

KVVV, Ely, Nevada
Issues/Programs List – Second Quarter 2009

KVVV has determined that one of the major issues for the community is its isolation from larger urban areas. Indeed, KVVV has ascertained that two primary issues important to Ely, Nevada and the surrounding area are the lack of local weather coverage and news coverage. For example, although Ely receives signals from television translator stations that rebroadcast stations from Salt Lake City, Reno, and Las Vegas, none of those stations provides coverage of local issues or even weather. Because Ely is located at a substantial distance from all of these cities and at a different elevation with different terrain, the “local” weather coverage provided by the distant stations is not helpful to Ely residents. The local radio stations also do not adequately fill this void.

Accordingly, during the past quarter, KVVV, in co-operation with IntelliWeather has provide customized weather information for the Ely area, including radar sweeps, local forecasts, satellite imagery, and other information. This service was provided 24 hours a day, seven days a week. In addition, a 24-hour news crawl providing updates on important events of the day was included with the local weather.