

## ***Issues and programming – WMKZ –1st quarter – 2022***

### Election 2022:

WMKZ provided listeners with dates regarding the May Primary such as the deadline to file to run for office, the deadline to register to vote, and the opening of absentee ballot requests. The announcements were made on various local newscasts 1/1 – 3/31 frequency of 50 times at an average length of :30-1:00 each.

### Employment:

WMKZ provided information on a local job fair hosted online and was geared toward those individuals searching for at home work. We reminders on the air in the weeks leading up to the event held on March 18<sup>th</sup>. We also aired :30 reminders that centered on various local businesses that were currently hiring, we aired approximately 50 :30 ads each month.

Monthly unemployment report: We provided each month a news items which focused on the unemployment rates for our local & 10 county area. We compared totals to the previous month to show improvements or declines as well as a comparison to the unemployment rate from one year prior. The news announcements were made on 3 newscasts & was approximately :90 in length.

### Covid -19

We continued daily, then weekly updates on the spread of Covid-19, the number of new and active cases as well as, hospitalizations and deaths.

We gave information from the LCDHD regarding vaccines and the clinics held in our area by the district health department, and how to obtain a vaccine was broadcast on our local newscasts.

### Education:

Monthly board meeting coverage: We have provided each month news announcements of monthly school board meetings that include the items of the agenda, date, time, & place of meeting. The following day we then aired news stories which covered aspects of the meeting with greatest concern and impact on the community. An average of 6 announcements were made each month with run times of :30 to two minutes.

Other school news included sports results and broadcast games, various news pieces from the campuses in the local district on academic achievements and events students participated in.

Public Service Announcements: The following :30 psa's aired during the quarter

Multiple Coronavirus vaccination announcements

Alzheimer's announcements

Child Abuse prevention

Veterans' assistance

KY 811 -call before you dig

KY Community & Tech College System

Kentucky National Guard

Kentucky Adult Education

Kentucky Transportation Cabinet