



WZMJ-FM, Batesburg, South Carolina

SIGNIFICANT ISSUES/PROGRAMS LIST

For Quarter 1, 2024

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 17 people.

Issues that were most frequently mentioned were:

1. Local News
2. Arts/Entertainment
3. Community
4. Health
5. Environmental
6. Education

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 Meera Bhonsle; content provided by ColaDaily.com

Issue 2: Arts/Entertainment

Date: 1/14/2024

Show: Midlands Matters

Time: 6:00AM

Guest: Morohiko Nakahara - SC Philharmonic Conductor

Topics:

- Playing in an ensemble teaches teamwork and problem solving. Between 45 and 90 people in the orchestra, depending on the material. Doesn't mind applause of appreciation at non-traditional times. The audience doesn't have to know the music to appreciate it.

Length: 27:23

Date: 2/25/2024

Show: Midlands Matters

Time: 6:00AM

Guests: Brooklyn Mack - Artistic Director and Lee Lumpkin - President of Columbia Classical Ballet

Topics:

- Helping young talent reach their potential. Elevating the arts in the city of Columbia. Art is always a bridge between humanity. It's a mission.

Length: 29:23

Date: 3/10/2024

Show: Midlands Matters

Time: 6:00 AM

Guests: Arts: Flavia Lovatelli, Artist. Maya Smith, Visual Artist. Mark Rouse, Columbia Jazz.

Topics:

- Flavia makes all her art from recycled items. Maya does illustrations for people, homes and animals with colored pencils and ink. The best experience you can get is not in school, it's learning from another person. The pandemic did not shut down the art community. Mark's goal is to pass along jazz to a new generation. A lot of successful jazz musicians are from the Columbia area. Holds an annual jazz event each year, drawing over 4,000 kids learning jazz at the Koger Center for the Arts.

Length: 31:33

Date: 3/12/2024

Feature: Hometown Interview

Time: 9:50a & 1:50p

Guest: Trae Judy - Five Points Associations

Topics:

- Encouraged families to attend St Pats in Five Points - local vendors, bands, a kid's zone, etc. - which, in turn, causes people to shop and eat locally. Named one of the top 15 celebraions in the US. Brought in over 35,000 people last year.

Length: 2:00

Date: 3/20/2024

Feature: Hometown Interview

Time: 9:50a & 1:50p

Guest: Mayor Elise Partin - City of Cayce

Topics:

- Discussed Soiree on State - an event that features live music, local vendors, and art inside empty retail/business spaces to promote the need for local businesses in the small town of Cayce.

Length: 2:00

Date: 3/21/2024

Feature: Hometown Interview

Time: 9:50a & 1:50p

Guest: Dan Dupre - Palmetto Sportsmen's Classic

Topics:

- Promoted Palmetto Sportsmen's Classic - an expo to promote hunting, fishing and outdoors activities in SC while also showcasing the services of the SC Dept. of Natural Resources.

Length: 2:00

Issue 3: Community

Date: 1/7/2024

Show: Midlands Matters

Time: 6:00 AM

Guests: Lisa Cole & Chris Keefer - Turning Pages SC

Topics:

- Provides one-on-one literacy training for adults for free. Schools are giving diplomas to people who can't read. Many people don't know this service exists. Been providing this service for 55 years.

Length: 27:09

Date: 1/25/2024

Feature: Hometown Interview

Time: 9:50a & 1:50p

Guest: Bob Pauling - MCEC

Topics:

- Discussed the state's deperate need for more power plants. Shared that we almost had a brown out on Christmas Eve 2022 because we lacked power. Asked listeners to contact their lawmakers to request new power plants.

Length: 2:00

Date: 1/28/2024

Show: Midlands Matters

Time: 6:00AM

Guest: Cecil Williams - Civil Rights Photographer

Topics:

- Started first and only Civil Rights Museum in SC. Trying to change name of landmark case Brown vs Board of Education. Native of Orangeburg, SC. Took a photo of Thurgood Marshall, but only one because a flashbulb back then was a dollar and Cecil was a poor young man. His most famous photo was of a little boy at a civil rights rally in the 60s.

