

## QUARTERLY ISSUES AND NEEDS 2<sup>ND</sup> QUARTER 2014

1. CUMBERLAND PARKWAY ROAD CONSTRUCTION.- As construction season begins on area highways, WCLU AM and FM aired 175 public service announcements focusing on the bridge construction and delays at mile marker 7 on the Cumberland Parkway. The announcement focused on reduced speed limit, hours of work and possible delays on this busy thoroughfare. The announcements aired from April 3<sup>rd</sup> through April 10<sup>th</sup>, as the construction began.

2. PRIMARY ELECTION CHANGES. With the impending May Primary on the horizon, WCLU did a two part news story with County Clerk Joanne London informing the public of the new polling districts and the measures made to keep wait times as short as possible, as well as the changes in locations, including the co-location of two precincts. This series of news stories aired on all 5 local newscasts April 17<sup>th</sup> and 18<sup>th</sup> on WCLU AM and FM.

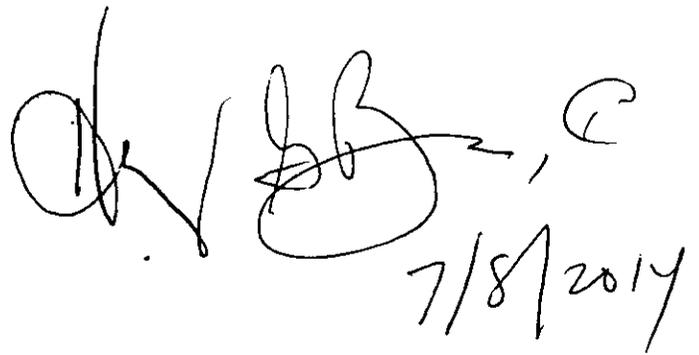
3. MAY 4<sup>TH</sup> – 10<sup>TH</sup> is National Nurses Week. WCLU AM FM produced 3 different public service announcements featuring nursing students at SKYCTS training to be LPN's. The public service announcements featured information on the types of employment LPN's can expect to find and the course and time commitments of getting the LPN degree. These PSA's aired 10 times per day on each of WCLU AM and FM. SKYCTS serves students in Hart, Metcalfe and Barren Counties.

4. GED TESTING FEE REDUCTION- With high school commencements set in May, WCLU aired 65 public service announcements May 15-30 that were produced by the Ky. Department of Higher Education promoting the reduction to \$10.00 the cost of taking the GED exam. This was timed to coincide with high school graduations to encourage those who perhaps didn't graduate to consider the option of taking the GED test over the summer months.

5. GLASGOW HIGHLAND GAMES SAFETY- The first weekend in June is the annual Glasgow Highland Games. With over 20,000 persons expected for that weekend, and with changes in construction at Barren River State Park WCLU News aired news stories on all 5 local newscasts Friday, June 6<sup>th</sup> outlining the changes in procedures for the incoming guests and the locals who support the event each year. The news stories featured interviews with Games President Robert Harrison and Glasgow Barren County Chamber of Commerce director Ernie Myers.

6. BARREN COUNTY AGFEST-June 21<sup>st</sup>, the 2<sup>nd</sup> annual AG fest was held at the Barren County High School. This event celebrates the many agricultural plusses this community enjoys and encourages farmers and other agribusiness entities to join together in acknowledging the importance of agriculture in this community. WCLU News Director Angela Briggs broadcast live on WCLU AM and WCLU FM from the event to encourage the public to come take advantage of the many opportunities. She was on the air from 10 til 1 interviewing participants and guests. Indications are the success of this event will secure its future.

7. HART COUNTY TEACHERS RECOGNIZED FOR THEIR ACHIEVEMENTS. With the recent end of school, the Hart County Chamber of commerce asked WCLU to help spotlight two teachers from the districts in the county. WCLU AM and FM produced 2 60 second public service announcements endorsing two educators. This year's recipients are Temisha Dennison, a second grade teacher from Caverna Elementary School and Dana Brown, speech pathologist for Cub Run and Memorial Schools. Both educators have dedicated their lives to their profession. Dennison has 30 years of service and just recently announced her retirement. Co-workers describe her as someone who "consistently goes beyond the call and nature of her assignment to help the children she serves." Others emphasized her professionalism, dedication and determination. These announcements aired 40 times June 6<sup>th</sup> through 13<sup>th</sup> on WCLU AM and FM.



A handwritten signature in black ink, appearing to be 'Dana Brown', with a date '7/8/2014' written below it.