

Issues and programming – WMKZ –2nd quarter – 2022

Primary Election

WMKZ ran various news articles on the May 10th primary which featured a list of each race and candidate on the ballot. We provided listeners with absentee/early voting information and well as a list of precincts where in person voting was held on election day. On election evening we gave live coverage of returns 6:00 – 8:00 pm.

Covid -19

We ran various announcements regarding the local Covid pandemic including the latest numbers from the Department of public health. We ran various public service announcements from the cdc and local health department related to vaccines.

Education:

We provided via news & community calendar information regarding the Summer meals program offered by the local school district. Locations and time for meal distributions were broadcast on multiple occasions during the month of June.

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.

Employment:

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. There have been multiple job openings at various locations, a job fair was held in which we broadcast the date, time, and requirements for those interested to attend and submit an application to work.

Drugs

We were able to provide information provided by the local police department regarding the national prescription drug take back day which allowed local residents to bring unused or unwanted medications and dispose of them properly by dropping them off anonymously at the local police department.

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

Youth Advocate Programs

May – Teen Stress Awareness month

Feeding America

Drug Impaired Driving

Diabetes Prevention

Wounded Warriors