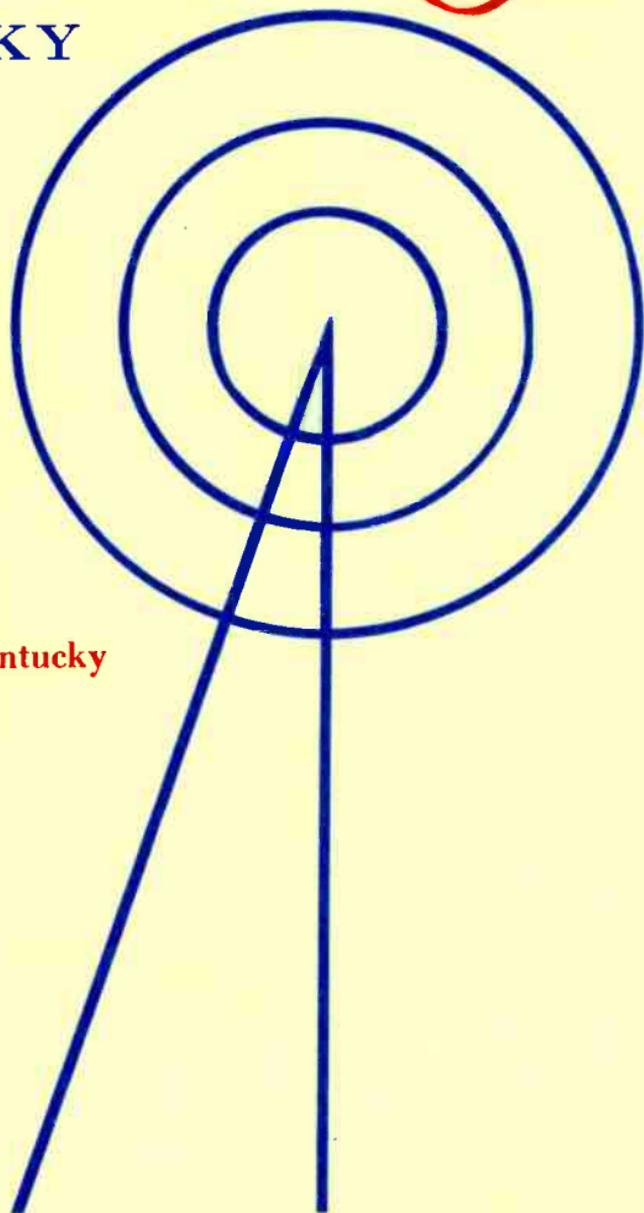


W K A y

1490

GLASGOW
KENTUCKY



Serving
South - Central Kentucky
Since 1946

Heritage Communications, Inc.

P.O. Box 219

- Glasgow, Kentucky 42141

The power of local radio to make people respond is established. There is no secret to this power, it is simply the ability to respond to the people. This constant feedback enables local radio to serve the public in a way our big city counterparts can only envy. This meaningful type of public service and public affairs pays off in confidence and trust.

In many ways WKAY personifies local radio in America. In the decades that have passed since WKAY first signed on, in 1946, radio listening habits, and programming have changed radically. One thing has remained constant however, the ability to serve the changing needs, of a changing audience.

This is our strength.

Local news is the backbone of local radio. For many it is the single factor that keeps them listening. WKAY recognizes its responsibility in this field, and has gained the reputation of being the news leader in south central Kentucky, area newspapers not excepted. WKAY employs a full time newsman, whose only duty is to gather and write local news. He is assisted in this task by other staff members and unofficial stringers. News is always checked for accuracy, 'hard news worth', and good taste, before being aired. Mobile two-way radio, with broadcast capability from any point in Barren County, enables WKAY to originate on-the-scene coverage of news.

National and international news is another strong area for WKAY. Hourly news summaries are broadcast through the facility of UPI Audio, live and direct from Washington and New York.

Network news is broadcast on the hour, along with state and local summaries, and weather.

Headlines, national, state and local, with weather are featured on the half hour.

Featured local news is heard at 5:50 a.m., 7:00 a.m., 10:00 a.m., 3:00 p.m., 6:00 p.m. and 10:00 p.m.

PUBLIC AFFAIRS



WKAY takes pride in having the only local, continuing public affairs program among radio stations in its area. "Focal Point" is heard in prime broadcast time, 6:35 p.m. each Monday, Wednesday and Friday. A broad range of subjects and formats are utilized. Some of the programs are devoted to interviews with local newsmakers, giving an in-depth dimension to local news coverage. Other programs have featured speeches by visiting dignitaries, and still others have been used as "mini-documentaries" on a variety of subjects.

WKAY also broadcasts weekly, "Washington Window", a 30 minute interview with a Washington newsmaker. Those posing the questions are culled from UPI Audio's Washington Bureau, and other Washington reporters.

