

KKOW - AM ----- 3rd Quarter Issues Programing --- 2013

1. Local Weather
2. Agricultural Events
3. Local News
4. Community Events
5. Farming
6. Health and Fitness
7. Financial Literacy
8. Community Engagement
9. Pets and Humane society
10. Elderly Care
11. Travel Safety
12. Hunting and Conservation
13. Mental Health
14. School Bullying
15. Veteran Support

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 07/01/2013- 09/30/2013. 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
BACK 2 SCHOOL HAIRCUTS	Commercial Time	7/1/2013- 7/31/2013	6A-MIDNIGHT KKOW-AM KKOW-FM	30 SEC 22X AIRED DID NOT AIR	A 30 second commercial talking about the free back to school haircuts offered by Victory Life Church. Mentioned that there is limited space and that you must call 620-232-1150 for your appointment. Additional fun with tropical snow, Jumpin Jakes, dunk a cop dunk tank, food from Grammy's BBQ.
			SEE ATTACHED FOR ACTUAL RUN TIMES		
DAILY LOCAL NEWSCASTS FROM KOAM-TV	MORNING DRIVE MIDDAY AFTERNOON DRIVE	WEEKDAYS 7/1/2013- 9/30/2013	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 7/1/2013- 9/30/2013	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 7/1/2013- 9/30/2013	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 7/1/2013- 9/30/2013	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 7/1/2013- 9/30/2013	7:45-7:47	2 Min	Daily coverage of News effecting area agricultural producers.

CBS News	All Dayparts	7/1/2013-9/30/2013	Mid-Mid	6 Min	News update live from CBS News center covering national news headlines.
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Public Service Announcements	All Dayparts	7/1/2013-9/30/2013	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	7/1/2013-7/31/2013	6A-MIDNIGHT KKOW-AM KKOW-FM	1 MIN 23X AIRED 27X 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	7/1/2013-7/31/2013	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	7/1/2013-7/31/2013	6A-MIDNIGHT KKOW-AM KKOW-FM	1 MIN 22X 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.
			SEE ATTACHED FOR ACTUAL RUN TIMES		
BRUSH TEETH	Commercial Time	7/1/2013-7/31/2013	6A-MIDNIGHT KKOW-AM KKOW-FM	30 SEC 33X 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.
			SEE ATTACHED FOR ACTUAL RUN TIMES		

CAR SEAT SAFETY	Commercial Time	7/1/2013- 7/31/2013	6A-MIDNIGHT KKOW-AM KKOW-FM	30 SEC 32X 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 safercar.gov for more information.
SEE ATTACHED FOR ACTUAL RUN TIMES					

COOK MEAT FULLY	Commercial Time	7/1/2013- 7/31/2013	6A-MIDNIGHT KKOW-AM KKOW-FM	30 SEC 31X 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	7/1/2013- 7/31/2013	6A-MIDNIGHT KKOW-AM KKOW-FM	30 SEC 31X 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 feedthepig.org
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FINANCIAL HELP	Commercial Time	7/1/2013- 7/31/2013	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.
SEE ATTACHED FOR ACTUAL RUN TIMES					

GET A FISHING LICENSE	Commercial Time	7/1/2013-7/31/2013	6A-MIDNIGHT KKOW-AM KKOW-FM	1 MIN 20X AIRED 21X AIRED	A 60 second commercial that reminds listeners that it is required to get a fishing license and register their boat before going fishing. it also explain that registering helps local conservation efforts protect the wildlife in your area.
SEE ATTACHED FOR ACTUAL RUN TIMES					

NAB_ WHAT DO YOU WANT TO BE	Commercial Time	7/1/2013-7/31/2013	6A-MIDNIGHT KKOW-AM KKOW-FM	1 MIN 6X AIRED 4X 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.
SEE ATTACHED FOR ACTUAL RUN TIMES					

QUIT SMOKING	Commercial Time	7/1/2013-7/31/2013	6A-MIDNIGHT KKOW-AM KKOW-FM	30 SEC 33X 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.
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SELECTIVE SERVICE	Commercial Time	7/1/2013-7/31/2013	6A-MIDNIGHT KKOW-AM KKOW-FM	30 SEC 32X 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	7/1/2013-7/31/2013	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	7/1/2013- 7/31/2013	6A-MIDNIGHT KKOW-AM KKOW-FM	60 SEC 26X AIRED 24X 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.
SEE ATTACHED FOR ACTUAL RUN TIMES					
VETERANS BENEFITS	Commercial Time	7/1/2013- 7/31/2013	6A-MIDNIGHT KKOW-AM KKOW-FM	30 SEC 31X 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	08/01/2013-8/31/2013	6A-MIDNIGHT KKOW-AM KKOW-FM	1 MIN 28X 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.
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ADHD	Commercial Time	08/01/2013-8/31/2013	6A-MIDNIGHT KKOW-AM KKOW-FM	30 SEC 34X 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	08/01/2013-8/31/2013	6A-MIDNIGHT KKOW-AM KKOW-FM	1 MIN 25X AIRED 28X 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	08/01/2013-8/31/2013	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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QUIT SMOKING Time	Commercial	08/01/2013- 8/31/2013	6A-MIDNIGHT	30 SEC	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.
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