

WKKS PUBLIC INSPECTION FILE FIRST QUARTER 2024

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

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

Lewis County Ambulance Service District Board

SPECIAL PROGRAMMING

EAS Weather Bulletins - Several winter weather and road condition announcements/ business and school closings.

Lewis County Extension Office Reports

WEEKLY UPDATES FROM GOVERNOR ANDY BESHEAR - Thursdays at 12:30 p.m.

Severe Weather Response - High wind, tornadoes, flooding

Legislative session updates

Economic Development

Consumer Science information is a 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, and volleyball).

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:

- Suicide Prevention
- High School Sports
- Don't text and drive
- Kentucky State Police
- Adoption
- Vanceburg Lions Club
- Tollesboro Lions Club
- Chamber of Commerce
- Girl Scouts
- First Steps
- Lewis County Extension Office
- Lewis County Library
- Lewis County Health Department
- Weather Safety
- Phone Scams
- Fire Prevention
- Lewis County Schools Extracurricular Activities
- Lewis County Adult Education
- Fresh Start
- Comprehend

Timely PSAs

- The Ion Center - Sexual Assault Awareness
- Earn your High School Diploma
- Kid Safety
- Ky Nect
- GED
- Available Kentucky Health Insurance
- Suicide Prevention
- Gun Safety
- Vaccinate against Flu
- Get Your Vaccine and Booster
- Get Your Vaccine/Younger 16-28
- Get Your Vaccine/Youth & Parent
- Colorectal Cancer - April is Colorectal Cancer Awareness Month
- Wildfire Safety - Spring Fire Season

First QUARTER 2024 ISSUES - WKKS & WKKS-FM PSAs

- Winter/severe weather
- Drive Safe on the AA Highway

Local road checkpoints by Sheriff's Department

Suicide Prevention

Veterans

KY Broadcasters

Wildfires - Spring Fire Season

Black Ice

Establishing Lewis County EMS as existing provider prepares to pull out of the county

Promotion of Severe Storms Awareness Week in March including participation in statewide tornado drill

Continued COVID-19 PSAs Include

Call First

Mental Health

School construction. - Construction completed on new Garrison Elementary facility.

Work continuing on Vocational School at Lions Lane.

Work underway by local officials to construct a recreational park at the Black Oak Industrial Park. Hopes are to open splash pad in Spring 2024. Plans to construct ballfields and concession area released. Delays due to supply chain issues, permits, weather.

Local Ambulance Service has Tax Board and approval for property tax to pay for ambulance service in the county. Efforts underway to establish a countywide ambulance service. Ambulance Tax Board meetings are being covered extensively.

SCHOOLS

Assisted with providing information on school and athletic events for Lewis County Schools.

DOWNTOWN VANCEBURG

Mayor Dane Blankenship interviewed about project improvements for city streets as well as local festivals.

ROADS

News segments included stories on road improvements including safety improvements for school zones. Improvements planned for KY 59 and KY 57 in state road plan.

Updates on road/bridge 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. New outdoor warning siren installed for Garrison Community.

Provided listeners with special weather statements concerning winter weather and severe storms/wind.

Promoted ways to receive weather and closing reports by subscribing to local texting service. (Promotion of Lewis County Alert System (RAVE).)

Participation in national and state EAS testing.

FARM AND HOME

Phillip Knopka, Extension Agent for Agriculture, died May 3, 2023, as the result of a motor vehicle collision and a replacement has not been named for his position. News segments include information from Extension Office.

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. PSAs from Vanceburg Mayor Dane Blankenship promoting local services available including online and in-person services.

MENTAL HEALTH

Comprehend Inc. employees have recorded PSAs in rotation promoting available mental health services in the community.

WEATHER CONDITIONS

News and PSAs to stress fire safety (Dry conditions). News segments included information on outdoor burning safety. Special reports fire danger levels in the listening area. Work underway to create a Safe Room at Vanceburg for use by community residents during severe weather.

GOVERNOR’S NEWS CONFERENCES

Most weekly press conferences with Governor Andy Beshear have been aired live. (Thursdays at 12:30 p.m.) State and regional concerns addressed.

While the governor’s press briefings no longer centered on COVID-19 beginning in early March 2022, WKKS and WKKS-FM have continued to carry the now weekly briefings which have been on a variety of topics of interest to Kentuckians. Recent announcement included potential large industry locating in the region. Regular legislative updates provided through special newscasts.

* A copy of this document was placed in the station's local Public Inspection File on April 10, 2024.
