

KKOW - AM ----- 4th Quarter Issues Programing --- 2013

1. Local Weather
2. Agricultural Events
3. Local News
4. Community Events
5. Farming
6. Health and Fitness
7. Travel Safety
8. Adoption
9. Financial Literacy
10. Mental health
11. Elderly Care
12. Intellectual Disabilities
13. School Bullying
14. Veterans support
15. Arts and Music
16. Community Engagement
17. Blood Drive
18. Digital Literacy
19. Autism

There follows a listing of some of the significant PSA'S responded to by KKOW 860 AM, Pittsburg KS...

KKOW 96.9 FM, Pittsburg KS... along with the most significant programming treatment of those PSAs for the period 10/01/2013 - 12/31/2013. The listing is by no means exhaustive. The order in which the PSAs appear does not reflect any priority or significance.

Description of PSA	Program / Segment	Date	Time	Duration	Narration of Type and Description of Program / Segment
DAILY LOCAL NEWSCASTS FROM KOAM-TV	MORNING DRIVE MIDDAY AFTERNOON DRIVE	WEEKDAYS	6A-6P	90 SEC 8x Daily	These news shorts are updated 3 times a day from KOAM-TV, the local leader in news. They cover stories from across our entire coverage area.
LOCAL WEATHER	MON-SUN	MON-SUN	6A-MID	60 SEC 3X PER HR	Our local weather coverage, informs and protects area residents. Up-to-the-minute, Live weather coverage.
Community Calendar	Morning Drive	Weekdays	8:50 - 8:55	5 Min	A comprehensive look at area events. Updated daily. Includes occasional live interviews.
Farm Calendar	MORNING DRIVE MIDDAY AFTERNOON DRIVE	Weekdays	6a-5p	5 min	A comprehensive look at area agricultural events, i.e. farm shows, field days, FFA & 4-H events, etc.
Agricultural News	Morning Drive	Weekdays	7:45-7:47	2 Min	Daily coverage of News effecting area agricultural producers.
CBS News	All Dayparts		Mid-Mid	6 Min	News update live from CBS News center covering national news headlines.
Public Service Announcements	All Dayparts		Mid-Mid	60/30	Air public service announcements from various agencies (Both national and local) including sek humane society, cancer society, and many others.

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Description of Issue	Program / Segment	Date	Time	Duration	Narration of Type and Description of Program / Segment
AARP HELP LOVED ONES	Commercial Time	10/1/2013-12/31/2013	6A-MIDNIGHT KKOW-AM KKOW-FM	1 MIN 28 x aired 25x aired	A 1 min commercial explaining how difficult it can be caring for an elderly loved one. the commercial also explains that the AARP has also created a group of experts and other care givers that offers advice, tips, and support.
			SEE ATTACHED FOR ACTUAL RUN TIMES		
ADHD	Commercial Time	10/1/2013-12/31/2013	6A-MIDNIGHT KKOW-AM KKOW-FM	30 SEC 33X AIRED DID NOT AIR	A 30 second commercial explaining ADHD and that if you are diagnosed as a child you most likely still have it as an adult. The commercial urges listeners to take the quiz at ownyouradhd .com to recognize some of the symptoms and to talk to your doctor if you believe that you may have ADHD.
			SEE ATTACHED FOR ACTUAL RUN TIMES		
AGE RELATED MACULAR DEGENERATION	Commercial Time	10/1/2013-12/31/2013	6A-MIDNIGHT KKOW-AM KKOW-FM	1 MIN 28x aired 26X AIRED	A 60 second commercial that explains the symptoms of AMD. The commercial also explains that it is the leading cause of blindness of people 55 and older and that there is treatment options to and preventive measures that can be taken to protect your vision.
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BRUSH TEETH	Commercial Time	10/1/2013-12/31/2013	6A-MIDNIGHT KKOW-AM KKOW-FM	30 SEC 34x aired DID NOT AIR	A 30 second commercial that reminds listeners that children need to brush their teeth twice for two minutes a day. It also states that there are fun 2 minute videos at 2min2x.org that your kids can watch while brushing.
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CAR SEAT SAFETY	Commercial Time	10/1/2013-12/31/2013	6A-MIDNIGHT KKOW-AM KKOW-FM	30 SEC 20x aired DID NOT AIR	A 30 second commercial from the national traffic safety administration and the ad council that reminds you that you should choose a car seat that fits your child properly based on age and size. Also states that you can visit <a href="http://safercar.gov">safercar.gov</a> for more information.
SEE ATTACHED FOR ACTUAL RUN TIMES					

COOK MEAT FULLY	Commercial Time	10/1/2013-12/31/2013	6A-MIDNIGHT KKOW-AM KKOW-FM	30 SEC 34x aired DID NOT AIR	A 30 second commercial from the USDA, HHS, and the ad council, explaining that you need to use a meat thermometer when cooking because you can't hear or see if meat is undercooked and may still contain bacteria. Commercial also explains that nearly 3000 Americans die from Food poisoning every year.
SEE ATTACHED FOR ACTUAL RUN TIMES					

