

QUARTERLY ISSUES/PROGRAMS LIST FOR WSKL-FM FOR FIRST QUARTER, 2024

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

Jobs
Community events
Quality of life matters
Food insecurity
Education
Better roads, bridges, and railroad crossings
Election
Public safety
Economic development
Youth activities

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: 1/2, 1/26, 3/13, 3/15, and 3/26; 7:00 a.m.-10:05 a.m.

Duration: approximately 25 to 30 seconds for each news story

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Issue: community events

Program: announcement

Description: WSKL aired an announcement 45 times that promoted a production by the Red Mask Players, a community theater group.

Dates and times: 1/15-2/3; 24 hours

Duration: 30 seconds

Issue: community events

Program: announcement

Description: WSKL aired an announcement in support of a popular annual event, the Maple Syrup Fest at Forest Glen Preserve. Attendees were able to see how maple syrup is made and also sample the syrup as part of a meal.

Dates and times: 3/5-3/16; 24 hours

Duration: 30 seconds for each of 60 airings

Issue: community events

Program: interview

Description: Greg Green of WSKL interviewed organizer Doug Wallace of the Covington Business Association about the second annual Home and Garden Show. The interviews focused on the variety of vendors and the show's new venue.

Dates and times: 2/15-3/1; 24 hours

Duration: two minutes for each of 48 airings

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Issues: quality of life matters and food insecurity

Program: interview

Description: Greg Green of WSKL interviewed Hillsboro Church of the Nazarene Pastor Greg McDonald about the Winter Weekend Senior Lunch Program in Covington. The church's Young at Heart Ministry, which serves all of Fountain County, co-sponsored the program. It targeted home-bound seniors age 60 and older, their spouses, and select disabled people under age 60. The program delivered two cold lunches for each weekend to participants for a nominal charge.

Dates and times: 1/1-1/3; 24 hours

Duration: three minutes for each of 9 airings

Issues: food insecurity

Program: Public Service Announcements

Description: WSKL aired a series of Public Service Announcements a combined 105 times that spread awareness about food pantries and mobile food giveaways on both sides of the state line.

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

Length: 15 seconds (each airing)

Issues: food insecurity and quality of life matters

Program: local news stories

Description: WSKL aired two local news stories on food insecurity-related topics, including one that advised listeners of grants from the Covington and Attica community foundations to Food Finders Food Bank. The grants supported the food bank's monthly Mobile Pantry Program in Fountain County.

Dates and times: 1/18 and 3/29; 7:00 a.m.-10:05 a.m.

Duration: average of 25 seconds for each of three or four airings of both stories

Issue: food insecurity

Program: personal involvement

Description: WSKL's Larry Weatherford, Rhea Weatherford, and Tara Auter partnered with the Vermilion County War Museum and local state Senator Paul Faraci on a food drive. It benefited homeless and formerly homeless veterans on both sides of the state line who resided at VA Illiana in Danville. The drive also benefited the Danville Township Food Pantry. The food drive collected several tons of food.

Dates: the food drive took place over a period of approximately 30 days.

Duration: The Weatherfords and Mrs. Auter devoted many hours to this cause.

Issue: food insecurity

Program: announcements

Description: WSKL aired Public Service Announcements soliciting donations to and raising awareness about the food drive that the radio station co-sponsored.

Dates and times: 1/23-2/23; 24 hours

Duration: 30 seconds for each of 350 airings

Issue: food insecurity

Program: local news story

Description: Description: WSKL aired a local news story soliciting donations to and raising awareness about the food drive that the radio station co-sponsored.

Dates and times: 1/18; 7:00 a.m.-10:05 a.m.

Duration: 25 seconds for each of three airings

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Issue: quality of life matters

Program: local news stories

Description: WSKL aired a series of local news stories on grants that local charitable organizations and schools received and on the activities of local community foundations during the quarter. One story referred to a solicitation of grant applications by the Covington, Southeast Fountain, Attica, and Vermillion County community foundations. The stories aired an average of three times each.

Dates and times: 2/5, 2/7, 3/19, 3/22, 3/25, and 3/29; 7:00 a.m.-10:05 a.m.

