

ISSUES AND PROGRAMS SUMMARY FOR STATIONS:

WKOK-AM/WQKX-FM/WEGH-FM/WVLY-FM

Sunbury/Northumberland/Milton, Pennsylvania

PROGRAM NAMES: On the Mark and Daily Local Newscasts

AIR QUARTER: 1st Quarter - January to March 2024

AIR DATES: January 1, 2024 to March 31, 2024

PROGRAM AIRTIMES:

WKOK-AM – On the Mark: A live talk show where all the callers voice their opinions on the news and issues of the day.

PROGRAM LENGTH: 1 Hour Mon-Thurs at 9 am

WKOK-AM- Daily Newscasts: Weekdays 7:30am, 8:00am, 8:30am, 11:00am, and 12:00pm Saturday and Sunday - 7:30am, 8:00am, and 8:30am

PROGRAM LENGTH: Varies from 2 to 6 minutes in length.

WQKX-FM – Daily newscasts: Weekdays 6am, 6:30am, 7am, 7:30 am, 8am and 8:30am.

PROGRAM LENGTH: Twenty-five (25) 2.5-minute newscasts, total weekly time 62.5-minutes. The above-mentioned newscasts had many news stories written addressing the issues listed below.

WEGH-FM – Hourly newscasts: Weekdays 7:00am to 8:00am.

PROGRAM LENGTH: Two (2) 2-minute newscasts, total time 4-minutes daily. The above- mentioned newscasts had many news stories written addressing the issues listed below.

WVLY-FM – Hourly newscasts: Weekdays 07:00am to 8:00am.

PROGRAM LENGTH: Two (2) 2-minute newscasts, total time 4-minutes daily. The above- mentioned newscasts had many news stories written addressing the issues listed below.

PROBLEM ADDRESSED: The issues associated with:

- Poverty. Local families living on the margin, food insecurity and the cycle of poverty.
- Transportation. In a rural area, with no mass transit, rides to work, rides to higher education and health care are an issue.
- Substance Abuse. The opioid crisis, the impact of addiction and overdoses, and the impact of addiction and overdoses on lives and families.
- Health/Mental Health. Issues that affect the health and well-being of the Susquehanna Valley. This includes helping to focus on help for those with mental illness issues.
- Diversity. Our area can be very insular, bullying issues in schools, and blatant incidents occur. These interviews are part of our effort to address race and equality issues in the US, and our local area.

- Children, Youth and Adolescents. Assuring that cycles of abuse, education, early childhood initiatives, and family opportunities are discussed and talked about.
- Environmental Improvements. Our region has environmental impacts from farming and industry including the mining of coal that's been going on for more than 100 years.

INTERVIEWS, GUESTS, AND NEWS STORIES ADDRESSING THE ABOVE-MENTIONED ISSUES:

WKOK/WQKX/WEGH/WVLY News Stories: Children, Youth and Adolescents

- 01/08/24 – Lewisburg Children's Museum Grant
- 01/24/24 – Greater Susquehanna Valley YMCA and MACC Merge for More Services
- 03/22/24 – RIT Task Force to Help Volunteer Firefighters

WKOK/WQKX/WEGH/WVLY News Stories: Health/Mental Health

- 01/08/24 – Ways to cope with SAD: Seasonal Affective Disorder.
- 02/06/24 – Adolescent Mental Health Talk
- 02/22/24 – CSIU Mental Health Discussion

WKOK/WQKX/WEGH/WVLY News Stories: Transportation

- 01/12/24 – CSVT Report Positive Impact on Traffic

WKOK/WQKX/WEGH/WVLY News Stories: Poverty

- 01/09/24 – Center for Breast Health Donation for More Free and Discounted Screenings
- 01/24/24 – Greater Susquehanna Valley YMCA and MACC Merge for More Services
- 01/25/24 – Funding for Emergency Medical Service Providers
- 03/13/24 – Raise the Region Fundraiser for Hundreds of Local Non-Profits

WKOK/WQKX/WEGH/WVLY News Stories: Environmental Impact

- 01/18/24 – Shamokin Creek Restoration Receives DEP Funding

WKOK's ON THE MARK ADDRESSED THE FOLLOWING ISSUES:

- 01/08/24 - Economics - The effects of inflation on residents of the region.
- 02/05/24 – Economics – Money Monday with the Greater Susquehanna Valley Chamber of Commerce discussing the impacts to our area with jobs and inflation.
- 02/26/24 - Diversity - Drawing attention to improving community relations after a pair of rallies in the area.
- 02/28/24 - Mental Health - The social media mental health impact on kids and adults.
- 03/02/24 - Mental Health - The impact of Tik Tok on kids.