

Jonesboro Radio Group

KDXY KDXY-HD2 KDXY-HD3 KEGI KJBX KJBX-HD2

Quarterly Issues/Programs List

2nd Quarter 2018

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The Jonesboro Radio Group radio stations present special events and ongoing efforts to address issues facing the communities that we serve. We provide airtime valued at thousands of dollars to help address these issues.

We air free public service announcements on all five radio stations. These announcements are scheduled randomly several times per day. We have a PSA Coordinator who responds to requests for public service time, records these announcements on a rotating file that airs the announcements on a fair, equal rotating basis.

We allow persons representing non-profit groups and community clubs and events to appear on our radio stations to promote their activities and events. These opportunities occur primarily during the morning shows that air on KDXY and KJBX, and during the afternoon show that airs on KEGI, but occur on all stations at various times depending on the opportunity.

On KDXY and KJBX specifically, we produce a weekly three-hour program airing each Wednesday from 6 a.m. to 9 a.m. The programs, the Jonesboro Community Breakfast (KDXY) and Jonesboro Community Calendar (KJBX), originate from a remote location within the community. During the program, up to twelve guests appear to discuss issues, promote activities and events, and other topics involving groups and activities within our community. Some of the events promoted during this quarter include:

This list reflects only a sampling of the many interviews that occurred on this program. A complete list is available.

-The St Bernard's Health Expo is a place where people can come and be seen by a doctor or a dentist. This is a free event to the public on April 14 & 15. Christie Long was interviewed on how students could get their High School Physicals done at the Health Expo. (4/11)

-Audrey Poff with Race for the Cure talked about holding this event for the second year in Jonesboro. The Race for the Cure is held at ASU on Saturday April 28th. Money raised goes to the Susan G. Komen Foundation to help find a cure for breast cancer. (4/18)

-The Jonesboro Elks Lodge invites children to get high on fishing, not drugs. The non-profit organization will host its annual High on Fishing, Not Drugs Fishing Derby. Awards will be handed out to those catching the biggest, the smallest, and the most fish. Nicole Frakes stopped by to talk about this event. (5/3)

-The need for food to share with food banks in NEA is an ongoing need. We are always looking ways to help get people food. Keith Gambill stopped by to talk about Letter Carriers Food Drive on May 12. This is a way to get people to help out their communities just by donating food by hanging it on their mailbox. (5/9)

-Pints for Paws is an event held at Skinny J's downtown Jonesboro. Money raised by silent auction, donation and other various ways go to help fund the animals at the NEA Humane Society. Becky Wilson to talk about the event on Friday May 18th. (5/16)

-Kevin Hawley came by to talk about the St. Bernards Triple Swing. It all starts with a dinner & dance on Friday June 22, on Sunday June 24 the VIP Golf Tournament is held. Monday June 25 the golf tournament is held. Money raised from these events proceed a new 5 story surgical & intensive care tower. (6/13)

Here are issues identified as important to our communities, and programming that we presented to address these issues:

Healthcare for Poor

There are hundreds if not thousands of individuals in our communities who do not have health insurance and do not have the ability to pay for basic health care. We helped organize and promote a two-day event Health Expo at the ASU Convocation Center on April 14 & 15, 2018. There were free health screenings. Free basic health tests. Free informative seminars. We helped with thousands of dollars in pre-promotion plus Live Broadcast Events on both days.

Promotion of Local Businesses

Business done with local businesses supports our local community with sales tax revenue as well as provides jobs and economic support to the community. For that reason, we identified the Chamber of Commerce Business Expo event as something we should support and help promote. The April 4 event is held at the ASU Convocation Center. There are over 200 booths from local area businesses and industry who mingle, network and share ideas. In addition, the public is encouraged to come and meet the owners and operators of businesses in the community and become familiar with businesses that they should patronize. We support the event with pre-promotion, host a booth, and provided Live Broadcast Events to support the event.

Cancer Support

People and families dealing with cancer diagnosis face a multitude of challenges. Breast Cancer is just one of many types of cancer but affects many women in our broadcast areas. St. Bernards Medical Center partners with the Susan G. Komen Foundation to raise money to fund educational programs, early detection efforts and free mammograms to women who otherwise could not be screened for breast cancer. The “Runway to the Cure” event held on May 25 is an event that we supported with pre-promotion interviews and recorded announcements, as well as provided talent (Christie Mathews & Rick Christian) to emcee the event. This representative thousands of dollars to support the event and the cancer support effort.