

KKOW - AM ----- 1st Quarter Issues Programing --- 2013

1. Local Weather
2. Agricultural Events
3. Local News
4. Community Events
5. Agricultural News
6. Health and Fitness
7. Childrens Health
8. Conservation and Hunting
9. Community Engagement
10. Veteran Support
11. Elderly Care
12. Travel Safety
13. Financial Literacy
14. Education
15. Music and Arts
16. Emergency Prepardness
17. School bullying

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 01/01/2013 - 03/31/2013. 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 1/1/2013- 3/31/2013	6A-6P	90 SEC 14x 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 1/1/2013- 3/31/2013	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 1/1/2013- 3/31/2013	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 1/1/2013 - 3/31/2013	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 1/1/2013- 3/31/2013	7:45-7:47	2 Min	Daily coverage of News effecting area agricultural producers.
-------------------	---------------	------------------------------------	-----------	-------	---

CBS News	All Dayparts	1/1/2013- 3/31/2013	Mid-Mid	6 Min	News update live from CBS News center covering national news headlines.
----------	--------------	------------------------	---------	-------	---

Public Service Announcements	All Dayparts	1/1/2013- 3/31/2013	Mid-Mid	60/30	Air public service announcements from various agencies (Both national and local) including sek humane society, cancer society, and many others.
------------------------------	--------------	------------------------	---------	-------	---

US Navy Band Sea Chorus	Morning Drive	3/6/2013	08:00	20 Minute	Interviewed Jeff Wilbert (Director of Pittsburg's memorial auditorium) to bring community awareness to the upcoming US Navy Band show at the auditorium. Interview explained show listeners can get tickets and the time, date, and location of the concert.
-------------------------	---------------	----------	-------	-----------	--

Pittsburg Parks and Recreation	Morning Drive	3/27/2013	08:00	20 minute	Interviewed Sara Mitchell from the Pittsburg Parks and recreation to bring awareness to various events going on around the Pittsburg area like the Easter egg hunt, rescheduled mini warrior dash, and adult softball leagues.
--------------------------------	---------------	-----------	-------	-----------	--

There follows a listing of some of the significant issues responded to by KKOW 860 AM, Pittsburg KS...
 KKOW 96.9 FM, Pittsburg KS... along with the most significant programming treatment of
 those issues for the period 01/01/2013 - 03/31/2013. The listing is by no means exhaustive. The order in which the issues
 appear does not reflect any priority or significance.

Description of Issue	Program / Segment	Date	Time	Duration	Narration of Type and Description of Program / Segment
AARP HELP LOVED ONES	Commercial Time	01/01/2013- 1/31/2013	6A-MIDNIGHT KKOW-AM KKOW-FM	1 MIN 24x aired 28x 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	01/01/2013- 1/31/2013	6A-MIDNIGHT KKOW-AM KKOW-FM	30 SEC 31x aired 31x aired	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	01/01/2013- 1/31/2013	6A-MIDNIGHT KKOW-AM KKOW-FM	1 MIN 28x aired 25x 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	01/01/2013- 1/31/2013	6A-MIDNIGHT KKOW-AM KKOW-FM	30 SEC 31x aired	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	01/01/2013- 1/31/2013	6A-MIDNIGHT KKOW-AM KKOW-FM	30 SEC 29x aired 31x aired	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	01/01/2013- 1/31/2013	6A-MIDNIGHT KKOW-AM KKOW-FM	30 SEC 31x aired 31x aired	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	01/01/2013- 1/31/2013	6A-MIDNIGHT KKOW-AM KKOW-FM	30 SEC 30x aired 30x aired	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
			SEE ATTACHED FOR ACTUAL RUN TIMES		
FINANCIAL HELP	Commercial Time	01/01/2013- 1/31/2013	6A-MIDNIGHT KKOW-AM KKOW-FM	1 MIN 27x aired 23x 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	01/01/2013- 1/31/2013	6A-MIDNIGHT KKOW-AM KKOW-FM	1 MIN 26x aired 27x 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		