FEED THE PIG	Commercial Time	10/1/2013-12/31/2013	6A-MIDNIGHT KKOW-AM KKOW-FM	30 SEC 34x aired DID NOT AIR	A 30 second commercial from the American Institute of Certified Accountants and the AD Council explaining that you should save and plan ahead for the future. Also explains that there is a list and tips to save on the website <a href="http://feedthepig.org">feedthepig.org</a>
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FINANCIAL HELP	Commercial Time	10/1/2013-12/31/2013	6A-MIDNIGHT KKOW-AM KKOW-FM	1 MIN 25X AIRED 26X AIRED	A 60 second commercial from the National Foundation of Credit Counseling. explaining that there is help for those who need financial help. The commercial explains that the NFCC is made up of local nonprofit and low cost agencies offering budgeting and money management services.
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KNIGHT'S OF COLUMBUS TOOTSIE ROLL	Commercial Time	10/1/2013-12/31/2013	6A-MIDNIGHT KKOW-AM KKOW-FM	30 sec 15x aired DID NOT AIR	A 30second message from the head basketball coach of the Wichita State Shockers explaining in October the Knights of Columbus will start their Tootsie Roll donation campaign. He also explains that the funds raised to so support local institutions with intellectual disabilities.
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NAB_ WHAT DO YOU WANT TO BE	Commercial Time	10/1/2013-12/31/2013	6A-MIDNIGHT KKOW-AM KKOW-FM	1 MIN 26x aired 26x aired	A 60 second message from the National Association of Broadcasters that encourages people who are anxious, depressed, alone, scared, sec. to say something and talk about it. It informs the listener that whatever their going through someone will listen. Provides okaytotalk.org for more help and information.
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QUIT SMOKING	Commercial Time	10/1/2013-12/31/2013	6A-MIDNIGHT KKOW-AM KKOW-FM	30 SEC 34X AIRED DID NOT AIR	A 30 second commercial from the Department of Health and Human Services and the CDC that has different people's explaining the reasons why they quit smoking and that the listener should as well.
SEE ATTACHED FOR ACTUAL RUN TIMES					

SELECTIVE SERVICE	Commercial Time	10/1/2013-12/31/2013	6A-MIDNIGHT KKOW-AM KKOW-FM	30 SEC 35X AIRED DID NOT AIR	A 30 second commercial that explains the selective service and reminds listeners that it is a requirement for guys to still register with the selective service.
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STOP BULLIES	Commercial Time	10/1/2013-12/31/2013	6A-MIDNIGHT KKOW-AM KKOW-FM	30 SEC 33X AIRED DID NOT AIR	A 30 second commercial from the national education association that explains that adults have the power to stop bullying in schools and that it is their responsibility to stand up for children that are bullied.
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STOP SPORTS INJURIES	Commercial Time	10/1/2013- 12/31/2013	6A-MIDNIGHT KKOW-AM KKOW-FM	60 SEC 24x AIRED 29x aired	A 60 second commercial that explains what sports injuries are increasing with children. The commercial explains that when a child repeats the same activities time after time day after day it can cause the need for surgery to repair any damage done by over usage.
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VETERANS BENEFITS	Commercial Time	10/1/2013- 12/31/2013	6A-MIDNIGHT KKOW-AM KKOW-FM	30 SEC 35x AIRED DID NOT AIR	A 30 second commercial that explains the e benefits website that is available to veterans for them to access the military and va benefits that they have earned and deserved anytime day or night.
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AARP HELP LOVED ONES	Commercial Time	11/1/2013-11/30/2013	6A-MIDNIGHT KKOW-AM KKOW-FM	1 MIN 25x aired 20X AIRED	A 1 min commercial explaining how difficult it can be caring for an elderly loved one. the commercial also explains that the AARP has also created a group of experts and other care givers that offers advice, tips, and support.
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ADHD	Commercial Time	11/1/2013-11/30/2013	6A-MIDNIGHT KKOW-AM KKOW-FM	30 SEC 32X AIRED DID NOT AIR	A 30 second commercial explaining ADHD and that if you are diagnosed as a child you most likely still have it as an adult. The commercial urges listeners to take the quiz at ownyouradhd .com to recognize some of the symptoms and to talk to your doctor if you believe that you may have ADHD.
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AGE RELATED MACULAR DEGENERATION	Commercial Time	11/1/2013-11/30/2013	6A-MIDNIGHT KKOW-AM KKOW-FM	1 MIN 24x aired 21X AIRED	A 60 second commercial that explains the symptoms of AMD. The commercial also explains that it is the leading cause of blindness of people 55 and older and that there is treatment options to and preventive measures that can be taken to protect your vision.
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BRUSH TEETH	Commercial Time	11/1/2013-11/30/2013	6A-MIDNIGHT KKOW-AM KKOW-FM	30 SEC 32x aired DID NOT AIR	A 30 second commercial that reminds listeners that children need to brush their teeth twice for two minutes a day. It also states that there are fun 2 minute videos at 2min2x.org that your kids can watch while brushing.
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HOMESPUN HOLIDAY	Commercial Time	11/1/2013- 11/30/2013	6A-MIDNIGHT KKOW-AM KKOW-FM	30 SEC 8x aired Did Not Air	A 30 second commercial inviting listeners to attend the Homespun Holiday Ball and Auction benefiting Class and the Foundation for Class. Spot tells details of the event like silent auctions, music, dining, and describes the time, date, and location of the event.
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MOVEMBER DAIRY	Commercial Time	11/1/2013- 11/30/2013	6A-MIDNIGHT KKOW-AM KKOW-FM	1 MIN 16x aired 17x aired	A 60 second commercial explaining what Movember is and that it is important for farmers because they most likely pay more attention to their crop and livestock's health over their own. Asks listeners to get screened for prostate cancer to catch it early enough for treatment and to grow a mustache in support of movember.
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