

WKCS Radio
Issues/Programs List
October-December 2012
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It is WKCS's belief that as a part of Knox Co. Schools, airing programs concerning education, Career and Technical Education, youth and school issues, college, and job skills are our most important public service goals.

Issues:

1. Improving graduation rates- Fulton High School stays on the NCLB "failing school" list primarily due to low graduation rates. WKCS constantly airs PSA's from the Ad Council and other agencies that promotes staying in school. The very existence of the radio broadcasting program and WKCS radio is significant, because participation in the radio station is a motivator to come to school and do well in school. At various times during the quarter, WKCS aired a program entitled "Etc." in which Fulton students gave their opinions on school and educational topics.
2. Broadcasting community events. WKCS broadcast Fulton High School basketball games solely as a public service to our listeners. Many people in the community could not attend the games, and their only source of information. This also served as a means to train broadcasting students. Many different PSAs were played during the breaks adding to the public service impact.
3. WKCS aired the regularly scheduled Knox County School Board Meetings beginning a 5PM on 10/1, 10/3, 10/15, 11/5, 11/7, 11/19, 12/3, and 12/5. Agendas and topics discussed in these meetings are available at knoxschools.org.
4. Broadcasting information of general interest. WKCS is non-commercial, so we broadcast a variety of PSA material during breaks. The topics include military recruitment, Drug and alcohol prevention, health information including the Medicare Minute, and online safety. WKCS also began airing announcements for Knox County's Tip 411 line, a way for students to anonymously report potential violence.