

Issue and Programs Report For Stations:

HIGHWAY 106,1 WMMY-FM Jefferson, NC /102.3 WWMY-FM Beech Mountain, NC (simulcast)

AM 1450 WATA-AM Boone, NC

CLASSIC HITS 100-7 WZJS-FM Banner Elk, NC

WECR-AM 1130 Newland, NC

AM 1200 WXIT-AM BLOWING ROCK, NC

1st Quarter

January 1-March 31, 2024

Station Manager: Erica Lackey

Station Program Director: Jeff Brown

Compiled By: Jeff Brown

ISSUES OF CONCERN IN THE HIGH COUNTRY ADDRESSED IN RESPONSIVE
PROGRAMMING

CODE ISSUE

AC Arts, Culture, and Tourism

CD Crime/Drugs/Public Safety

CR Civil Rights & Activism

EC Economy/Employment

ED Education

EH Environment/Health/Medical Affairs

GA Government Affairs / PA Political Affairs

GR Growth/Transportation/Roads

HO Housing IA International Affairs /

NS National Security

JANUARY 3 SCOTT ELLIOTT DIRECTOR OF DEVELOPMENT FOR BLUE RIDGE CONSERVANCY INTERVIEW ABOUT UPCOMING PLANS FOR NORTHERN PEAKS TRAIL. 18 MINUTES AC/GR

JANUARY 4 SUZANNE LIVESAY FROM APPALACHIAN THEATER INTERVIEW ABOUT UPCOMING SCHEDULE FOR CONCERTS AND FILM SERIES. 18 MINUTES AC

JANUARY 6-7 CAROLINA NEWSMAKERS INTERVIEW WITH PATRICK WOODIE - PRESIDENT OF THE RURAL ECONOMIC DEVELOPMENT CENTER ECONOMY, RURAL DEVELOPMENT, POPULATION GROWTH, INVESTMENT, BUSINESS LOANS, TECHNOLOGY, INFRASTRUCTURE, TRANSPORTATION, EDUCATION, MEDICAID EXPANSION, BROADBAND, AND LEGISLATION. EC/ED/EH/GA/PA

JANUARY 11 INTERVIEW WITH 5TH DISTRICT HOUSE REPRESENTATIVE VIRGINIA FOX ABOUT LOCAL AND REGIONAL ISSUES IN 5TH DISTRICT. 15 MINUTES GA/PA

JANUARY 13-14 CAROLINA NEWSMAKERS INTERVIEW WITH ROBERT ORR - FORMER NORTH CAROLINA SUPREME COURT JUSTICE COLLEGE ATHLETICS, NCAA, NAME IMAGE AND LIKENESS, MEDIA RIGHTS, MONEY IN SPORTS, EDUCATION, TITLE IX, COLLECTIVES, TRANSFER PORTAL, CONFERENCE REALIGNMENT, AND FUTURE OF ATHLETIC GOVERNANCE. AC/ED

JANUARY 18 INTERVIEW WITH BEVIN SOUTH, DIRECTOR OF STRATEGIC INITIATIVES AND SPECIAL PROJECTS AT ASHE COUNTY SERVICES FOR AGING IN WEST JEFFERSON ABOUT SERVICES AVAILABLE FOR SENIORS IN THE COMMUNITY. 17 MINUTES EH/ED/EH

JANUARY 20-21 CAROLINA NEWSMAKERS INTERVIEW WITH KAREN BRINSON BELL - EXECUTIVE DIRECTOR OF THE NORTH CAROLINA STATE BOARD OF ELECTIONS HOW THE STATE BOARD OF ELECTIONS IS ORGANIZED, PRIMARY ELECTION, ELECTION SECURITY, REDISTRICTING, EARLY VOTING, ABSENTEE VOTING, VOTER IDENTIFICATION, CAMPAIGN FINANCE, CAMPAIGN COMPLIANCE, SOCIAL MEDIA, ELECTION SECURITY, VOTER REGISTRATION, AND VOLUNTEERS. GA/PA

