

QUARTERLY REPORT

1ST QUARTER 2023 (JAN-MARCH)

WKSW COOKEVILLE, TN – A ZIMMER BROADCASTING STATION



WKSW 98.5 KISS FM

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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 1st 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 our involvement with Alzheimer's Tennessee to help raise funds for Alzheimer's. The Kiss Crew threw support behind the Putnam County Girl Scouts and their programs. Also supporting The Putnam County Family YMCA's Soccer Camp, and Swim Program. We promoted the My Ride program for seniors with UCHRA.

Health

98.5 KISS FM partnered with our local health department in acknowledging American Diabetes Alert Day, also promoting Heart and National Nutrition Months!

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 .

7-Jan	Rafferty Cleary	Monterey Cultural Administrator	Discussed all the projects and events going on in Monterey
14-Jan	Tom Savage and Johnnie Wheeler	NAACP	Discussed Martin Luther King holiday and his history with civil rights
21-Jan	Penny Folster and Josh Womack	911 Administrators	Discussed new programs with 911 and job opportunities as a dispatcher
28-Jan	Chris Cassety and Dow Harris	Highlands Housing Authority	Discussed new developments for low income housing in Putnam County
4-Feb	Mike and CIGI England	Irrational Bean Coffee Owners	Discussed the new business and employing handicapped and disabled individuals
11-Feb	Mark Farley and Ryan Barnhart	UCDD, Highlands Trainign Center	Discussed the new 25 million TANF grant our region received
18-Feb	Lorie Krauss	Diana Health Marketing Director	Discussed the new healthcare provider in Putnam County and its longterm goals
25-Feb	Konstantin Yepifantsev	Homecare Givers CEO	Discussed home healthcare in Putnam County and the country and future needs.
4-Mar	Tyler Smith, Brandon Smith, Lisa Bumbalough	3rd anniversary of 2020 tornado	Discussed what we learned and new things implemented since then.
11-Mar	Scott Ebersole	Owners of E Com Seating	Just celebrated 30 years in business here in Putnam County.
18-Mar	Chris and Karen Savage	Owners of Cream City Ice Cream	Iconic business just celebrated 10 years under this owner.
25-Mar	Ferran Kefauver	New City Scape Director	Discussed her plans and goals for City Scape

- Tennessee Matters, Sundays at 6:30am.. Guest list attached

Network/Syndication

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Guest List

Organization	Guest	Topic
TTU Women's Bball	Coach Rose	OVC Play
TTU Basketball	Coach R & P	Back Pat/Nat TV Garr
Lonestar Rodeo	Rachel Clawson	Rodeo is in town
Prescott S. Middle School	Ashley Francis	Spring Production
PAJCH Program	Allison Tourney	Spring Production
TTU Women's Bball	Coach Rose	NCAA Tourney
WCHS Bball Team	Eric Mitchell	State Bid
UC Foster Closet	Autumn	Chip for Charity Event
City of Algood	Keith Morrison	Easter Egg Hunt

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

Company Information

WKSX 98.5 KISS FM

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1st Quarter 2023 "Tennessee Matters" Public Affairs Issues/Clearance

Station: WKSW Market: Cookeville, TN

~~1/7/23~~ Federal Tort Claims Act 1/8/23 6:30a-7am

The United States federal government was ordered to pay over \$230,000 to victims of one of the largest mass shootings in the country where 26 people died and 22 more suffered injuries. This case was tried in federal court through the Federal Tort Claims Act and found the U.S. Government 60% liable for failing to provide the shooter's prior domestic violence convictions to the FBI. The case is similar to the mass shooting at Virginia Tech and others except the feds settled those cases and admitted their wrongdoing. The results of this case could have long-lasting effects on all states, including Tennessee. On Tennessee Matters, we're talking to a lead attorney in the Sutherland Springs Mass Shooting Case, Jamal Alsaffar.

~~1/14/23~~ Covid 3 Years Later 1/15/23 6:30a-7am

On March 5, 2020, the Tennessee Department of Health announced the first confirmed case of COVID-19 in Tennessee. Since that time, about 34% of the state's 7 million people reported testing positive for the virus and approx. 28,000 Tennesseans died. Former TN Dept. of Health Commissioner Dr. Lisa Piercey and Dr. Alex Jahangir as chair of the Metro Nashville Board of Health became the faces of public information during the pandemic crisis. On Tennessee Matters, John Clark talks with the two state health experts, looking back at the pandemic and the future of public health in Tennessee.

