

QUARTERLY REPORT

2ND QUARTER 2023 (APR- JUNE)

WKSW COOKEVILLE, TN – A ZIMMER BROADCASTING STATION



WKSW 98.5 KISS FM

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Table of Contents

Contents

Summary Statement	1
Local Programming	2
Network/Syndication	3
Guest List	4
PSA's	5
Company Information	6

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 2ND 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 charity basketball games, our involvement 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 CityScope, the Cookeville-Putnam County Chamber of Commerce, 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, R-Cubed, 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 educate our listeners on the harmful effects of smoking and vaping.. Also brought light to diabetes during National Diabetes Month.

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

Tennessee Matters: Sundays at 6am: Guest list and topics attached.

Network/Syndication

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Guest List

Organization	Guest	Date/Time	Topics
UC Foster Closet	Autumn	04/09 9am	Chips for Charity
WCTE	Avery	05/24 8am	Great TV Auction
Poke Sallet Foundation	Casey	05/11 9am	Poke Sallet Festival
Smithville Chamber	Shaun	06/22 10a	Smithville Jamboree
Monterey Depot	Rafferty	06/30 8am	Freedom Over Monterey

PSA's

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

Company Information

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2nd Quarter 2023 "Tennessee Matters" Public Affairs Issues/Clearance

Station: WKSW Market: Cookeville

April 1, 2023

Being elected to a local political office does not mean you never need to leave home in order to serve your community. This week many elected city officials met in Washington DC during the National League of Cities convention. Columbia's Mayor, Chaz Moulder, was one of the elected officials from Tennessee who attended. He tells us about his experience and why it's important to him and the community he serves.

Broadcast date: 4/2

April 8, 2023:

Being elected to a local political office does not mean you never need to leave home in order to serve your community. This week many elected city officials met in Washington DC during the National League of Cities convention. Columbia's Mayor, Chaz Moulder, was one of the elected officials from Tennessee who attended. He tells us about his experience and why it's important to him and the community he serves.

Broadcast date: 4/9

April 15, 2023:

The State of Tennessee employs more than 40,000 workers statewide in hundreds of public service roles like park ranger, corrections officer, transportation planner, pharmacy assistant, and many, many more. Recognizing the value of a diverse workforce (including the disabled), the Tennessee Department of Human Resources has leaders like Administrator Sundi Wright and Program Director Tanika Arms assigned to manage its diversity programs. Recently John Koski spoke with Ms. Wright and Ms. Arms about their role in the state's goal to become a model employer and what's being done to cultivate a fully diverse workforce.

Broadcast date: 4/16

April 22, 2023:

The State of Tennessee promotes a pro-business environment and the work has paid off with big businesses expanding to the Volunteer State. In particular Tennessee has become a destination for electric vehicle production including a massive project planned by FORD in West Tennessee. The person in charge of cultivating business expansion in Tennessee, including for start ups and small businesses, is Stuart McWhorter, Commissioner of the Tennessee Department of Economic and Community Development. Recently Mr. McWhorter spoke with John Koski about Tennessee's current momentum and the special programs that are planned for entrepreneurs.

Broadcast date: 4/23

April 29, 2023:

The CDC says child abuse and neglect are serious public health problems with about one in seven children experiencing child abuse and neglect in the last year. In Tennessee, the Carl Perkins Center serves 20 counties by offering a variety of services aimed at preventing child abuse as well as helping children and families through it when it happens. Let's learn more from the Event and Fundraising Coordinator, Madelyn Stadinger.

Broadcast date: 4/30

May 6, 2023

Being aware of your blood pressure can be very valuable to your health. May is High Blood Pressure Education Month, and there is no better time to learn about the importance of monitoring your blood pressure. Half of all Americans have high blood pressure, also known as hypertension. It develops when blood flows through your arteries at higher-than-normal pressures. Let's learn more from Dr. Larry Fine, Program Officer within the Clinical Applications and Prevention Branch at the National Heart, Lung, and Blood Institute, National Institutes of Health.

Broadcast date: 5/7

May 13-14, 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: 5/14

Page 3

May 20-21, 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 dates: 5/21

May 27-28, 2023

Tennessee National Guard

Tennessee National Guard serves both community and country serving as drug interactions, domestic emergencies and overseas combat commission as Maj. Gen. Jeff Holmes explains.

Broadcast dates: 5/28

June 3-4

Tennessee Department of Agriculture

The Tennessee Department of Agriculture is an agency in the government. Founded in 1854, it is the oldest state agency in Tennessee. The present Commissioner, Dr. Charlie Hatcher, is the 38th incumbent.

Broadcast dates: 6/4

June 10-11

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: 6/11

June 17-18

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: 6/18

June 24-25

Tennessee Aging & Disability

James Dunn, Director, provides leadership relative to aging issues on behalf of older persons in the state. Their mission is to bring together and leverage programs, resources, and organizations to protect and ensure the quality of life and independence of older Tennesseans and adults with disabilities.

Broadcast dates: 6/25