 920AM BURLINGTON
WMFR 1230 AM HIGH POINT**

1st QUARTER 2022

(JANUARY 1st, 2022 through MARCH 31st , 2022)

Station Manager: Tom Hamilton

**ISSUES OF CONCERN TO HIGH POINT & BURLINGTON
ADDRESSED IN RESPONSIVE PROGRAMMING IN THE
1st Quarter 2022**

<u>BU -- Business:</u>	Business trends, tips, etc.
<u>CA -- Charity Events:</u>	Focusing on non-profits, their work and their fundraising events.
<u>CI -- Children:</u>	Issues that impact children and teens
<u>CU -- Culture and Lifestyle:</u>	Raising awareness of cultural matters and events that reflect the attitudes and values of our listeners.
<u>ED -- Education:</u>	Education news and issues pertaining to students, teachers, parents and school districts
<u>EL -- Elderly:</u>	Elder issues and services
<u>FA -- Family:</u>	Families and family fun
<u>GO -- Government & Services:</u>	Updates on government and services
<u>HE -- Health/Medical:</u>	Keeping audience informed of medical and health concerns
<u>HO -- Home Improvement:</u>	General advice about home maintenance and other homeowner problems
<u>IN -- Internet/Computer:</u>	The latest information on what's happening on the internet and what's new in the computer world and with dangerous virus issues
<u>LE -- Legal:</u>	Providing assistance with legal issues and advice
<u>NE -- News / Current Events:</u>	Interviews relating to current local, state, national and international news & elections pertinent to our listeners
<u>PE -- Personal Finance:</u>	Assistance with investments, taxes and other matters
<u>AN -- Animal Control:</u>	Adoption programs, and other issues
<u>TR -- Travel and Entertainment:</u>	Current information and news on travel and entertainment locally and around the world.

WPCM/WSJS/WMFR PROGRAMS THAT ADDRESS COMMUNITY ISSUES

WPCM/WSJS/WMFR is a '24-hour sports-talk' format that airs local, regional, and national sports talkers to further the conversation on the most important outcomes & debates in the world of sports. On weekends, the station continues with its mission as the Triad area's 'Hometown Sports Station,' but also airs weekend programming dealing with issues of politics, economy, human relations, morality, and other general topics affecting the community. The following is a weekly lineup of issue-oriented programs and a brief description of each:

Regular Programming Monday - Friday

1. Keyshawn, JWill, & Max:

(Monday-Friday, 6:00 a.m. – 7:00 a.m.)

Every morning, #1 pick in the NFL Draft, Keyshawn Johnson joins #2 pick in the NBA Draft Jay Williams and Max Kellerman as they set the sports table for the day.

2. Packer and Durham:

(Monday-Friday, 7 a.m. - 10 a.m.)

Mark Packer and Wes Durham cover every angle of every story from all 15 schools in the ACC. Whether it's on the field of play or off of it, Packer and Durham have you covered all season long.

3. Dan Patrick Show:

(Monday-Fridays, 10:00 a.m. – 12:00 p.m.)

Dan Patrick & the Danettes are in their 10th year providing the nation with elite guests and unique sports discussion from Milford, Connecticut—also simulcast on television thru NBCSN & the Audience Network. The former ESPN talent now Fox Sports Radio talent also hosts 'Football Night in America' for NBC.

4. The Adam Gold Show:

(Monday-Friday, 12:00pm-3:00pm)

Adam is a 20+ year veteran of Triangle radio who has covered everything from Final Fours to Super Bowls. He also covers the Carolina Hurricanes for WRALsportsfan.com and 99.9 The Fan in Raleigh. The new Adam Gold Show aims to be fast-paced and include great guests and audio to cover the local and national sports scene!

5. 'The Drive with Josh Graham':

(Monday-Friday, 3:00pm-6:00pm)

A live, local afternoon sports talk forum hosted by Josh Graham-- that features local guests, national newsmakers, and athletes—all while covering local, regional, and national triad listeners are wondering about. Josh strives for a diverse range of hard hitting sports topics and humorous takes/ elements that solicit high listener interaction via social media and phone

calls.

