

1st Quarter Issues and Programming Report January-March 2023

Issue: Careers/Employment

Education for Employment System #330 Career Fair at iHotel

WGKC, WJEK, WSJK, WQQB

1/09/23-1/24/23

Career Conference for 5 county area speaking to just over 2,000 participants in our listening area about broadcasting jobs and equal opportunities for future employees with a diverse background who could potentially work in radio

Issue: Local Events to keep listeners engaged/volunteer opportunities

WGKC, WJEK, WSJK, WQQB

1/01/23-3/30/23

Champaign County Convention & Visitors Bureau has a Restaurant Week, hosting groups and tournaments plus the library and park district programs get participants as well as fundraisers, as coordinators do interview segments on our radio stations.

Issue: Homelessness in our community and awareness to get on a pathway to progress

WGKC, WJEK, WSJK, WQQB

1/01/23-2/11/23

One Winter Night is the name of the event with around 300+ local leaders spending the night asking for contributions to help those without an address. The day time drop in center called "The Phoenix" assists those who are at a disadvantage build a resume and get some job skills. CU@home.us is their website. Restoration Urban Ministries is another organization in our market helping those with life challenges as well as the Salvation Army.

Issue: Mentoring students in Champaign and Urbana Schools

WGKC, WJEK, WSJK, WQQB

1/3/23-3/10/23

Unit 4 and Unit 116 schools 'One to One' mentoring programs and Big Brothers Big Sisters of East Central Illinois helps over 200 kids who's parents are going through challenges (health/prison issues) Mentors are recruited to meet with these at-risk teens once a week with Public Service Announcements and interviews on the air on how to get screened/involved.

Issue: Resources and healthy living assistance for people with disabilities

WGKC, WJEK, WSJK, WQQB

1/19/23-3/11/23

East Central Illinois Region I Special Olympians benefit from the "Polar Plunge" done in Mahomet. We have Public Service Announcements, Interviews with coordinators as we help raise for those with disabilities. 173 participants raised over \$47,000.

Issue: Law Enforcement awareness/appreciation/employment

WGKC, WJEK, WSJK, WQQB

1/1/23-3/31/23

We have a different Law Enforcement Official of the Month come to talk about their job/career to encourage our listeners to learn more about the

people protecting them.1st responders, police and the fire department have jobs & training coming up.

Issue: Assisting the Poor/Disadvantaged in our community

WGKC, WJEK, WSJK, WQQB

3/1/23-3/31/23

Empty Tomb works with a couple dozen area churches to recruit help with "Mission Match" event that help kids get help and medical assistance as listeners learn how to assist. Salt and Light is an organization accepting clothing, furniture and food to give out to those who volunteer to work a shift at their facilities in Champaign and Urbana.

Issue: Career Development, Recruitment and Retaining Employees

WGKC, WJEK, WSJK, WQQB

2/1/23-3/31/23

Messages and interviews ran on our stations from Parkland College with ways to train up students who want to get good paying jobs and need to update their skills with courses online and in person. Science, Technology, Engineering, Art and Math are part of the Girl Scout formula as they encourage young women to succeed. A free seminar was hosted at iHotel for employers recruiting and wanting tips to retain workers and recognize employees who have been working for years at the company

Issue: Recovery and assistance for victims of abuse

WGKC, WJEK, WSJK, WQQB

3/1/23-3/30/23

Crisis Nursery is an Island of Safety for parents having trouble with an abusive spouse or have a family emergency with the facility receiving kids 8 and under for overnight care. Coordinators have explained services for awareness and talked about a Wine Tasting fundraiser+duelling pianos being played at Carmon's 3/30/23

Issue: Gambling addiction

WGKC, WJEK, WSJK, WQQB

3/11/23-3/30/23

The Gateway Foundation has therapy for people facing addiction. Advisor Shane Cook did an interview and messages were shared on our radio station about March Madness and the betting on NCAA basketball tournaments and the brackets listeners fill out

Issue: Farmer Safety and Careers

WGKC, WJEK, WSJK, WQQB

2/1/23-3/11/23

U of I extension talks about farmer safety in our agricultural community and our local FFA groups are talking about their fundraisers, conferences, future career steps in Ag and events involving Ag Week with messages on the radio

Issue: Home Energy Bill assistance

WGKC, WJEK, WSJK, WQQB

Champaign County's Regional Planning Commission has a mobile home initiative for qualifying Ameren customers to help with their energy bill payment and get upgrades

Issue: Food insecurity in our 18 county area

WGKC, WJEK, WSJK, WQQB

Eastern Illinois Foodbank has local leaders on the "Adult Prom Court" trying to be King and Queen and raise money for families that have food insecurities in the 18 county service area where 1 in 5 kids don't have enough to eat and with fundraisers like this, can get backpacks with food to help them through the weekend, at school

Issue: Recruiting volunteers and getting donations for fairs, festival & events

WGKC, WJEK, WSJK, WQQB

Champaign County Freedom Celebration has their 4th of July plans that start to take shape in the 1st quarter of the year. Tolono Fun Day and Mahomet Soda Festival have June dates and Military organizations are getting their Memorial Day plans set. Now is the time for volunteers, sponsors and organizations to get signed up to be a part

Issue: Heart, Concussion and Physical Therapy for Healthier Living

WGKC, WJEK, WSJK, WQQB

Stevie Jay Broadcasting has a relationship with area hospitals who have doctors and therapists updating our listeners with a medical minute on various topics like heart health, concussion protocol and physical therapy to stay more fit and limber