Duration: average of 25 seconds for each airing

Issue: quality of life matters

Program: interview

Description: WSKL's Greg Green interviewed Western Indiana Community Foundation CEO Dale White about an opportunity to grow the endowment assets at each of the foundation's four affiliates. The Lilly Endowment is offering a two to one match for all donations to unrestricted funds at the affiliates through Dec. 31, 2025.

Dates and times: 2/27-3/30; 24 hours

Duration: three minutes for each of 22 airings

Issue: quality of life matters

Program: interview

Description: Greg Green of WSKL interviewed Covington citizen Tabitha Zeigler about the three parent support groups serving the Covington area she organized. The discussion touched on the reasons for forming the groups, the purpose of each group, and the meeting location and dates.

Dates and times: 2/21-3/23; 24 hours

Duration: three minutes for each of 26 airings

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Issue: education

Program: local news stories

Description: WSKL aired a number of education-related local news stories during the quarter. One told of the latest graduation rates for local western Indiana high schools and how they compared with the state graduation rate, from a state Department of Education report.

Dates and times: 1/2, 1/10, 1/16, 1/25, 2/2, 2/7, 2/29, 3/12, 3/13, 3/22, and 3/25; 7:00 a.m.-10:05 a.m.

Duration: average of 25 seconds for each of three or four airings of each story

Issue: education

Program: announcement

Description: The director of community engagement at the Western Indiana Community Foundation, Kim Easton, voiced an announcement that solicited applications from high school seniors in Fountain and Vermillion counties for the more than 100 scholarships available through the foundation. The announcement directed listeners to the foundation website to see the available scholarships and to apply.

Dates and times: 2/8-2/29; 24 hours

Duration: 30 seconds for each of 66 airings

Issue: education

Program: announcement

Description: Fountain County Sheriff Terry Holt voiced an announcement that solicited applications for college scholarships available through the Indiana Sheriffs' Association. The scholarships were for students pursuing an education and career in the law enforcement field.

Dates and times: 1/26-3/25; 24 hours

Duration: 30 seconds for each of 180 airings

Issue: better roads, bridges, and railroad crossings

Program: local news stories

Description: WSKL aired several 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 was one on the start of an Interstate 74 project in Fountain County that included temporary and alternating lane restrictions in both directions at the Wabash River bridges. The stories aired an average of three times each.

Dates and times: 1/4, 2/28, 3/1, 3/4, and 3/13; 7:00 a.m.-10:05 a.m.

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

Issue: election

Program: local news stories

Description: WSKL aired a series of election-related local news stories. Most dealt with the March primary election in Vermilion County Illinois. Another one advised listeners of the entry of a Covington political activist in the race for the local western Indiana congressional seat

Dates and times: 1/5, 1/19, 1/29, 1/30, 1/31, 2/8, 3/18, 3/19, and 3/20; 7:00 a.m.-10:05 a.m.

Duration: average of 30 seconds for each airing of each story

Issue: public safety

Program: local news stories

Description: WSKL aired several local news stories on various public safety topics. The stories included several on school and business closings and school delays due to the coldest weather of the winter.

Dates and times: 1/9, 1/15, 1/16, 1/17, 1/19, 2/5, 2/6, 2/16, 2/27, 3/6, and 3/14; 7:00 a.m.-10:05 a.m.

Duration: average of 25 seconds for each of three or four airings of each story

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Issue: economic development

Program: local news stories

Description: WSKL aired a number of local news stories during the quarter on various economic development topics. They included one story that referred to a pair of public meetings hosted by Fountain County commissioners at which they sought public input on the county's new economic development comprehensive plan.

Dates and times: 1/3, 1/4, 1/9, 1/11, 1/17, 1/18, 1/24, 2/7, 2/8, 2/14, 2/23, 2/27, 3/1, 3/7, 3/11, 3/15, 3/18, and 3/21; 7:00 a.m.-10:05 a.m.

Duration: average of 25 seconds for each of three or four airings of each story

Issue: youth activities

Program: Sports Scoreboard

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

Dates and times: Saturdays from 1/6-3/9; 7:00 a.m.-3:00 p.m.

Duration: 60 seconds