AGRI- BUSINESS



Glasgow and Barren County are becoming increasingly industrialized, but farming is still the number one industry. Recognizing a broadcaster's duty to serve its public, WKAY consistently provides a variety of farm information programs. Listed below are our current agriculture offerings:

UNIVERSITY OF KENTUCKY EXTENSION OFFICE
5 minute reports daily, 11:45 a.m., Mon.-Wed.-Fri.,
County Agent; Tues. & Thurs., Extension Homemaker
Specialist; Saturday, Extension 4-H Specialist.

FARM MARKET INFORMATION

5 minute reports concerning Louisville livestock, poultry, egg and grain markets, broadcast daily, 6:25 a.m. and 12:20 p.m.

UNIVERSITY OF KENTUCKY SCHOOL OF AGRICULTURE

5 minute reports broadcast Monday through Friday at 12:45 p.m.

AGRICULTURAL WEATHER

Specially prepared weather forecasts from our direct weather wire, with drying and curing conditions, outdoor work conditions, crop spraying conditions and similar information, are included in our feature weather at 6:55 a.m., 12:30 p.m. and 5:10 p.m.

N. F. O. TODAY

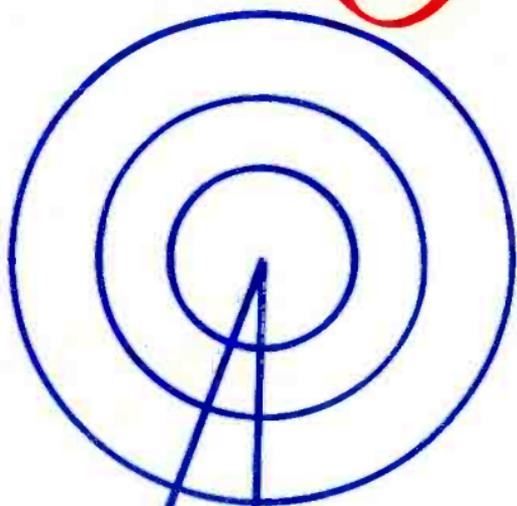
Broadcast daily, Monday through Friday at 12:40 p.m.

U. S. DEPARTMENT OF AGRICULTURE

Feature agriculture programs, prepared by the U.S.D.A., broadcast daily, Monday through Saturday, 5:15 a.m.