6. ESPN Radio:

(Monday-Friday, 7:00 p.m. – 6:00 a.m.)

Nationally syndicated radio programming covering the latest sports headlines.

Saturday Regular Programming

8. ESPN Sports Radio (Saturday, 12:00 a.m. – 12:00 a.m.)

Nationally syndicated radio programming covering the latest in sports news.

Sunday Regular Programming

9. ESPN Sports Radio (Sunday, 12:00 a.m. – 7:00 a.m., 12:00 p.m. – 12:00 a.m.)

Nationally syndicated radio programming covering the latest in sports news.

10. Religious Programs

(Sunday 10:00 a.m. – 11:00 a.m.)

Home Moravian Church live service broadcast

11. Carolina Newsmakers

(Sunday, 7:00 a.m. – 8:00 a.m.)

Carolina News Makers is a 60 minute weekly public affair program. Each week Don Curtis interviews newsmakers from across the Tar Heel State on the issues of the day. From the local economy to crime to social programs to taxes and education...stories that affect our day-to-day lives are hot topics for Carolina News Makers.

SPECIAL PROGRAMMING

Duke Basketball
Duke Coachs Show
NFL Football
NFL Preview
NFL Fantasy Forecast
NFL Insider
NCAA Tournament

Carolina Newsmakers' is a 60-min weekly public affairs program hosted by WPCM/WMFR owner Don Curtis (CEO, Curtis Media Group) that discusses issues of importance to listeners in the Burlington and High Point coverage areas and across the state of North Carolina—airing Sunday mornings from 7am-8am.

INTERVIEW WITH DR. MIKE WALDEN - ECONOMIST AND PROFESSOR EMERITUS AT NC STATE
COVID-19, POPULATION, ECONOMY, ECONOMIC DEVELOPMENT, INFLATION, INTEREST
RATES, SOCIAL SECURITY, NATIONAL DEBT, STUDENT DEBT, BROADBAND, GAS PRICES, SUPPLY
CHAIN, AND RECESSION.

Issues discussed: PE GO IN

1-9

INTERVIEW WITH TOM JENSEN - EXECUTIVE DIRECTOR OF PUBLIC POLICY POLLING
BIDEN APPROVAL, AFGHANISTAN, INFRASTRUCTURE, POLITICS, INSURRECTION, ELECTION,
DONALD TRUMP, REDISTRICTING, CONGRESS, LOCAL NEWS, MEDIA, AND SOCIAL MEDIA.

Issues discussed: GO NE

1-16

INTERVIEW WITH DALE FOLWELL - NORTH CAROLINA STATE TREASURER
STATE PENSION PLAN, STATE HEALTH PLAN, INSURANCE, INFLATION, INTEREST RATES,
FINANCIAL AUDITS, BONDS, BROADBAND, TRANSPORTATION, HIGHWAY TRUST FUND,
COVID-19, AND UNCLAIMED CASH.

Issues discussed: PE IN TR HE

1-23

INTERVIEW WITH SHAWN HARDING - PRESIDENT OF THE NORTH CAROLINA FARM BUREAU
FARM BUREAU BACKGROUND, FARMING, AGRICULTURE, COVID-19, SUPPLY CHAIN, HEALTH
CARE, TECHNOLOGY, WEATHER, GLOBAL WARMING, TOBACCO, INSURANCE, LABOR
SHORTAGE, IMMIGRATION, AND FERTILIZER.

Issues discussed: HE IN CU

1-30

INTERVIEW WITH JOSH STEIN - NORTH CAROLINA ATTORNEY GENERAL
COVID-19, SCAMS, ROBOCALLS, OPIOIDS, E-CIGARETTES, ADVERTISING, FRAUD, PRICE
GOUGING, DEBT COLLECTORS, SAFE CHILD ACT, SEX TRAFFICKING, PRESCRIPTION MEDICINE,
AND SOCIAL MEDIA.

