

# QUARTERLY REPORT

## 4TH QUARTER 2022 (OCT- DEC)

*WKSW COOKEVILLE, TN – A ZIMMER BROADCASTING STATION*



**WKSW 98.5 KISS FM**

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# Summary Statement

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## **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 4th quarter of 2022, 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 with the Susan G. Komen Annual Race For The Cure, Relay For Life, 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, Relay For Life, the Cookeville-Putnam County Chamber of Commerce, Rotary Club, Tennessee Tech University, Cookeville Regional Medical Center Foundation, Habitat for Humanity, Putnam County Emergency Management Services, The Cookeville Jaycees, Putnam County Fire Department, Toys for Tots and Teens, and environmental groups. We continue to utilize our Facebook, Twitter, and Instagram pages as a tool to quickly pass along community information. 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. We are worked with our local hospitals to gain knowledge and understanding to educate our listeners about Covid-19 and the vaccine and encourage listeners to get their flu shot.

## **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 with Randy Porter, Sundays at 6am

3-Sep	Bill Gibson	Power of Putnam	Discussed the drug problem in our country and county
10-Sep	Ed McCain	Army Veteran and Song Writer	9/11 Memorial and award winning song Ed wrote
17-Sep	Jonathan west	Twin Lakes Telephone	Putnam County receiving 14.8 million broadband expansion grant
24-Sep	Tracy Chamberland, Mark Harris, Jimmie Loftis	Wreaths Across America	Putting wreaths on our Veteran's graves for Christmas
1-Oct	Casey Jackson and Casey Overstreet	Habitat for Humanity	Cooking on the square annual event October 28th, new Restore location, etc.
8-Oct	Kim Mendoza and Dianne Callahan	Heart of the Cumberland	Non-profit that deals with grieving individuals that have lost family members
15-Oct	Luke Eldridge	Cookeville Vice Mayor	Discussed his newly elected position and his goals for Cookeville over the next 4 years
22-Oct	All Bagel	Cookeville City Councilman	Discussed his newly elected position and his goals for Cookeville over the next 4 years
29-Oct	Repeat, check with Brent on which one he did		
5-Nov	Tom Savage	Tennessee Health Care Campaign	Discussed the Nonprofits mission to have affordable healthcare for all Tennesseans
12-Nov	Lisa Pahl and Serina Wells	Food to the Rescue	Nonprofit that provides food and meals to children during breaks at school
19-Nov	Repeat, check with Brent on which one he did		
26-Nov	Lisa Fowler, John Martin and Laurin Wheaton	All the city mayors In Putnam County	Discussed each city with updates on projects and events. Future of each city.
3-Dec	Ben Rodgers	County Commission Chairman	Discussed his role, new Parkview school issues and future of Putnam County
10-Dec	Amy New, Adam Poe	Cookeville-Putnam County Chamber	Discussed Economic Development, New TANF grant, Christmas Parade
17-Dec	Shan Stout, Lorie Krauss	Visitor's Bureau and City Scape	Discussed tourism, revitalization of our downtown, Lorie's new job as director
24-Dec	Randy Porter	Putnam County Mayor	2022 Recap of all the new businesses opening and update on county projects
31-Dec	Repeat of November 26th show	All the city mayors In Putnam County	Discussed each city with updates on projects and events. Future of each city.

- Tennessee Matters, Sundays at 6:30am-Guest List is Attached

## **Network/Syndication**

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- Most Requested Live: 6pm-11pm on Saturdays
- AT 40 with Ryan Seacrest: 8a-12p on Sundays

## Guest List

Organization	Guest	Date/Time	Topics
Putnam County Health Department	Lisa B.	10/4 a@ 9am	Flu Shot
WCTE	Avery	10/15 @ 8am	Haunted Half Marathon
Alzheimers TN	Linn	10/18 @ 9:45	Alzheimers Parade
Overton Co. Chamber of Commerce	Shanon	10/28 @ 2pm	Falloween 2021
TTU Center for Crafts	Gail	11/3 @ 8am	Holiday Festival
Disabled Veterans	Tracy	11/4 at 2pm	Veterans Day
UC Foster Closest.	Autumn	11/18 @ 9am	Scavenger Hunt
The Putnam County Family YMCA	Jenny	11/19 @ 9am	Turkey Trot 5K

## PSA's

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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

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## 4<sup>th</sup> Quarter 2022 "Tennessee Matters" Public Affairs Issues/Clearance

Station: WKSW Market: Cookeville, TN

### **Abandoned Tennessee – Creepy Places**

Jay Ferrell is a Nashville based photographer who loves photographing abandoned structures. He has a passion for utilizing his camera to share the unique, beauty of abandoned homes and structures that most of the world has forgotten. Much of his work is exhibited in several books including his latest, Abandoned Memphis. For Halloween weekend, Jay talks about some of the most interesting places he has explored. Available October 29-30.

This show aired on (Day) 10/30 from: (Start Time) 6:30a to: (End Time): 7am

### **Safe at Home Program**

Stacy Scruggs, Program Coordinator of the Safe at Home Address Confidentiality Program, discusses this new statewide program administered by the Office of the Tennessee Secretary of State. The Safe at Home Program is open to all victims of domestic abuse, stalking, human trafficking, sexual battery, and other sexual offenses at no cost. Available November 5-6.