Length: 31:43

Date: 2/13/2024

Feature: Hometown Interview

Time: 9:50a & 1:50p

Guest: Angelle LaBorde - LEXPO

Topics:

- Discussed Lexpo - an expo promoting businesses in Lexington county. Encouraging residents to discover and to visit restaurants, retail shops and services in their backyard.

Length: 2:00

Date: 3/31/2024

Show: Midlands Matters

Time: 6:00AM

Guest: Scott Powers - Executive Director - Experience SC Sports

Topics:

- Columbia has always been a hidden basketball hot spot. Dawn Staley has built one of the Top 3 program in Women's Basketball History. That allows Columbia to host early rounds of the NCAA Tourney. But Columbia does not have enough full service hotels to host the NCAA Men's Basketball Tourney. Columbia will be hosting a world soccer game, Manchester United vs Liverpool on August 3rd at Williams Brice Stadium.

Length: 30:04

Issue #4: Health

Date: 2/4/2024

Show: Midlands Matters

Time: 6:00 AM

Guest: Evonne Donald - Director of JR Clark Sickle Cell Foundation

Topics:

- Helps individuals and families. The only way to eradicate it is through education. Anytime two people with the trait have a child, 25% chance the child is born with full blown disease. Started in 1972. Some people don't believe their pain. So many carriers have no idea they have the trait. In the past, could only be treated with a bone marrow transplant. New treatment uses individuals own stem cells.

Length: 31:11

Date: 2/18/2024

Show: Midlands Matters

Time: 6:00AM

Guests: Alzheimer's Foundation - Melissa Price, Chief Program Officer of Leeza's Care Connection. Dr. Nishanth Kodumuri, Neurologist. Attorney Thomas Hughes.

Topics:

- Helps take care of the caretakers of those with Alzheimers. Those that take care of their loved ones with dementia are more likely to have their own health issues. There are many different types of dementia. There's no cure. Need a good Power of Attorney right away.

Length: 30:29

Date: 3/3/2024

Show: Midlands Matters

Time: 6:00AM

Guests: Brain Injury Association of SC: Joyce Davis - Executive Director and Mike Simmons - Veteran Outreach Coordinator

Topics:

- Non-profit for 26 years. Providing support and info for brain injury survivors, caretakers and professionals. Brain injury affects every aspect of life. Every March they do a virtual walk, run & roll. In SC, going to an inpatient brain injury rehab is not available to those without insurance. In SC alone, more than 700,000 people experience brain injury or stroke each year! In SC, a Dr has to clear an athlete before they return from a head injury. Working in the veteran community to keep them from harming themselves.

Length: 30:33

Issue #5: Environmental

Date: 2/11/2024

Show: Midlands Matters

Time: 6:00AM

Guests: Rob Last - Commercial Horticulture Agent for Lexington County SC from Clemson Cooperative Extension & Jennifer Weaver - Urban Horticulture Agent Coordinator and Arborist

Topics:

- Works with food producers, big or small. Mishaped fruits and veggies taste as good or better. State outlawed the sale of Bradford Pears. They will replace them for free. You must get a soil test before fertilization. The goal is to help folks to have healthier yards and fields.

Length: 30:21

Date: 3/24/2024

Show: Midlands Matters

Time: 6:00AM

Guests: SC State Museum - Liz Kelimek - Planatarium Manager and David Dickson - PR Manager

Topics:

- With the upcoming solar eclipse, do not look directly at it. Look at the ground. They love seeing kids getting into the shows they perform at the planatarium. You don't have to own a \$10,000 telescope. Just get up early and look at the sky. They Planitarium teaches you what to look for.

Length: 28:54

Issue #6: Education

Date: 1/21/2024

Show: Midlands Matters

Time: 6:00 AM

Guest: Latoya Reed - Director of SC Youth Challenge

Topics:

- It's a military structured program for SC youth between 16 and 18 years of age. 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 have success. Its a 22-week program. Teaches them to lead and how to follow. Offers GED or helps them go back to their school & get diplomas.

Length: 31:20