~~1/21/23~~ TN Lottery 1/22/23 6:30-7am

Since the Tennessee Lottery launched in 2004, more than \$6.7 billion has been raised for education programs in the state and it has funded nearly two million scholarships and grants. Students and families aren't the only ones who benefit. Lottery players have won more than \$13.8 billion in prizes, and retailers have earned more than \$1.3 billion in commissions. Funding from the Lottery has helped the state become a role model nationwide for helping make college degrees and certificates a reality for students throughout Tennessee. John Clark talked with Rebecca Paul, the President and CEO of the Tennessee Lottery, to learn more.

~~1/28/23~~ Nashville Charter School 1/29/23 6:30a-7am

Nashville Classical Charter School began as the brainstorm of dedicated community activists and experienced urban educators. Their vision was a school - free, public, and open to all children - that would achieve a different result. Today, for 550 children, that vision is a reality. Let's listen as host John Clark learns more from Charles Friedman, Founder and Executive Director at Nashville Classical Charter School.

~~2/4/23~~ Wildlife Resources Agency 2/5/23 6:30a-7am

If you love the outdoors, whether it's boating, hunting, fishing, or if you just like to observe wildlife, the Tennessee Wildlife Resources Agency works to help enrich your outdoor experience. They are a state-run agency that preserves, conserves, manages, protects, and enhances the fish and wildlife of the state and their habitats for the use, benefit, and enjoyment of all Tennesseans and visitors to the state. John Clark sat down to learn more from Executive Director Jason Maxedon.

~~2/11/23~~ - Curing Kids Cancer 2/12/23 6:30a - 7am

In order to celebrate their son's life and fund research that will find cures for childhood cancer, Grainne and Clay Owen founded Curing Kids Cancer in 2005. The group believes that finding cures for childhood cancers also requires finding doctors and research facilities that are breaking new ground in pediatric cancer research. John Clark sat down with Grainne Owen to learn more.

~~2/18/23~~ - Safe At Home 2/19/23 6:30a - 7am

Gone are the days of the big bulky phone book and calling the operator at 411. With domestic violence being reported by 1 in 3 women and 1 in 4 men, protecting your personal information is paramount. John Clark sat down with Stacy Scruggs, the Program Coordinator of the Safe At Home program in Tennessee to learn more about how we can protect our information.

2/25/23 - Dept. Human Resources 2/26/23 6:30a - 7am

The State of Tennessee government is the largest employer in the Volunteer State. "TeamTN" works together to maintain infrastructure, protect natural resources, and develop thriving communities in a myriad of important positions. Have you ever thought about working for the State of Tennessee? John Clark sat down with Ylonda Banister, the Recruiting Executive Director for the State of Tennessee Human Resources Department to find out all of the details.

3/4/23 - Department of Human Resources 3/5/23 6:30a - 7am

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3/11/23 - Dept. of Health Community Engagement 3/12/23 6:30a - 7am

The Tennessee Department of Health in the Volunteer State worked hard to serve the public during the pandemic and through to today. One method includes the Office of Faith-Based and Community Engagement led by Elizabeth Hart which is part of the Division of Health Disparities Elimination. John Clark sat down with Ms. Hart to learn more.

~~3/18/23~~ - DCS Foster Care System 3/19/23 6:30am - 7am

In Tennessee, the public school with the highest student enrollment is Collierville High School in Shelby County. It is a suburb of Memphis with 2,885 students. Also in Tennessee, there are 8,300 children in foster care - meaning it would take just shy of three of the state's largest schools to hold all of the students in need of a stable home. To learn more, let's hear from Talia Wisecarver, Department of Children's Services Foster Parent Recruitment Manager for the state of Tennessee.

3/25/23 - Consumers for Quality Care 3/26/23 6:30a - 7am

Nonprofit hospitals operate as charities and are designed to deliver affordable and quality health care to everyone in their communities. However, despite their tax-exempt status, many nonprofit hospitals are practicing disturbing trends that put profits over patients - like ignoring a low-income patient's qualifications for financial assistance and pursuing predatory collection practices. Former CEO of the Indian Health Service Mary Smith also serves as a board member for Consumers for Quality Care. She tells us about the group's Nonprofit Hospital Scorecards designed to call out disturbing trends among nonprofit hospitals. The group also urges lawmakers to put an end to predatory hospital practices and ensure that nonprofit hospitals truly act like nonprofits. Let's get the details from Ms. Smith.