

Issues and programming – WMKZ –4th quarter – 2021

Education:

We continued to update parents and the community regarding the school situation as it pertained to Covid 19. The updates included but were not limited to closings, school group attendance days for those students who were doing in person classes. We gave information regarding Wi-Fi hotspots in the community that families who had no internet access at home could go so the student could access schedules and meetings.

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.

Covid -19

We ran various announcements regarding the local Covid pandemic including the latest numbers from the Lake Cumberland District Health Department. 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. We also broadcast any all closings of businesses, government agencies, and schools as it pertained to the virus.

We gave information from the LCDHD regarding vaccines that were obtained and administered in the month of December. The procedures involved in determining who was eligible for the vaccine and how to obtain a vaccine was broadcast on our local newscasts.

Drug Intervention:

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:

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.

Local job openings: Announcements were made each month an average of 5 times per week concerning what job openings are available locally. The information broadcast is provided by the County Judge Executive and feature the name of the prospective employer, pay and any other pertinent information that is available. The announcements were :30 in length.

Public Service Announcements: The following :30 psa's aired during our 4th quarter

KY 811 -call before you dig

Justice & Public Safety

KY Community & Tech College System

Kentucky National Guard

Kentucky Adult Education

Governors office of Agricultural Policy

Kentucky Transportation Cabinet

Cabinet for Health & Family Services