

1ST QUARTER 2012

WKYI-CD

## QUARTERLY ISSUES AND CONCERNS REPORT

DESCRIPTION OF ISSUE	PROGRAM SEGMENT	DATE	TIME	DURATION	NARRATION OF TYPE AND DESCRIPTION OF PROGRAM/SEGMENT
1. Education in JCPS schools in Louisville	Our KidsJCPS program features inside information about Jefferson County Public Schools	Jan 1,8,15,22,29-Feb 5,12,19,26-March 4,11,18,25	4:30pm Sunday	30 minutes	Features include topics on students preparing for school year, new leadership and overall education status of Jefferson county Public schools.
2. Black Enterprise report	Highlights of African American entrepreneur	Jan 7,14,21,28-Feb 4,11,18,25-March 3,10,17,24,31	3pm	30 minutes	Disussions and interviews with African American's on starting new businesses, features of successful businesses and ideas and inovations to help African American's thrive in business.
3. Tornado Coverage	Special porgramming	March 2nd	2:15pm	5 hours	On March 2nd our viewing area was hit with deadly tornadoes. WKYI partnered with WHAS 11 TV to air wall to wall coverage to inform viewers of the danger of these storms. As a follow up WKYI aired PSA promos to encourage the community to help victims in giving and time.
4. Bridge being closed and re-opened, Jefferson County School student assignment plan, jobs at Ford Motor and other stories that are important to Louisville area.	WHAS 11 NEWS	WEEKEDAYS	1AM	30 minutes	WKYI airs as a public service a repeat of WHAS 11 News. These newscasts serve as a public service to the community who may not be able to watch the earlier airing at 11pm on WHAS 11.