GET YOUR GED	Commercial Time	01/01/2013- 1/31/2013	6A-MIDNIGHT KKOW-AM KKOW-FM SEE ATTACHED FOR ACTUAL RUN TIMES	30 SEC 31x aired 30x aired	A 30 second commercial explaining the benefits of getting your GED if you didn't graduate high school and how it is never too late to go back.
QUIT SMOKING	Commercial Time	01/01/2013- 1/31/2013	6A-MIDNIGHT KKOW-AM KKOW-FM SEE ATTACHED FOR ACTUAL RUN TIMES	30 SEC 31x aired 31x aired	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.
SELECTIVE SERVICE	Commercial Time	01/01/2013- 1/31/2013	6A-MIDNIGHT KKOW-AM KKOW-FM SEE ATTACHED FOR ACTUAL RUN TIMES	30 SEC 31x aired 31x aired	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.
STOP BULLIES	Commercial Time	01/01/2013- 1/31/2013	6A-MIDNIGHT KKOW-AM KKOW-FM SEE ATTACHED FOR ACTUAL RUN TIMES	30 SEC 31x aired 31x aired	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.
STOP SPORTS INJURIES	Commercial Time	01/01/2013- 1/31/2013	6A-MIDNIGHT KKOW-AM KKOW-FM SEE ATTACHED FOR ACTUAL RUN TIMES	30 SEC 26x aired 26x 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.
VETERANS BENEFITS	Commercial Time	01/01/2013- 1/31/2013	6A-MIDNIGHT KKOW-AM KKOW-FM SEE ATTACHED FOR ACTUAL RUN TIMES	30 SEC 30x aired 30x aired	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.

AARP HELP LOVED ONES	Commercial Time	02/01/2013-2/28/2013	6A-MIDNIGHT KKOW-AM KKOW-FM	1 MIN 23x aired 24x 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	02/01/2013-2/28/2013	6A-MIDNIGHT KKOW-AM KKOW-FM	30 SEC 26x aired 28x aired	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	02/01/2013-2/28/2013	6A-MIDNIGHT KKOW-AM KKOW-FM	1 MIN 22x aired 24x 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	02/01/2013-2/28/2013	6A-MIDNIGHT KKOW-AM KKOW-FM	30 SEC 27x aired 28x aired	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	02/01/2013- 2/28/2013	6A-MIDNIGHT KKOW-AM KKOW-FM	30 SEC 27x aired 28x aired	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	02/01/2013- 2/28/2013	6A-MIDNIGHT KKOW-AM KKOW-FM	30 SEC 27x aired 27x aired	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	02/01/2013- 2/28/2013	6A-MIDNIGHT KKOW-AM KKOW-FM	30 SEC 28x aired 27x aired	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
SEE ATTACHED FOR ACTUAL RUN TIMES					

FINANCIAL HELP	Commercial Time	02/01/2013- 2/28/2013	6A-MIDNIGHT KKOW-AM KKOW-FM	1 MIN 22x 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	02/01/2013- 2/28/2013	6A-MIDNIGHT KKOW-AM KKOW-FM	1 MIN 24x aired 24x 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					

GET YOUR GED	Commercial Time	02/01/2013- 2/28/2013	6A-MIDNIGHT KKOW-AM KKOW-FM	30 SEC 24x aired 27x aired	A 30 second commercial explaining the benefits of getting your GED if you didn't graduate high school and how it is never too late to go back.
SEE ATTACHED FOR ACTUAL RUN TIMES					

QUIT SMOKING	Commercial Time	02/01/2013-2/28/2013	6A-MIDNIGHT KKOW-AM KKOW-FM	30 SEC 26x aired 27x aired	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	02/01/2013-2/28/2013	6A-MIDNIGHT KKOW-AM KKOW-FM	30 SEC 27x aired 27x aired	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.
SEE ATTACHED FOR ACTUAL RUN TIMES					

STOP BULLIES	Commercial Time	02/01/2013-2/28/2013	6A-MIDNIGHT KKOW-AM KKOW-FM	30 SEC 27x aired 26x aired	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.
SEE ATTACHED FOR ACTUAL RUN TIMES					

STOP SPORTS INJURIES	Commercial Time	02/01/2013-2/28/2013	6A-MIDNIGHT KKOW-AM KKOW-FM	30 SEC 26x aired 22x 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	02/01/2013-2/28/2013	6A-MIDNIGHT KKOW-AM KKOW-FM	30 SEC 26x aired 27x aired	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.
SEE ATTACHED FOR ACTUAL RUN TIMES					

NATIONAL BROADCASTERS	Commercial Time	02/01/2013-2/28/2013	6A-MIDNIGHT KKOW-AM KKOW-FM	30 SEC 71x aired 75x aired	A 30 second commercial from the national association of broadcasters that explains that no matter what broadcasters are there whether it is for the good or bad. It also states that in events that change our lives that Americans still choose broadcast television and radio over any other media combined.
SEE ATTACHED FOR ACTUAL RUN TIMES					

