

WKWC

Owensboro

Quarterly Issues/Programs

January – March 2024

15. Topic: Daviess County Diabetes Coalition Length: 30-seconds Times: Daily

The Coalition is made up of Daviess County residents who have a connection with diabetes. Some members have diabetes or a family member with the disease. Other members are health professionals with an interest in diabetes such as physicians, pharmacists, and certified diabetes educators. The Daviess County Diabetes Coalition is a non-profit organization which exists on grants, donations, and fundraising.

Responsive Programming:

WKWC airs various public service announcements throughout its programming. With the limited amount of staffing of the station, we must air responsive programming, mostly in the form of PSA's. We reach out to non-profit organizations and gather information about their organizations and produce and air these PSA's. These PSA's run within the station's programming on a 24-hour basis at various times.

16. Topic: Pass It On Length 60-seconds Times: Various

Pass It On - New Pass It On[®] Public Service Campaign from The Foundation for a Better Life. In every crisis there are heroes that rise to the challenge. These messages represent our heartfelt appreciation for all who have valiantly stepped up at such a critical time. Thank you for supporting these brave individuals with and for all you are doing to bring optimism and hope to your communities.

Responsive Programming:

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