

## 1st Quarter Issues and Programming Report January-March 2022

### **Issue: Local Tourism: Activities and Events in the listening area**

Events and Job Fairs

WGKC, WQQB, WSJK, WJEK

On-Air PSA messages informing the public about when and where events, activities and job fairs happen and how to participate or contribute donations of money or time by volunteering.

1/01-3/30/2022

WSJK On-Air interviews with coordinators of events and recruitment/job opportunities

### **Issue: Local Tourism -Varies**

Community Calendar

WGKC, WJEK, WSJK, WQQB

1/01-3/30/2022

Community Calendar posted on all station websites give listeners a guide to everything going on in Central Illinois. Fundraisers all well represented, many getting air time during the morning shows with coordinators visiting with our on air talent and live mentions from DJ's during shows.

### **Issue: Homelessness**

C U at Home shelter awareness

WGKC, WJEK, WSJK, WQQB

1/01-2/05/2022

"One Winter Night" has participants staying outside from 7pm until 7am the next day as they fundraise to help emergency shelter and job training facility in Champaign Urbana IL and our air personalities helped emcee and promote the event raising \$250,000 for their operating budget

### **Issue/Event: Mental Health and Disabilities**

Special Olympics Polar Plunge and Donut Dash

WQQB, WGKC, WSJK, WJEK

1/25-3/19/2022

Coordinators spoke on the air about people with disabilities being able to participate in sports activities with the help of our area Special Olympics in Region I. Learning from their support staff on how to stay engaged in the community and assist in competitions/training

### **Issue/Event: Veterans and Underserved Citizens Assistance**

Event for Salvation Army to raise awareness about services for disadvantaged citizens to learn about resources, job training skills, homeless shelter and services for area veterans.

WQQB, WGKC, WSJK, WJEK

1/05-3/25/2022

Stations ran PSA's to encourage donations with a shortage on the red kettle campaign over the holiday. Promoted services for those experiencing poverty issues who need life skills. Also training for volunteers to help others with emergency services. Supporting with website coverage and social media networking plus interviews with coordinators like Melissa Wilhelm.

### **Issue/Event: Mentoring at-risk students in area schools**

PSA's and Promo's ran and the website and social media encouraging mentors to get registered.

WQQB, WGKC, WSJK and WJEK

1/22-2/27/2022

Lauren Smith with Unit 4 schools as a community relations specialist talked about how 20 percent of our students need a positive role model in their life, how to get involved/requirements.

**Issue: Performance Arts in the Champaign Urbana community**

Local theater groups have auditions with young actors as well as promoting concerts/shows.

WQQB, WGKC, WSJK, WJEK

1/10-3/30/2022

Directors on the air as we promote live theater at Parkland Theater and Unity High Schools "All Out A'cappella" as well as the Champaign Park District's Youth Theater's "Footloose" musical. The Virginia Theater celebrates a 150th anniversary with special shows, programs and concerts.

**Issue/Event: Tourism: "Restaurant Week" with over 35 places participating**

Details from the Champaign County Convention and Visitors Bureau on special menus/venues WQQB, WGKC, WSJK, WJEK

1/20-2/05/2022

Stations ran PSA's, posted on our websites, social media and conducted live interviews. Restaurants with special menus with over 35 places listed at VisitChampaignCounty.org

**Issue: Jobs and Business Opportunities in East Central Illinois**

Job fairs, career presentations and new skills for entering the work force and getting training WQQB, WGKC, WSJK, WJEK

1/15-3/5/2022

Stations encouraged listeners to check out the networking events by running PSA's and mentioning networking seminars and job fairs. The Chamber has also been hosting resume building workshops and interview technics. Parkland has training and skill enhancement for those checking out the career center. On Air Personalities involved in a recruitment video for a diverse group interested in exploring broadcasting

**Issue/Event: Public Safety**

Law Enforcement Official of the month with police officers sharing their personal story WQQB, WSJK, WJEK, WGKC

1/8-3/30/2022

With issues like defunding the police, our community has had an increase in violent acts and shootings. This topic is brought up at public meetings with city government and our law enforcement officials go on the air to share their perspective and what they do to ensure safety.

**Issue: Domestic Violence&Child Abuse helping Courage Connection/Crisis Nursery**

Raising awareness of resources available in emergency situations for those who are in abusive relationships or have problems with their child care by sharing information about these groups. WQQB, WGKC, WSJK, WJEK

1/28-3/30/2022

PSA's, website, social media and interviews with Jenna Phillips at Crisis Nursery the clients they serve looking for assistance in emergency situations and how volunteers can help with baby care as well as domestic violence victims learning how to be empowered and turn their life around.

**Issue/Event: Girl Scouts teach life skills with cookie sales**

Local Girl Scout Troops sale cookies and learn business and entrepreneurial skills to grow and be more confident while earning badges and getting opportunities to attend camp.

WQQB, WGKC, WSJK, WJEK

1/20-3/20/2022

Interviews with coordinators like Stacey LeFever and running PSA's to ensure folks are getting opportunities to buy cookies or send them overseas to someone in the military.

**Issue/Event: Training, Services and Job Placement for people with disabilities**

Developmental Services Center has a "Tree of Hope" campaign for people with disabilities to get services, job training and placement.

WQQB, WGKC, WSJK, WJEK

1/15-1/30/2022

Promoting the event, interviewing coordinators as well as running PSA's on all stations to ensure the fundraiser went well for DSC-Illinois.org to get services helping 1500 people living and working in East Central Illinois get paired with businesses who support this cause.