

Issues and programming – WMKZ –2nd quarter – 2021

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 gave information from the LCDHD regarding vaccines that were obtained and administered in the months of April, May, and June. We notified the public of local vaccination clinics time and location.

We provided information from the Governors office on re opening procedures in place for Kentucky such as business capacity and mask mandates.

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.

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

Multiple Coronavirus announcements.

KY 811 -call before you dig

Child abuse

Mental health

KY Community & Tech College System

Kentucky National Guard

Kentucky Adult Education

Governors office of Agricultural Policy

Kentucky Transportation Cabinet

Cabinet for Health & Family Services