

WZXI 4th Quarter 2020 Issues and Programs

Garrard County and Lancaster are dealing with typical issues confronting small rural counties in our state. Economic opportunity, drug issues and maintaining a sustainable lifestyle in lower paying rural agricultural community. Thefts have increased. During the previous period, WZXI has lost two equipment trailers, and extension ladder, a 450 MHZ base station remote pick up antenna and a security system destroyed. One of our satellite dishes was disabled. Essentially, the county is without an elected Sheriff. The county Judge has organized a Garrard County Police Department which he oversees. The County Judge Executive has resigned effective end of October. He continues to occupy the office although he has committed to another job several counties away.

WZXI offers a variety of News-Talk and informational program features. Kentucky Focus is broadcast Sunday mornings at 9:00 AM. This program features guests from around the area and state with current topics. Weekdays the Ken Copeland hour long program is broadcast live and listeners can call in to participate. Ken offers callers the opportunity to explore their interests and abilities and directs the conversations toward enhancing their career ambitions.

During the fourth Quarter WZXI broadcast 241 - 30 second PSA announcements concerning the suitable masking and social distancing recommendations from Governor Breshear. As of this date, Garrard has over a thousand positives reported. That represents roughly 9% of Garrard County's population. Approximately 100 minutes of locally produced airtime concerning Covid 19 and another two hour via Zoom session live concerning a proposal for County-wide internet were broadcast to the public. About 25 residents participated via the Zoon session. The local newspaper reported that overall 2000 residents tuned in/participated in the call in portion of the broadcast.

Several church groups have contacted the station. We continue to assist them with part 15 wireless to provide their membership the option of "parking lot" services. WZXI donated equipment and technical services. One other is currently on the air Sunday mornings live.

WZXI welcomes all listener responses. Over a 5 year period, there have been only 2 callers objecting to our program content. As always, WZXI welcomes and encourages listener comments. Our objective is to inform, enlighten and entertain and at the same time provide programming that meets our community values. Within the WZXI listening area there are three NPR stations operating at a total of 170,000 watts offering the same perspective on the news 24/7. This doesn't include a student run station at the University of Kentucky and two LPFM's with similar editorial content. Excluding the LPFM's, these stations are subsidized with institutional and taxpayer funding. A large portion of WZXI's programming has been critical of the rioting, looting and violence that has taken place and offers a reasoned and somewhat faith based option through the stations' alternative talk format.

WZXI is an equal opportunity employer.

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