

## **QUARTERLY ISSUES/PROGRAMS LIST FOR WSKL-FM FOR FIRST 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  
Quality of life matters  
Coronavirus Pandemic  
Economic development  
Health and safety  
Education  
Better roads and bridges  
Community betterment  
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 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: 1/26, 1/30, 3/16, 3/17, and 3/31; 7:00 a.m.-10:05 a.m.

Duration: approximately 25 to 30 seconds for each news story

Issue: jobs

Program: announcements

Description: WSKL aired an announcement 259 times on behalf of a local employer, Jesse's Truck and Trailer Repair, in need of workers.

Dates and times: throughout the quarter; 24 hours

Duration: 30 seconds

Issue: community events

Program: announcement

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

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

Duration: 30 seconds

Issue: community events

Program: interviews

Description: Greg Green of WSKL conducted two interviews with organizer Doug Wallace of the Covington Business Association about the inaugural Home and Garden Show. The interviews focused on the reasons for holding the show and the variety of vendors.

Dates and times: 2/12-3/9; 24 hours

Duration: three minutes for each of 12 airings

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Issue: community events

Program: Public Service Announcement

Description: WSKL aired 135 times a Public Service Announcement in support of the Covington Business Association's first-ever Home and Garden Show.

Dates and times: 1/3-3/30; 7:00 a.m.-11:00 p.m.

Duration: 15 seconds (each airing)

Issue: community events

Program: announcement

Description: WSKL aired an announcement 45 times that promoted a popular event at a local county park, the Maple Syrup Fest. During the event, park personnel demonstrate the process of making maple syrup from the sap collected from maple trees at the park. The syrup also is available for purchase.

Dates and times: 3/14-3/18; 24 hours

Duration: 30 seconds

Issues: community events/youth activities

Program: interviews

Description: WSKL's Greg Green interviewed separately two local pageant queens, Audrey Galloway and Crissy Crowder, both of Covington. They helped to organize the annual Covington Easter Egg Hunt. The discussions focused on their solicitation of sponsors for the event and also their personal memories of Easter celebrations.

Dates and times: 3/28-3/31; 24 hours

Duration: three minutes for each of 15 airings

#### **FIRST QUARTER, 2023, p. 4**

Issue: quality of life matters

Program: local news stories

Description: WSKL aired a series of local news stories on grants that the Western Indiana Community Foundation made to organizations in Fountain and Vermillion counties. One story referred to a grant to Fountain Central High School in Veedersburg for the purchase of academic awards for students. Another story told of a grant to the Veedersburg Public Library for upgrades in the library's teen zone area. The stories aired an average of three times each.

Dates and times: 1/17, 2/23, 3/14, 3/16, 3/17, 3/29, and 3/31; 7:00 a.m.-10:05 a.m.

Duration: average of 25 seconds for each airing

Issue: quality of life matters

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, the disabled, and their caregivers. The program delivered two cold lunches for each weekend to participants for a nominal charge.

Dates and times: 1/18-2/18; 24 hours

Duration: three minutes for each of 50 airings

Issue: quality of life matters

Program: interview

Description: Greg Green of WSKL interviewed Western Indiana Community Foundation Chief Executive Officer Dale White about the creative placemaking grant applications that the foundation was soliciting. The foundation was looking for applications for out-of-the ordinary projects that would enhance the quality of life in Fountain and Vermillion counties. Past examples of such grants include those for pocket parks, murals, and a sand volleyball court.

Dates and times: 1/14-2/27; 24 hours    Duration: three minutes for each of 39 airings

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Issue: Coronavirus Pandemic

Program: local news stories

Description: WSKL continued to air occasional local news stories dealing with the Coronavirus Pandemic. Most of these stories dealt with the CDC "Community Level" and COVID-19 metrics in local counties on either side of the state line, which were updated weekly. These stories aired an average of three times each.

Dates and times: 1/2, 1/9, 1/10, 1/16, 1/23, 1/30, 2/5, 2/13, 2/20, 3/1, 3/14, 3/20, and 3/27; 7:00 a.m.-10:05 a.m.

Duration: approximately 25 seconds for each airing

Issue: economic development

Program: local news stories

Description: WSKL aired numerous local news stories on various economic development subjects. Examples include a story on the groundbreaking ceremony for the new Attica Elementary School. Another story dealt with a fundraiser for the rehabilitation of Indiana's oldest covered bridge still in its original location, Cades Mill Covered Bridge near Veedersburg. These stories aired an average of three times each.

Dates and times: 1/4, 1/5, 1/9, 1/18, 1/19, 1/30, 2/1, 2/7, 2/9, 2/10, 2/14, 2/17, 2/22, 3/1, 3/7, 3/10, 3/13, 3/15, 3/16, 3/17, 3/22, and 3/23; 7:00 a.m.-10:05 a.m.

