

WZXI 1st Quarter 2020 Issues and Programs

Generally, Garrard County and Lancaster are dealing with fairly to be expected issues in most outlying rural areas. Economic opportunity, drug issues, sustainable lifestyle in a lower paying rural agricultural community.

WZXI broadcasts a variety of programs along with the expected vanilla wrapper public affairs programs such as Kentucky Focus that is an offering over Kentucky News Network. As listed in previous Quarterly showings, our line up has a distinct entertaining quality that focuses primarily to ignite a thought process that would motivate oneself to prepare for a more successful lifestyle. Programs recently added are the Ken Coleman Show that is produced by the Dave Ramsey Group and Lifestyles Unlimited. WZXI continues to provide regular news and information, twice hourly weather and along with NWS bulletins.

This Quarter, however, has been somewhat different with the advent of the Covid19 pandemic. So far, Garrard county has no positives.

The station contacted local EMS and the Chamber to offer assistance over the station facilities and to be involved whenever and however there was a need. The County Judge, John Wilson was most helpful by providing situation updates and offering the community advice on the issues as they developed. Thirty second local PSA's were developed from these interviews and have aired over 70 times as of this date.

WZXI aired these during prime times during the last half of March averaging 3 updates each week, twice daily. Churches emptied and WZXI was approached to provide services. Our technical abilities allowed the station to provide connectivity where none existed and produce broadcasts on a regular basis.

Our Governor started regular statewide updates at 5PM each day, and they are ongoing. WZXI is carrying the hour-long plus addresses each day and pre-empting regular programming.

WZXI has filed for license renewal and is now in the process of airing the post filing announcements as required.

All other information concerning our station is available within earlier Quarterly Public File submissions. As always, WZXI invites feedback on our choice of program offerings and the station operation in general. Our objectives are to Entertain, Inform and Enlighten.

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