

WKKS PUBLIC INSPECTION FILE THIRD QUARTER 2020

COVID-19 . . . With the issues surrounding response to the novel coronavirus (COVID-19) at the federal, state and local levels, WKKS and WKKS-FM have dedicated extensive coverage and use of air time to provide news and information to our listeners on this continuing threat to our residents since mid-February.

The daily coverage since March 6, 2020, when an emergency was declared in Kentucky has included expanded newscasts and regular interviews with Judge Executive Todd Ruckel, Emergency Management Director George Sparks, Vanceburg Mayor Dana Blankenship, Health Director Anita Bertram and School Superintendent Jamie Weddington, among others.

Most daily press conferences with Governor Andy Beshear have been aired live and COVID-19 PSAs from every available source, including locally produced, have been aired extensively.

With the efforts to slow the spread of COVID-19 most of the interviews have been conducted in the offices of Lewis County Emergency Management and uploaded to WKKS Studios.

WKKS and WKKS-FM provide listeners with regularly scheduled national, state and local news, sports and weather and regularly scheduled public affairs programming to address issues of concern to our listeners, including:

NEWSCASTS

AP National News (24/7)

Local and Regional Newscasts at 7a, 730a, 8a, Noon, and 5p.

Hourly Weather Forecasts

Special Weather Statements as warranted

SPECIAL NEWS COVERAGE OF

COVID-19 at the state and local levels

Lewis County Fiscal Court

Vanceburg City Council

Lewis County Board of Education

Vanceburg Electric Plant Board

Lewis County Chamber of Commerce

Lewis County Tourism/Economic Development

Lewis County Emergency Management

SPECIAL PROGRAMMING

EAS Weather Bulletins

Lewis County Extension Office Reports

Consumer Science information is a new weekly public affairs program that airs Thursdays @ 12:15 p.m. and is hosted by Amanda Broderick with the local Extension Office.

Segments have included information on processed foods, chronic stress in today's

world, probiotics, walking for exercise, using baby formula safety, benefits of an involved dad, bank phishing scams, and vaping among teens.

Religious programming Sunday mornings and Sunday nights, and Wednesday nights.
Lewis County High School Athletics (football, boys and girls basketball, baseball, softball) We aired the first LCHS Volleyball game in September.
Community Leaders (Interviews addressing local issues).

A local Bluegrass music program featuring local artists airs on Thursday evenings from 7:00 p.m. until 9:00 p.m.

We air :30 and :60 second public service messages for events, activities, and issues of concern in our local community. In addition to various national PSAs, this quarter, they include but are not limited to:

Kentucky State Police
Adoption
Vanceburg Lions Club
Tollesboro Lions Club
Chamber of Commerce
Girl Scouts
First Steps
Lewis County Extension Office
Lewis County Library
Weather Safety
Phone Scams
Fire Prevention
Lewis County Schools
Extracurricular Activities
Lewis County Adult Education

3RD QUARTER 2020 ISSUES - WKKS & WKKS-FM

PSAs
Veterans
American Farmers Grow Education
KY Broadcasters
Wildfires
COVID-19 PSAs Include
Call First
Mental Health
Wash your hands
Slow the spread
COVID-19 Kentucky Broadcasters
Stay Home
COVID-19 Local
Census 2020

SCHOOLS

Assisted with providing information on back to school and athletic events for Lewis County Schools. Attendance restricted due to COVID-19. Distance learning information and options discussed and information provided.

DOWNTOWN VANCEBURG

Mayor Dane Blankenship interview about steps taken in the city in reference to COVID-19.

ROADS

News segments included voicers with Judge Executive Todd Ruckel and Vanceburg Mayor Dane Blankenship on road improvements including repairs to slide areas near Vanceburg on KY 8 and safety improvements for school zones and on KY 8 and KY 59 near Vanceburg.

Updates on road work being done in various areas of the county.

WEATHER

Participation in local monthly testing of outdoor warning sirens and participation in events with local Emergency Management officials and National Weather Service officials in Wilmington, Ohio.

Provided listeners with special weather statements concerning flash flooding and severe storms.

Promoted ways to receive weather and closing reports by subscribing to local texting service.

FARM AND HOME

Agriculture Extension Agent Phillip Knopka addressed various topics on his weekly program (Fridays at 12:15 p.m.). Topics included cucurbits, fire blight, Japanese beetles,

turf health, lightning myths, fall garden, planting trees in the fall, stock piling and feeding birds.

ADULT EDUCATION

Adult education is a critical part of the economy. Adults without a GED or high school diploma will struggle financially, often being a drain on society. Adult Ed reps recorded PSAs to run that promote the program and explain available funding to assist students. Although the Adult Ed office has been closed during much of the COVID-19 restrictions, PSAs from the director have aired to explain their online services and return on in-person services.

WEATHER CONDITIONS

News and PSAs to stress fire safety. News segments included information on driving safety and dangers of cell phone use while operating a motor vehicle.

* A copy of this document was placed in the station's local Public Inspection File on October 10, 2020.
