

Issues and programming – WMKZ – 3rd quarter – 2021

Education:

We provided updates on the back to school protocol that our district had adopted as it pertains to the Covid-19 situation. We spoke with the School superintendent on August 17th for approximately 8 minutes of airtime regarding options that were being offered to parents and the type of instruction available to the various grades.

School based council meetings: We have provided each month the dates, times, & agenda (when available) to each of our school-based meetings. The councils are made up of parents and school staff who address issues pertaining to their respective campus. There are five councils who meet each month, with each meeting announced the day of on at least 3 newscasts for an approximate total of 15 airings averaging :15-:30 in length.

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.

Drug Intervention:

We broadcast a report from The Kentucky Justice and Public Safety Cabinet and Office of Drug Control Policy on the number of 2020 drug overdoses in Wayne and surrounding Counties. The two minute report was aired three times on August 4th on local newscasts at 7:30, 12:00, and 5:00.

Local Arrest reports: Airing frequent reports of arrests in the community that feature drug related charges bringing awareness to how widespread the drug problem has become & informing the community of the types of drugs that circulating. The stories aired each month, ranging in length from :30 to 2:00 and were featured during our local newscasts.

Employment:

We reported on grant money obtained for a virtual job training workshop which began on August 30th and an upcoming virtual job fair scheduled for September 7th. The announcements were approximately :30 and we broadcast a total of ten times 8/23 – 8/30.

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 and year 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

Announcements were made at various times regarding the WC Healthy Kids Clinic Covid Testing/vaccine clinics held on Monday's and Wednesdays of each week at Memorial Park. The announcements were approximately :30 and were broadcast beginning August 23rd three days per week, 3 times per day.

We ran various announcements regarding the local Covid pandemic including the latest numbers from the Lake Cumberland District Health Department regarding infections as well as vaccination rates. We ran various public service announcements on our newscasts and inserted in our normal programming on CDC and state guidelines regarding the spread of Covid and how to get vaccinated. We also broadcast any all closings of businesses, government agencies, and schools as it pertained to the virus.

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

Justice & Public Safety

Kentucky National Guard

Kentucky Adult Education

Governors office of Agricultural Policy

Kentucky Transportation Cabinet

KY 811 -call before you dig

KY Community & Tech College System

Cabinet for Health & Family Services