This show aired on (Day) 11/6 from: (Start Time) 6:30a to: (End Time): 7am

### **Fisher House Veterans Day Special**

Fisher House Foundation builds comfort homes where military & veterans families can stay free of charge, while a loved one is in the hospital. These homes are located at military and VA medical centers around the world. Available November 12-13.

This show aired on (Day) 11/13 from: (Start Time) 6:30a to: (End Time): 7am

### **Enduring Hearts**

A heart transplant is not a cure, but a bridge to life for recipients. Enduring Hearts launched in 2013 with a mission to fund research that increases the longevity of pediatric heart transplants, improves the quality of life for children living with a new heart and eliminates pediatric heart diseases that may lead to a transplant. Executive Director, Carolyn Salvador, discusses their work. Available November 19-20.

This show aired on (Day) 11/20 from: (Start Time) 6:30a to: (End Time): 7am

## 4<sup>th</sup> Quarter 2022 "Tennessee Matters" Public Affairs Issues/Clearance

Station: WKSW Market: Cookeville, TN

### **Women's Business Enterprise Council South**

Women's Business Enterprise Council South is a regional partner of the Women's Business Enterprise National Council, the largest certifier of women-owned businesses in the U.S. and a leading advocate for women business owners and entrepreneurs. Phala Mire, President and CEO of the Women's Business Enterprise Council, talks about the opportunities they offer businesswomen in Tennessee. Available October 1-2.

This show aired on (Day) 10/2 from: (Start Time) 6:30a to: (End Time): 7am

### **United States Air Force Recruiting**

The United States Air Force is the air service branch of the United States Armed Forces, and is one of the eight uniformed services of the United States. Originally created on August 1, 1907 as a part of the United States Army Signal Corps, the USAF was established as a separate branch of the United States Armed Forces in 1947 with the enactment of the National Security Act of 1947. Sgt Mitchell Webb, USAF Enlisted Accessions Recruiter, talks about the benefits of the Air Force. Available October 8-9.

This show aired on (Day) 10/9 from: (Start Time) 6:30a to: (End Time): 7am

### **Love From Music City**

Love From Music City is passionate about helping and serving those in need. Their focus is Foster children and Orphans abroad, advocating to ensure their needs are met and that every motherless child has a voice and should be heard. CEO Shanda Tripp discusses their work, annual gala and her new book, *She Was Healed*. Available October 15-16.

This show aired on (Day) 10/16 from: (Start Time) 6:30a to: (End Time): 7am

### **Tennessee Business Trends**

Leonora Williamson from Platinum Rule Advisors, a management consulting company focused on human capital serving private equity/ venture capital firms, CEOs and HR leaders, discusses the current trends in business in Tennessee and the rest of the country. Available October 22-23.

This show aired on (Day) 10/23 from: (Start Time) 6:30a to: (End Time): 7am

4<sup>th</sup> Quarter 2022 "Tennessee Matters" Public Affairs Issues/Clearance

Station: WKSW Market: Cookeville, TN

**No Trash November**

The TN Department of Transportation's Environmental Division is responsible for identifying, assessing, mitigating and documenting environmental risks to TDOT on projects and operations. Shawn Bible, Transportation Manager, discusses effort to keep roadways litter free. Available November 26-27.

This show aired on (Day) 11/27 from: (Start Time) 6:30a to: (End Time): 7am

**12/3-12/4 Pharmacy Benefit Managers**

Studies show prescription drug prices in the United States are significantly higher than in other nations, with prices in the United States averaging 2.56 times those seen in 32 other nations. Bloomberg reports the average American spends \$1200 a year on prescription drugs. On Tennessee Matters, we're talking to Antonio Ciaccia, the President of 3 Axis Advisors and the leading expert on drug pricing to learn how the drug supply chain works, which groups are responsible for the huge price increases, and what you and I can do to pressure the right people to fix it.

12/4 6:30am to 7am

**12/10-12/11 Child Poverty**

In the United States, child poverty fell by 59% from 1993 – 2019, according to a comprehensive new analysis. The study was a joint effort between The New York Times and a nonpartisan research group with an expertise in statistical analysis called Child Trends. Dana Thomson, Senior Research Scientist with Child Trends shares some details.

12/11 6:30am to 7am

**The Return of Stuckey's and The American Road Trip. – Available December 16-17.**

E. Stephanie Stuckey is the granddaughter of the founder of Stuckey's, a once popular road side stop based in Georgia, but located in several southern states. The company fell on hard times and nearly disappeared. Stephanie Stuckey bought the company and has expanded the base operation and is spearheading a new way of marketing the brand and has also added new jobs in East Georgia on

12/17 6:30am to 7am

the way to not only relaunching and franchising the brand, but also resurrecting the American Road-Trip. Stuckey speaks with Scott Kimbler

**Black Housing Study – Available December 24-26**

Scott Kimbler speaks with Tamarus Pete of American Enterprise Housing Institute about a study of home appraisers who may be using racial bias as a tool when valuing homes for sale. Atlanta was used as a test market to present to Feds for further data review.

12/25 6:30am to 7am

**Enduring Hearts**

A heart transplant is not a cure, but a bridge to life for recipients. Enduring Hearts launched in 2013 with a mission to fund research that increases the longevity of pediatric heart transplants, improves the quality of life for children living with a new heart and eliminates pediatric heart diseases that may lead to a transplant. Executive Director, Carolyn Salvador, discusses their work. Available December 31-January 1.

~~12/31~~ 01/01 6:30am to 7am