



Pickup Country 104.9 FM WSKV is privileged to be the Official Estill County Athletics Broadcast Partner!

Who are we? Transmitting from Furnace Mountain, literally on the Estill/Powell line, we are a local station that seeks to serve the needs of our communities. In service since 1974, we have studios at 174 Main Street in Irvine and 28 West Halls Road in Stanton. Broadcast Radio is celebrating 100 years this year and we are looking forward to the next 100 with the boundaryless evolutions of internet streaming!

What's the plan now, soon to come, and future?

Now as of January 1, 2021

- Pickup Country 104.9FM WSKV is the official radio station of Estill County Sports.
- Pickup Country 104.9FM WSKV will provide all play-by-play audio for all home varsity games VIDEO streamed behind the Estill County NFHS paywall barring any circumstances outside our control.
- During ANY broadcast (including the NFHS video stream), the announcers will have the opportunity to promote Pickup Country 104.9FM WSKV's sports broadcast sponsors, station branding, and NFHS subscription.
- No home contest can be live VIDEO streamed on any platform as per the NFHS contract. AUDIO streaming of home games is allowed, and VIDEO streaming of away games may be allowed on a case-by-case basis as per local broadcast agreements.
- Pickup Country 104.9FM WSKV may VIDEO stream senior night activities live for any Estill County sports on local television should the opportunity arise.
- The broadcast of any post season games will follow KHSAA broadcast guidelines.
- Pickup Country 104.9FM WSKV would be allowed to promote the NFHS audio as part of their broadcast suite in exchange for promotion of the NFHS subscription.
- Pickup Country 104.9FM WSKV would provide compensation for broadcasters and will work in concert with Estill County Athletics to secure broadcasting personnel.
- Currently we have identified that there are 23 broadcast opportunities at the same time during these unprecedented times this number may increase or decrease.

Soon to Come February 1, 2021

- In addition to live sports broadcast, Pickup Country 104.9FM WSKV would like to host a live and/or recorded sports review program on Saturdays from the Estill County Broadcast Studio to help highlight student athletes, disseminate information from the Estill County Schools, and allow sponsors another opportunity for broadcast amidst the possible game cancelations during the pandemic.
- Establish the free ECSN streaming audio channel and partner smartphone app with links to the NFHS subscription page, ECSN sports page at listenlikealocal.com, audio archive, etc.

Long Term

- Secure an agreement with Estill Development Alliance to broadcast AUDIO of all Estill streamed games on Irvine Cable channel 800.
- Expand Pickup Country 104.9FM to another frequency to allow uninhibited Estill County Athletics Broadcast.
- Work with the Estill County Schools to develop a broadcasting club and curriculum to assist in student development. Possibly growing into closed circuit tv, internet stream, and/or radio broadcast.