JANUARY 27-28 CAROLINA NEWSMAKERS INTERVIEW WITH LYNN MINGES - PRESIDENT AND CEO OF THE NORTH CAROLINA RESTAURANT AND LODGING ASSOCIATION COVID-19, RESTAURANTS, EMPLOYMENT, INFLATION, TECHNOLOGY, LODGING, TOURISM, EDUCATION, SCHOOL CALENDARS, SPORTS, CONVENTIONS, SERVING CAREERS, TRAINING, AND TRAVEL. AC/CD/EC/ED/GR

FEBRUARY 2 BLOWING ROCK CHIEF OF POLICE AARON MILLER RETIRING FROM SERVICE AFTER 19 YEARS, INTERVIEW WITH CHIEF MILLER. 12 MINUTES AC/CD/CD

FEBRUARY 3-4 CAROLINA NEWSMAKERS INTERVIEW WITH BRAD CRONE - PRESIDENT OF CAMPAIGN CONNECTIONS ELECTIONS, VOTING, PRIMARIES, GOVERNOR'S RACE, COUNCIL OF STATE RACES, SPORTS BETTING, ADVERTISING, CONGRESSIONAL SEATS, ISSUES, IMMIGRATION, NATIONAL DEBT, ECONOMY, ARTIFICIAL INTELLIGENCE, FAIR ELECTIONS, AND REDISTRICTING. ED/GA/PA

FEBRUARY 8 DR. DAN BRIGMAN, SUPERINTENDENT OF AVERY COUNTY SCHOOLS INTERVIEW ABOUT HIS CONTRACT EXTENTION. 18 MINUTES EC/ED

FEBRUARY 10-11 CAROLINA NEWSMAKERS INTERVIEW WITH DR. MIKE WALDEN - NC STATE ECONOMICS PROFESSOR EMERITUS ECONOMY, ELECTIONS, INTEREST RATES, FEDERAL RESERVE, SAVINGS, DEBT, INTERNATIONAL TRADE, STOCK MARKET, NATIONAL DEBT, SOCIAL SECURITY, STUDENT DEBT, GAS PRICES, JOB GROWTH, EDUCATION, AND HEALTH CARE. EC/ED/EH/GA/GR

FEBRUARY 17-18 CAROLINA NEWSMAKERS INTERVIEW WITH DR. SCOTT RALLS - PRESIDENT OF WAKE TECH COMMUNITY COLLEGE EDUCATION, POPULATION GROWTH, HEALTH CARE, UNIVERSITY SYSTEM, COST OF EDUCATION, TEXTBOOKS, HOUSING, FACULTY, STUDENTS, ONLINE COURSES, ATHLETICS, AND PUBLIC SAFETY. EC/ED/EH

FEBRUARY 19 DAVID JACKSON, PRESIDENT OF THE BOONE AREA CHAMBER OF COMMERCE INTERVIEW ABOUT UPCOMING TOWN AND AREA EVENTS AND NEW BUSINESSES. 16 MINUTES AC/EC/GR

FEBRUARY 24-25 CAROLINA NEWSMAKERS INTERVIEW WITH SHAWN HARDING - PRESIDENT OF THE NORTH CAROLINA FARM BUREAU FARM BUREAU BACKGROUND, AGRICULTURE, TOBACCO, COTTON, COVID-19, WORKFORCE, REPAIRS, GRAINS, WEATHER, ENERGY, INFLATION, FARM BILL, RECRUITING NEW FARMERS, FORESTRY, AND BROADBAND. AC/EC/ED/EH/

