

QUARTERLY REPORT

3RD QUARTER 2023 (JUL- SEPT)

WKSW COOKEVILLE, TN – A ZIMMER BROADCASTING STATION



WKSW 98.5 KISS FM

Tel 931-526-7144
Fax 931-528-8400

698 SOUTH WILLOW AVE.
COOKEVILLE TN 38501

WWW.KISSFM985.COM

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Summary Statement

WKSW (98.5 KISS FM)

WKSW (98.5 KISS FM) prides itself with providing our listeners programming and public service announcements that address issues of concern to our local community with topics covering local charities, community involvement, health, and education.

Community Involvement /Charity

In the 3rd quarter of 2023, WKSW continued being a community station serving the Upper Cumberland. In addition to providing the community with PSA's, community interviews, and an active community webpage, 98.5 KISS FM has continued to be heavily involved in the community, whether through our involvement with the Tennessee Technological University Athletics and various functions, or promoting major community events. In addition, 98.5 KISS FM has been active with area organizations including CityScape the Cookeville-Putnam County Chamber of Commerce, Rotary Club, Tennessee Tech University, local elementary/secondary schools, Cookeville Regional Medical Center Foundation, Habitat for Humanity, Putnam County Emergency Management Services, The Cookeville Jaycees, Putnam County Fire Department, Genesis House, local theater groups, and environmental groups. 98.5 KISS FM is committed to serving the Upper Cumberland region with the highest level of communication and commitment.

Health

98.5 KISS FM partnered with our local health department to encourage getting that flu shot. Also educating listeners about the harmful effects of vaping!

Education

98.5 KISS FM has also partnered as one of the primary community sponsors of our local educational PBS station WCTE. 98.5 KISS FM has assisted in promoting the educational opportunities that WCTE provides area children.

Local Programming

- Today in Putnam County Sundays at 6am .

| Randy Porter's 2023 Quarter 3 Guest List | | | |
|--|-----------------------------------|---|--|
| 07/01/23 | Michael Detwiler | Cookeville Weather Guy | Discussed his new role as our local weather guy and the technology he uses |
| 07/08/23 | Shane and Jaime Green | The Dabbling Duck | New business that takes tourists to Burgess Falls State Park Falls by boat |
| 07/15/23 | Tyler Smith and Sharon Womack | Putnam County EMS | Discussed Sharon's retirement and Tyler's new role! |
| 07/22/23 | Allison Smith and Jeremy Byrd | Putnam County Habitat for Humanity | Discussed Jeremy's new role, The Restore and Corporate Office moving |
| 07/29/23 | Chelsea Dartez | Cookeville Lifestyles | Discussed the latest issue of Cookeville Lifestyles |
| 08/05/23 | Tammy Hogan and Marc Burnett | Mustard Seed Ranch | Discussed expansion and Marc's new role at MSR |
| 08/12/23 | Ben Rogers | County Commission Chairman | Discussed all things happening In The County Government |
| 08/19/23 | Houston Bynum and Christy Pacento | Happy Haven and Thunderhawk K9 | Discussed Happy Haven Fundraiser and Therapy Dog Week! |
| 8/26/23 | Jim Bowman | Songwriters Festival | Discussed Songwriter's Festival |
| 09/02/23 | Ferran Kefauver | Cityscape Director | Discussed Fall Fun Fest 2023 |
| 09/09/23 | Teresa Jackson | Putnam County Clean Commission | Discussed on how The Clean Commission is cleaning up Putnam County |
| 09/16/23 | John Bell and Mike Burnett | Cookeville Regional Charitable Foundation and Carmen's Fund | Community Kids Bike Ride |
| 09/23/23 | Jim McAfee and Lisa Bilbrey | Veteran's Honor Guard and Sprinkle Kindness Day | Discussed The Honor Guard and Sprinkle Kindness Day In Honor of Leighanne Eldridge |
| 09/30/23 | No Guest | Update Show | Update on the businesses coming to Putnam County and all the construction projects taking place! |

- Tennessee Matters Sundays at 6:30am. Please refer to attached sheet for Guest and Topic list.

