

QUARTERLY ISSUES/PROGRAMS LIST FOR WSKL-FM FOR THIRD QUARTER, 2023

In this quarter, WSKL has determined that among the most significant issues of importance to our community are as follows:

Jobs
Community events
Youth activities
Agriculture
Education
Better roads and bridges
Food insecurity
Veterans affairs

The list below reflects some of the programming broadcast in this quarter that shows how WSKL responded to and treated those issues. This list does not include all of the issues responded to by the station or all of the ways the station responded to those issues.

Issue: jobs

Program: local news stories

Description: WSKL on a monthly basis reported on the latest unemployment rates for local counties on both sides of the state line, including how many jobs the counties either gained or lost from a year earlier. These local news stories each aired three or four times per day.

Dates and times: 7/25, 8/22, 8/28, and 9/22 ; 7:00 a.m.-10:05 a.m.

Duration: approximately 30 seconds for each news story

Issue: jobs

Program: announcements

Description: WSKL aired announcements a combined 40 times on behalf of a Fountain County employer Harrison Steel of Attica, in need of workers.

Dates and times: throughout the quarter; 24 hours

Duration: 30 seconds

Issue: community events/fundraiser

Programs: remote cutaways/announcements

Description: Greg Green of WSKL interviewed Covington Apple Fest Queen Jayden Nicholson and event Master of Ceremonies Mike Stultz during the community's largest single-day event of the year. The interviews focused on the various happenings at Apple Fest, including live entertainment and a record number of vendor booths. WSKL also aired approximately 150 Apple Fest promotional announcements in the days leading up to the event, including one per hour from 7:00 a.m.-5:00 p.m. on the day of the event.

The promotional announcements included a reference to the Car, Truck, and Motorcycle Show, which WSKL has sponsored for over thirty years. The festival is a nod to Covington's long-time status as the location of a large apple orchard.

Dates and times: 9/30; 9:30 a.m.-11:00 a.m.

Duration: the interviews aired a combined four times for a total of ten minutes.

Issue: community events

Program: announcements

Description: WSKL aired a series of announcements a total of 60 times promoting the Covington Fourth of July Celebration, the community's most-attended annual event. WSKL also sponsored the event's car and truck show, as the station has done for many years.

Dates and times for announcements: 7/1-7/4; 24 hours

Duration of announcements: 15 seconds

Issue: community events

Program: interviews

Description: WSKL's Greg Green interviewed Westville Lions Club President Andrew Dugas and last year's festival queen, Mea Sparling, about the annual Westville Labor Day Celebration. The interviews focused on the events, particularly the parade, that take place during the event and also the tie-in with the community's sesquicentennial celebration. The event is the Westville Lions Club's biggest annual fundraiser. Like most Lions clubs around the world, the Westville Lions serve those in the community with vision and hearing needs.

Dates and times: 8/13-8/29; 24 hours

Duration: three minutes for each of a combined 34 airings

Issue: community events

Program: personal involvement

Description: WSKL's Tara Auter served as host for two back-to-back events at the annual Georgetown Fair, the Little Mister and Little Miss Georgetown pageants, as well as the Ping Pong Prize Drop event.

Date: 7/10; 6:00 p.m.-8:00 p.m.

Issue: community events

Program: interview

Description: Greg Green of WSKL interviewed organizer Doug Wallace about the Veedersburg Revitalization Association's Veedersburg Street Fair, an annual event that brings community members together for fun, live entertainment, and food.

Dates and times: 9/7-9/8; 24 hours

Duration: 60 seconds for each of 20 airings

Issues: community events/local history

Program: announcement/personal involvement

Description: WSKL aired 49 times an announcement promoting the annual Fountain County Cemetery Walk. The event features tales of strange and eerie deaths of Fountain County residents. WSKL's Alan Woodrum and wife Becky were among the actors portraying characters. The event is a fundraiser for the Fountain County Genealogy Library in Veedersburg.

Dates and times: 9/17-9/23; 24 hours

Duration: 30 seconds

Issue: community events

Program: announcement

Description: An announcement aired 49 times on WSKL that promoted one of the largest annual festivals in the area, Balloons Over Vermilion. The event raises tens of thousands of dollars each year for local charitable organizations.

Dates and times: 7/1-7/7; 24 hours

Duration: 30 seconds

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Issue: community events

Program: announcement

Description: An announcement aired 40 times on WSKL that promoted special event ticket sales for one of the largest annual festivals in the area, Festival of Trees. The event raises tens of thousands of dollars each year for local charitable organizations.

Dates and times: 9/20-9/27; 24 hours

Duration: 30 seconds

Issues: youth

Program: interviews

Description: Greg Green of WSKL interviewed Covington Police Officer Scott Brewer, who's a leader of the Fountain-Warren County Fraternal Order of Police Lodge #200, about the Lodge's fundraising golf outing. Proceeds helped underwrite the Lodge's annual "Shop with a Cop" program, which purchases Christmas gifts for needy children in the two counties.

Dates and times: 7/1-8/5; 24 hours

Duration: three minutes for each of 52 airings

Issue: education

Program: local news stories

Description: WSKL aired several education-related local news stories. One included local school corporation's scores on the latest state-mandated I-READ 3 assessment. The story indicated that all but one local school corporation beat the state average reading score. These stories aired an average of three times each.