Duration: approximately 25 seconds for each airing of each news story

## **FIRST QUARTER, 2023, p. 6**

Issue: health and safety

Program: local news stories

Description: WSKL aired many local news stories on health and safety issues. They include a series of stories on the Indiana Department of Transportation's proposed safety improvements at a hazardous intersection near Covington. Another local story dealt with the imminent opening of two new medical facilities in Danville, at the same time that the only birthing unit in the area, which had served pregnant women from both sides of the state line, remained closed. These stories aired an average of three times each.

Dates and times: 1/6, 1/12, 1/13, 1/25, 1/27, 1/30, 2/2, 2/15, 2/16, 2/21, 2/27, 3/3, 3/7, 3/9, 3/21, and 3/30; 7:00 a.m.-10:05 a.m.

Duration: approximately 25 seconds for each airing of each news story

Issue: education

Program: local news stories

Description: WSKL aired several education-related local news stories. One reminded Fountain and Vermillion county students of the start of the application period for scholarships available through the Western Indiana Community Foundation. Another local news story cited a state Department of Education report about state graduation rates at local high schools, including those in all 3 Fountain County school corporations. These stories aired an average of three times each.

Dates and times: 1/3, 1/4, 1/17, 1/23, 1/24, 2/2, 2/9, 2/23, 2/28, 3/17, 3/20, and 3/24; 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: announcement

Description: WSKL aired an announcement 237 times for an alternative education option, Trinity Lutheran School.

Dates and times: 2/24-3/31; 24 hours

Duration: 60 seconds

Issue: education

Program: Public Service Announcement

Description: WSKL aired 35 times a Public Service Announcement that advised of the availability of more than \$250 thousand in educational scholarship funding through the Western Indiana Community Foundation.

Dates and times: 1/4-2/21; 7:00 a.m.-11:00 p.m.

Duration: 15 seconds (each airing)

Issue: education

Program: interview

Description: Greg Green of WSKL interviewed Rose-Human Institute of Technology student volunteer Hannah Walton about the school's Ask Rose tutoring program. The program had recently expanded the hours that it serves students in the sixth through twelfth grades with math or science homework problems. The interview touched on the expanded hours, how the program works, and how students needing help can access the program.

Dates and times: 1/6-1/31; 24 hours

Duration: three minutes for each of 77 airings

Issue: education

Program: interview

Description: WSKL's Greg Green interviewed Dale White, the CEO of the Western Indiana Community Foundation, about the 115 scholarships available to high school seniors in Fountain and Vermillion counties for post-secondary education. The application deadline for the scholarships was coming up.

Dates and times: 1/14-2/27; 24 hours

Duration: three minutes for each of 38 airings

Issue: better roads and bridges

Program: local news stories

Description: WSKL aired numerous news stories on local road and bridge construction projects and road closings due to construction activity. An example of these stories is one on state funding for construction on the bridge that carries State Street in Veedersburg over Coal Creek. The stories aired an average of three times each.

Dates and times: 1/4, 1/20, 2/10, 2/13, 2/22, 3/8, 3/22, 3/23, 3/27, 3/29, and 3/30; 7:00 a.m.-10:05 a.m.

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

Issue: community betterment

Program: announcement

Description: WSKL aired an announcement 104 times on behalf of the Covington chapter of the philanthropic organization Tri Kappa, on the occasion of Tri Kappa Week. The announcement listed some of the ways in which the local chapter has benefited the community, including scholarships for local students, donating to the local food pantry and to the local Shop with a Cop program, and providing gift certificates for the needy at the winter holiday season.

Dates and times: 1/28-2/22; 24 hours

Duration: 60 seconds (each airing)



## **FIRST QUARTER, 2023, p. 9**

Issues: youth activities/community betterment

Program: interviews

Description: Greg Green of WSKL interviewed sisters Mary and Emily Greene, both members of the Warren County Foundation Youth Council, about their roles in a crowdfunding campaign. The youth council was one of seven youth organizations around the state chosen to receive a state matching grant through the state's "Creating Places Initiative." The Warren County group raised \$50,000 for the establishment of a nonprofit coffee shop in Williamsport.

Dates and times 3/23-3/31; 24 hours

Duration: three minutes for each 18 airings

Issues: youth activities/education

Program: announcements

Description: Covington High School Dean of Students Ryan Sowers and student "ambassadors" teamed up to voice a series of announcements that listed assorted upcoming school activities in an effort to build pride in both the school and community. The announcements aired dozens of times throughout the quarter.

Dates and times: 1/1-3/31; 24 hours

Duration: 30 seconds (each airing)

Issue: youth activities

Program: promotional announcements

Description: WSKL aired a series of promotional announcements for the weekly local high school basketball broadcasts that aired on sister station WKZS. Aired 374 times during the quarter. These announcements referred to the teams playing, as well as to the day and time of the broadcast.

Dates and times: throughout the quarter; 24 hours

Duration: 30 seconds