

KVVN, Ely, Nevada
Issues/Programs List – First Quarter 2009

Upon becoming the licensee of former satellite station KVVN, PMCM TV, LLC lost the former programming source for the station. Accordingly, as the new licensee, it initiated discussions with local residents and community leaders in Ely. KVVN determined that one of the major issues for the community is its isolation from larger urban areas. 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, KVVN ascertained that two primary issues important Ely, Nevada and the surrounding area are the lack of local weather coverage and news coverage. Accordingly, KVVN contracted with IntelliWeather to provide customized weather information, customized 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.