Dates and times: 7/14, 7/31, 8/14, 8/17, 9/7, 9/11, 9/15, 9/19, and 9/28; 7:00 a.m.-10:05 p.m.

Duration: average of 30 seconds for each of three airings of each story

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Issue: education

Program: announcements

Description: Kim Eaton, the director of community engagement at the Western Indiana Community Foundation, voiced two announcements that both solicited applications for the annual Lilly Endowment Community Scholarship in Fountain and Vermillion counties. These aired a combined 141 times.

Dates and times: 7/16-8/31; 24 hours

Duration: 30 or 60 seconds

Issue: education

Program: interviews

Description: WSKL's Greg Green interviewed new Covington Community School Corporation Superintendent Dr. Nicole Allee, at the start of the school year. The three interviews focused on the state waiver of textbook fees, school bus courtesy, and the bullying issue in the community.

Dates and times: 8/5-8/26; 24 hours

Duration: three minutes for each of a combined 44 airings

Issue: better roads and bridges

Program: local news stories

Description: WSKL aired numerous news stories on local road, bridge, and railroad crossing repair and construction projects and road closings due to construction activity. An example of these stories is one on a maintenance project on a U.S. 41 bridge near Veedersburg that reduced traffic over the bridge to one lane, controlled by temporary traffic signals. The stories aired an average of three times each.

Dates and times: 7/3, 7/6, 7/10, 7/11, 8/7, 8/8, 8/10, 8/22, 8/23, 9/14, 9/15, 9/18, 9/22, 9/25, 9/26, and 9/27; 7:00 a.m.-10:05 a.m.

Duration: average of 25 seconds for each time that the stories aired

Issue: veterans affairs

Program: Public Service Announcements/personal involvement

Description: WSKL aired Public Service Announcements a combined 170 times that promoted the "Taps for Tuesday" programs at the Vermilion County (Illinois) War Museum and at local cemeteries. The programs saluted local veterans and current military with a patriotic reading or song and the playing of "Taps." Larry Weatherford, Greg Green, Tara Auter, and Alan Woodrum of WSKL all were involved in the programs on a weekly basis from 7/4-8/29.

Dates and times for the Public Service Announcements: throughout the quarter; 6:30 a.m.-11:00 p.m.

Duration: 15 seconds (each airing)

Issue: veterans affairs

Program: interviews

Description: Greg Green of WSKL interviewed three officeholders with Covington VFW Post 2395, Jeremy Claypool, Bob Cates, and Greg Stark, about the opening of the post's new building, which replaced the one that burned two years earlier. The building gives the post a place for veterans to meet and to host community events.

Dates and times: 9/15-9/22; 24 hours

Duration: three minutes for each of a combined 22 airings

Issues: veterans affairs/community events

Program: announcement

Description: WSKL aired an announcement promoting the annual Thunder Ride for Homeless Veterans. The Midwest Veterans Association stages the event to raise money and awareness for homeless veterans in western Indiana and eastern Illinois. Aired 172 times.

Dates and times: 7/25-8/12; 24 hours

Duration: 60 seconds

Issue: food insecurity

Program: interviews

Description: WSKL's Greg Green interviewed Covington citizens Josh Rainey and Ethan Wise about the community's first attempt at a community garden. The discussion focused on how the idea for the garden was hatched, how the produce is distributed to community members, and about the need for donations and volunteers.

Dates and times: 8/5-8/15; 24 hours

Duration: three minutes for each of a combined 22 airings

Issue: food insecurity

Program: Public Service Announcement

Description: WSKL aired Public Service Announcements a combined 29 times that promoted Eastern Illinois Foodbank mobile food giveaways at various location around Vermilion County. Also, 30 messages aired promoting Food Pantries in Fountain County.

Dates and times: throughout the quarter; 6:30 a.m.-11:00 p.m.

Length: 15 seconds (each airing)

Issues: youth activities/agriculture

Program: interview

Description: WSKL's Greg Green interviewed the director of Purdue Extension Fountain County, Adam Tyler, about this year's Fountain County 4-H Fair, including the theme nights, the stage shows, and the new Combine Playground at the fairgrounds.

Dates and time: 7/12-7/19; 24 hours

Duration: three minutes for each of a 10 airings

Issue: youth

Program: promotional announcements

Description: WSKL aired a series of promotional announcements for the weekly local high school football broadcasts that aired on sister station WKZS. These announcements aired a minimum of 208 times and referred to the teams playing, as well as to the day and time of the broadcast.

Dates and times: 8/16-9/30; 24 hours

Duration: 30 seconds

Issue: youth activities

Program: Sports Scoreboard

Description: Each Saturday during the high school football season, WSKL airs six times the Sports Scoreboard, which includes the scores of all of the preceding night's local games, including those of the three Fountain County schools, Covington, Fountain Central, and Attica.

Dates and times: 8/19, 8/26, 9/2, 9/9, 9/16, 9/23, and 9/30; 7:00 a.m.-3:00 p.m.

Duration: 60 seconds