Issues discussed: HE PE HE

2-6

INTERVIEW WITH JOHN HOOD - PRESIDENT OF THE JOHN WILLIAM POPE FOUNDATION
SUPREME COURT, PRESIDENT JOE BIDEN, ECONOMY, REDISTRICTING, ELECTIONS, U.S.
SENATE RACE, FUTURE OF THE DEMOCRATIC PARTY IN NORTH CAROLINA, FUTURE OF THE
REPUBLICAN PARTY IN NORTH CAROLINA, INFRASTRUCTURE, TRANSPORTATION, AND LABOR
MARKET.

Issues discussed: GO TR

2-13

INTERVIEW WITH STEVE LAWLER - PRESIDENT AND CEO OF THE NORTH CAROLINA HEALTH
CARE ASSOCIATION
COVID-19, RESEARCH, HEALTH CARE, RECRUITING AND RETAINING STAFF, AFFORDABLE CARE
ACT, URGENT CARE, URBAN AND RURAL HOSPITALS, MENTAL HEALTH, BROADBAND,
TELEMEDICINE, OPIOIDS, MEDICAID EXPANSION, AND LEGISLATION.

Issues discussed: HE GO IN

2-20

INTERVIEW WITH ANDY ELLEN - PRESIDENT OF THE NORTH CAROLINA RETAIL MERCHANTS
ASSOCIATION
INFLATION, ECONOMY, GAS PRICES, EMPLOYMENT, LEGISLATION, TAXATION, WORKER'S
COMPENSATION, INTERATIONAL TRADE, CURRENCY, SELF CHECK OUT, THEFT, CHILD CARE,
ONLINE SALES, AND SHOPPING HABITS.

Issues discussed: GO BU

2-27

INTERVIEW WITH DAVID BOLIEK - CHAIRMAN OF THE UNIVERSITY OF NORTH CAROLINA AT
CHAPEL HILL BOARD OF TRUSTEES
EDUCATION, RESEARCH, ENDOWMENT, FUNDRAISING, GOVERNANCE, FACULTY,
APPLICATIONS, COMMUNITY COLLEGE SYSTEM, BUDGET, ATHLETICS, STUDENT DEBT, AND
ECONOMIC DEVELOPMENT.

Issues discussed: ED GO PE

3-6

INTERVIEW WITH LYNN MINGES - PRESIDENT AND CEO OF THE NORTH CAROLINA
RESTAURANT AND LODGING ASSOCIATION

RESTAURANTS, COVID-19, EMPLOYMENT, SALARY AND WAGES, HOTELS, OCCUPANCY,
REMOTE WORKING, WEDDINGS, TECHNOLOGY, LEGISLATION, AND ALCOHOL.

Issues discussed: TR HE IN

3-13

INTERVIEW WITH BRAD CRONE - PRESIDENT OF CAMPAIGN CONNECTIONS
ENERGY, GAS PRICES, ELECTIONS, REDISTRICTING, UKRAINE, U.S. SENATE RACE, NORTH
CAROLINA CONGRESSIONAL RACES, ECONOMY, HEALTH CARE, COVID-19, POLITICAL PARTIES,
AND STUDENT DEBT.

Issues discussed: GO HE

3-20

INTERVIEW WITH DALE FOLWELL - NORTH CAROLINA STATE TREASURER
INFLATION, STATE DEBT, INTEREST RATES, COVID-19, SUPPLY CHAIN, STATE HEALTH PLAN,
HEALTH CARE, FRAUD, SCAMS, UNCLAIMED CASH, SUNSHINE AWARD, AND RUSSIAN ASSETS.

Issues discussed: HE GO

3-27

INTERVIEW WITH CONGRESSMAN DAVID PRICE - UNITED STATES REPRESENTATIVE FOR
NORTH CAROLINA'S FOURTH DISTRICT
INTERNATIONAL AFFAIRS, UKRAINE, RUSSIA, ECONOMY, COVID-19, FEDERAL FUNDING,
TRANSPORTATION, INFLATION, HOUSING, AND SUPPLY CHAIN.

Issues discussed: GO HE PE
