

WQKR PUBLIC AFFAIRS PROGRAMS

"This Month in Portland"

1ST QUARTER, 2020

January 25th

Our monthly public affairs program, aired the last Saturday of each month from 7:00-10:00 p.m., this month was a look at how Sumner County (Portland, Gallatin, Hendersonville, Goodlettsville*, White House** and Westmoreland) stacks up against our neighboring counties (and the cities in each) around us, in a number of important categories used to evaluate progress in key areas. Robertson (Springfield, Greenbrier, Orlinda); Wilson (Lebanon, Mt. Juliet); and Trousdale (Hartsville) in Tennessee and Simpson (Franklin) in Kentucky. The areas of interest we looked at were education and the school systems, business and industry, employment and tourism...and how Sumner County and Portland stood up against them. Our guests were representatives from the local chambers of commerce, the school boards, county commissioners and city council members.

** Goodlettsville is located in both Sumner and Davidson Counties*

*** White House is located in two counties (Sumner, Robertson)*

February 29th (Part I) and March 28th (Part II)

The programs both in February and March were hard looks at the introduction of the Coronavirus in Portland and Sumner County, and how it progressed from its beginnings in February to where we were at the end of March, and the effects on all aspects of life in our area. Highlighted were the impact on business and the economy (businesses which stayed open or closed...or stayed open and changed); how hard an economic impact it had on business; the way shopping changed for both the business and the consumer; the actual health threat it posed to the public---number of cases, hospitalizations, deaths and recoveries--and how that affected everyday life in our community. And in the

March program, a comparison was made to what was discussed in February, and the changes that took place in the ensuing thirty days. Our guests for both programs were local physicians, representatives from Sumner Regional Medical Center and the Medical Center at Franklin (Franklin, Kentucky); a nurse; and in March, a person who had a family member who had tested positive for Covid-19 and was quarantined at home. These two programs may have been the most listened-to and anticipated of all the shows we have done...and certainly generated the most response.

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"This Month in Portland"

2nd Quarter, 2020

Saturday, April 25th and May 29th, 2020

Because of the Covid-19 pandemic, both nationwide and in Sumner County, Tennessee, programming on WQKR, as presented to and heard by, listeners throughout the county, and northern Middle Tennessee and South Central Kentucky, took on an air of importance...crisis...relevance---not usually thought of by a radio station that is primarily a medium of entertainment. Radio stations for almost one hundred years now have stepped into such a role many times, but more often than not, the station is thought of as a source of fun and music, with a certain amount of programming devoted to news. Not so in 2020. News---primarily about Covid-19 and the pandemic across the country---has taken over, and along with wanting to be entertained by the radio in their spare time...listening to their favorite music...in April, May and June of 2020, there was a greater demand for news of the virus locally: who has it; who doesn't; what stores are open and which ones are closed; are there "hot cells" at the nursing and retirement homes in Portland and Sumner County like in other areas? who has died? do I have to wear a mask? Where can I get one? During the first quarter of 2020, WQKR addressed much of this in previous programs, but on April 25th, we took it to another level. The program was expanded to two hours and updated in May and June. In May, we addressed the actual program itself as the topic of the show. How does WQKR decide on the topics to be discussed? Who the guests will be? What can be said and what left unsaid? How detailed should the discussions be concerning the people who have or get the illness? Our guests in April and May were a doctor, a city council member, a business owner and a member of the clergy, and they discussed their roles in the health crisis we are living through.

Saturday, June 27th, 2020

The third installment of "This Week in Portland: Covid-19" was a step up in making radio---in this case a small-town radio station living in the shadow of a big city radio market with more than forty stations PLUS television---relevant! Again! Our guests were listeners: randomly picked to be a diverse group of people---a cross-section of our community--- and they discussed how they thought WQKR was handling the pandemic; were we helping them; what were we doing right? What more, and what else---could we do? A radio station SHOULD be the heart and soul of a community. Were WE? What else could we be doing? Was Portland informed? Were we giving listeners what they wanted and needed to cope with the virus? Was WQKR fulfilling its obligation to serve the needs of the community?

The consensus...thankfully, was positive. Yes we were.