MARCH 2-3 CAROLINA NEWSMAKERS INTERVIEW WITH TOM JENSEN - EXECUTIVE DIRECTOR OF PUBLIC POLICY POLLING PRESIDENTIAL PRIMARY, ELECTIONS, YOUNG VOTERS, NORTH CAROLINA GOVERNOR'S RACE, REDISTRICTING, NC CONGRESSIONAL DISTRICT 1, US SENATE OUTLOOK, US HOUSE OUTLOOK, ADVERTISING, SOCIAL MEDIA, DEBATES, UNAFFILIATED VOTERS, ARTIFICIAL INTELLIGENCE, AND ECONOMY. GA/PA/NS

MARCH 5 APP STATE HEAD BASKETBALL COACH DUSTIN KERNS INTERVIEW ABOUT UPCOMING MENS BASKETBALL TOURNAMENT. AC 14 14 MINUTES

MARCH 9-10 CAROLINA NEWSMAKERS INTERVIEW WITH REID WILSON - SECRETARY OF THE NORTH CAROLINA DEPARTMENT OF NATURAL AND CULTURAL RESOURCES ENVIRONMENT, EDUCATION, CULTURE, RECREATION, STATE PARKS, HISTORICAL MARKERS, MUSIC, SYMPHONY, STATE LIBRARY, ARCHEOLOGY, ZOO, ARTS COUNCIL, STATE ARCHIVES, MUSEUMS, AND NATURAL RESOURCES. AC/EC/ED/GA

MARCH 13 JEN BASS ,EXECUTIVE DIRECTOR FROM THE HUNGER AND HEALTH COALITION OF BOONE INTERVIEW ABOUT UPCOMING FOOD DRIVE FOR AREA. 17 MINUTES AC/EH

MARCH 16-17 CAROLINA NEWSMAKERS INTERVIEW WITH KODY KINSLEY - SECRETARY OF THE NORTH CAROLINA DEPARTMENT OF HEALTH AND HUMAN SERVICES MEDICAID EXPANSION, HEALTH CARE, BEHAVIORAL HEALTH, MENTAL HEALTH, OPIOIDS, COVID-19, ADDICTION, HOSPITALS, TECHNOLOGY, RABIES VACCINES, GROWING CAREGIVING WORKFORCE, CHILD CARE, AND EDUCATION. AC/EC/ED/GA

MARCH 20 BRIAN BETTIS, PRINCIPAL FROM BETHAL SCHOOL INTERVIEW ABOUT UPCOMING EVENTS AND EDUCATIONAL ISSUES IN THE BETHEL COMMUNITY. 18 MINUTES ED/AC

MARCH 23-24 CAROLINA NEWSMAKERS INTERVIEW WITH MIKE CAUSEY – SECRETARY OF THE NORTH CAROLINA DEPARTMENT OF INSURANCE INSURANCE, HOME OWNERS INSURANCE, INSURANCE RATES, NATURAL DISASTERS, RATE BUREAU, CLIMATE CHANGE, AUTOMOTIVE INSURANCE, DISTRACTED DRIVING, REPLACEMENT VALUE COVERAGE, FRAUD, SCAMS, AND OPERATION MEDICINE DROP. AC/EC/ED/GA

MARCH 27 JACOB WILLIS INTERVIEW FROM HIGH COUNTRY CAREGIVERS ABOUT FUND RAISING GOLF TOURNAMENT TO RAISE MONEY FOR AREA CHILDREN. 22 MINUTES AC/ ED

MARCH 30-31 CAROLINA NEWSMAKERS INTERVIEW WITH PHIL BERGER - SENATOR PRO TEM OF THE NORTH CAROLINA SENATE LEGISLATIVE SESSION, STATE BUDGET, ECONOMY, INFRASTRUCTURE, RAINY DAY FUND, TRANSPORTATION, MEDICAID EXPANSION, HEALTH CARE, HOSPITALS, SPORTS BETTING, CASINOS, TOLL ROADS, BUSINESS INCENTIVES, EDUCATION, LEANDRO, SCHOOL SAFETY, ARTIFICIAL INTELLIGENCE, AND IMMIGRATION. AC/EC/ED/GA