WKAY COVERAGE MAP

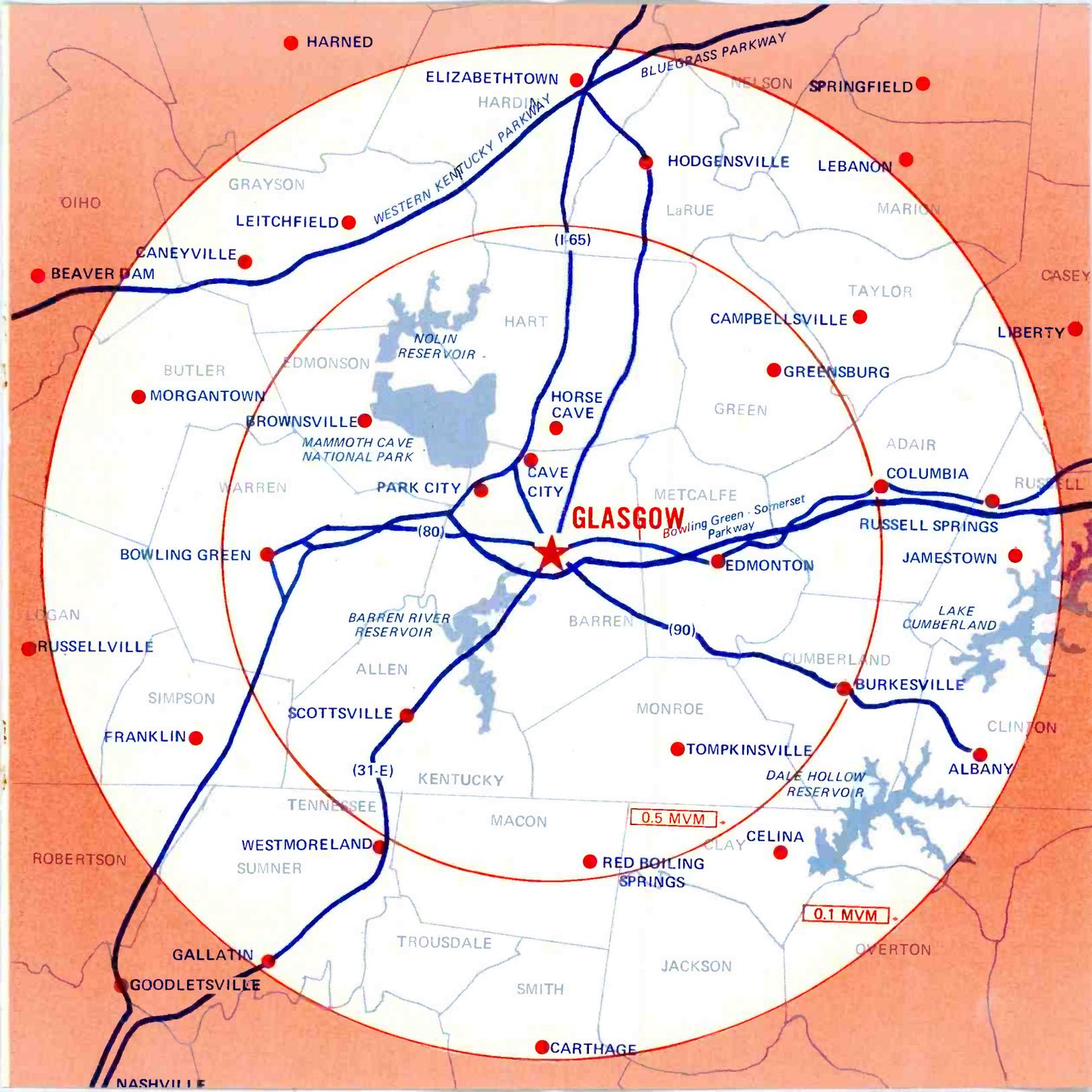
WKAY



1490

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WKAY COVERAGE MAP



Music

If we may paraphrase a bit...“And ye shall be known by the music ye play.” It’s true. The character of any given radio station, is shaped by its music policy. Music featured on WKAY receives constant attention. Our music is played from a weekly revised playlist of some 80 to 85 singles, that could be loosely termed progressive, easy listening, middle of the road. Whatever you call it, the music is designed to blend with our overall image of mature, but progressive broadcasting.

In discussing music, we cannot overlook the longest running program on the air, the “Sunshine Gospel Hour.” Each day, Monday through Saturday, from 10:00 a.m. until 11:00 a.m., a blending of modern and traditional gospel music. The program has a wide, loyal following throughout south central Kentucky.



SPECIAL EVENTS

What is a special event? Really a sort of catch all phrase, that encompasses a wide variety of special programs originated by WKAY.

Some special event broadcasts really fall into public service category, such as our annual 4-H radio day. The Barren County 4-H Council obtains its entire year's operating budget through this single day effort on WKAY. Ads are sold by the youngsters, and then an entire day is turned over to the various area clubs. They deliver their own "commercials"...produce skits, play records, and explain 4-H activities. Our Jaycee "Radio Auction" is a similar endeavor. WKAY originated the idea of this type of program during the mid-40's. It has since spread across the country as a popular form of once-a-year fund raising. Local merchants donate items to the Jaycees. The items are then auctioned off, on the air, during three successive three hour programs.

Special events that might be considered news events, include such programs as presidential addresses, space shot coverage, and news conferences, broadcast live through United Press International Audio Network. Through consistent coverage of these types of local and national events, WKAY has earned a reputation of having it on the air, if it's special.



SPORTS



“You get more than the scores on WKAY”. We’ve been using that phrase for some time now, and it’s more than just a slogan....It’s the truth. You do get more, a whole lot more.

As a starter, WKAY broadcasts the complete home and away schedule of the Glasgow High School basketball and football teams, including invitational tourneys and state playoffs. Complete coverage of University of Kentucky basketball and football, including playoffs. A selected schedule of Western Kentucky University basketball and football. In addition to straight play-by-play the station broadcasts a pre-prepared coach’s interview before each game, and a coach or visiting coach interview after each game. Each Saturday morning WKAY broadcasts the “Meet the Coach” program, from a local restaurant, re-capping the previous nights action and previewing up-coming games. So much for the pigskin and roundball. WKAY broadcasts all Cincinnati Reds baseball night games. (Our sister station WGGC-FM carries the full schedule). Two major sportscasts are presented daily, at 6:35 a.m. and 5:00 p.m. A wide variety of material is used, including sports features and interviews of nationally known sports figures, from the UPI Audio Network.



WEATHER

Nothing affects our day to day lives in so many ways as the weather. Only on rare occasions does weather news become a matter of life or death, but every day it is important that listeners know what the day's weather has in store.

For several reasons WKAY holds a unique position among Kentucky radio stations in its ability to convey weather information. First, WKAY is one of only two radio stations in the state of Kentucky designated an official climatological weather reporting station. We have a full complement of weather recording equipment. In addition we are the only radio station in this section of the state, with a direct teletype link to the U.S. Weather Bureau in Louisville. This direct link keeps us ahead of developing weather situations, which are broadcast to our listeners as promptly and accurately as possible.

Featured weather programs are heard at 6:55 a.m., 12:30 p.m. and 5:10 p.m. Forecasts are presented as part of our hourly newcasts, and half hour headlines.....and are also featured on the quarter-hour. Weather radar is broadcast hourly.