Network/Syndication

Guest List

| Organization | Guest | Date/Time | Topics |
|-------------------------------|------------------|---|---------------------------|
| City Of Livingston | Shannon Cantrell | July 9 th 10am | Live in Livingston Events |
| UC Foster Closet | Autumn Weitzel | July 19 th 9am | Foster Care Fundraiser |
| TTU Athletics | Coach Alexander | August 22 th at 9:00am | Upcoming Football Season |
| Cityscape | Holly Freeman | September 6 th at 8:30am | Fall Fun Fest |
| 37 Cedar and Red Silo Brewing | JK Gribble | September 8 th at 8am | Brunch for the Brave |
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PSA's

| ISSUE | ORGANIZATION OR TITLE | DURATION | RUNS |
|-----------|-----------------------------------|----------|------|
| COMMUNITY | PSA Freaky Dave Solicit | :30 | 20 |
| COMMUNITY | PSA KISS Internship Program-Freak | :30 | 20 |
| STATION | WKSX Contest Solicit | :60 | 200 |

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3rd Quarter 2023 "Tennessee Matters" Public Affairs Issues/Clearance

Station: WKSW-FM Market: Cookeville, TN

July 1-2, 2023

Jay Ferrell – Abandoned Tennessee Treasures

Nashville Photographer Jay Ferrell takes us on a tour of the states most historic and abandoned places. It's featured in a new book called *Abandoned Tennessee Treasures*.

Broadcast date: 7/1/23 6:30am

July 8-9

Tennessee Security and Homeland Security

TN Dep of Safety and HOMELAND SECURITY is Made up of Driver services, tn highway patrol, tn highway safety office as well as homeland security. Dept of Safety and Homeland Security Commissioner Jeff Long and Tennessee Highway Safety Office Director Buddy Lewis.

Broadcast dates: 7/8/23 6:30am

July 16-17

Tennessee 811

Craig Ingram, TN 811's Public Information Director, updates on the latest and urges listeners to call 811 before they dig.

Broadcast dates: 7/16/23 6:30am

July 22-23

Tennessee Higher Education Commission

Dr. Robert Smith interim Director, outlines some of his plans for fulfilling his goal of more Tennesseans educated through the states schools.

Broadcast dates: 7/23/23 6:30am

July 29-30

National League of Cities

Brittany Kohler, Legislative Director, talks about issues involving Railways and the solution that are involved.

Broadcast dates: 7/29/23 6:30am

August 5-6

Tennessee Department of Learning and development

Dr. Rena Hall, Director, discusses with agency leaders to create customized learning and cultural strategies to develop and sustain a high performing workforce.

Broadcast dates: 8/5/23 6:30am

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August 12-13

Enduring Hearts

Joe Brownlee and Dr. Heather Gatcombe on the work of Enduring Hearts and its upcoming fundraisers.

Broadcast dates: 8/13/23 6:30am

August 19-20

Tennessee Higher Education Commission

Dr. Robert Smith interim Director, outlines some of his plans for fulfilling his goal of more Tennesseans educated through the states schools.

Broadcast dates: 8/20/23 6:30am

August 25-26

National League of Cites

Brittany Kohler, Legislative Director, talks about issues involving Railways and the solution that are involved.

Broadcast dates: 8/26/23 6:30am

September 2-3

Tennessee Department of Human Services

Clarence Carter Commissioner talks about the needs and expectations of citizens receiving service. He also talks about a new Fatherhood program.

Broadcast dates: 9/3/23 6:30am

September 9-10

TN Association of Alcohol, Drug and other Addiction Services

Mary Linden Salter, Director, talks about their services and their path to success.

Broadcast dates: 9/10/23 6:30am

September 16-17

TN Association of Alcohol, Drug and other Addiction Services

Mary Linden Salter, Director, talks about their services and their path to success.

Broadcast dates: 9/17/23 6:30am

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September 23-24

TN Department of Transportation

Rae-Anne Bradley and a group of other TDOT employees address the problems with traffic in the Chattanooga region.

Broadcast dates: 9/24/23 6:30am

September 30-October 1

TN Commission on Regents

The Commission develops, implements, evaluates postsecondary education policies and programs in Tennessee while coordinating the state's systems of higher education, and is relentlessly focused on increasing the number of Tennesseans with a postsecondary credential.

Broadcast dates: 10/1/23 6:30am