AARP HELP LOVED ONES	Commercial Time	3/1/2013-3/31/2013	6A-MIDNIGHT KKOW-AM KKOW-FM	1 MIN 25x aired 26x 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,
			SEE ATTACHED FOR ACTUAL RUN TIMES		
ADHD	Commercial Time	3/1/2013-3/31/2013	6A-MIDNIGHT KKOW-AM KKOW-FM	30 SEC 30x aired 33x aired	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
			SEE ATTACHED FOR ACTUAL RUN TIMES		
AGE RELEATED MACULAR DEGENERATION	Commercial Time	3/1/2013-3/31/2013	6A-MIDNIGHT KKOW-AM KKOW-FM	1 MIN 29x aired 24x 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	3/1/2013-3/31/2013	6A-MIDNIGHT KKOW-AM KKOW-FM	30 SEC 32x aired 31x aired	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	3/1/2013-3/31/2013	6A-MIDNIGHT KKOW-AM KKOW-FM	30 SEC 32x aired 31x aired	A 30 second commercial from the national traffic safety administration and the ad council that reminds you that you should choose a car seat the 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	3/1/2013- 3/31/2013	6A-MIDNIGHT KKOW-AM KKOW-FM	30 SEC 32x aired 30x aired	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	3/1/2013- 3/31/2013	6A-MIDNIGHT KKOW-AM KKOW-FM	30 SEC 31x aired 30x aired	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
SEE ATTACHED FOR ACTUAL RUN TIMES					

FINANCIAL HELP	Commercial Time	3/1/2013- 3/31/2013	6A-MIDNIGHT KKOW-AM KKOW-FM	1 MIN 28x aired 25x 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	3/1/2013- 3/31/2013	6A-MIDNIGHT KKOW-AM KKOW-FM	1 MIN 26x aired 27x 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					

GET YOUR GED	Commercial Time	3/1/2013- 3/31/2013	6A-MIDNIGHT KKOW-AM KKOW-FM	30 SEC 20x aired 21x aired	A 30 second commercial explaining the benefits of getting your GED if you didn't graduate high school and how it is never too late to go back.
SEE ATTACHED FOR ACTUAL RUN TIMES					

QUIT SMOKING	Commercial Time	3/1/2013- 3/31/2013	6A-MIDNIGHT KKOW-AM KKOW-FM	30 SEC 31x aired 31x aired	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	3/1/2013- 3/31/2013	6A-MIDNIGHT KKOW-AM KKOW-FM	30 SEC 32x aired 30x aired	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.
			SEE ATTACHED FOR ACTUAL RUN TIMES		
STOP BULLIES	Commercial Time	3/1/2013- 3/31/2013	6A-MIDNIGHT KKOW-AM KKOW-FM	30 SEC 29x aired 32x aired	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.
			SEE ATTACHED FOR ACTUAL RUN TIMES		
STOP SPORTS INJURIES	Commercial Time	3/1/2013- 3/31/2013	6A-MIDNIGHT KKOW-AM KKOW-FM	30 SEC 25x aired 38x 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	3/1/2013- 3/31/2013	6A-MIDNIGHT KKOW-AM KKOW-FM	30 SEC 30x aired 33x aired	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.
			SEE ATTACHED FOR ACTUAL RUN TIMES		
NATIONAL BROADCASTERS	Commercial Time	3/1/2013- 3/31/2013	6A-MIDNIGHT KKOW-AM KKOW-FM	30 SEC 122x aired 120x aired	A 30 second commercial from the national association of broadcasters that explains that no matter what broadcasters are there whether it is for the good or bad. It also states that in events that change our lives that Americans still choose broadcast television and radio over any other media combined.
			SEE ATTACHED FOR ACTUAL RUN TIMES		

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 01/01/2013 - 03/31/2013. 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
ZUMBATHON FOR MULTIPLE SCLEROSIS	Commercial Time	3/18/2013- 3/29/2013	6A-MIDNIGHT KKOW-AM KKOW-FM	30 SEC 10x aired 9x aired	A 30 second commercial bringing attention to listeners the fun walk and zumbathon going on Saturday March 30 th 10AM at Hutchinson field in Pittsburg to benefit the heartland boarder walk foundation for MS.
			SEE ATTACHED FOR ACTUAL RUN TIMES		
Colonial Fox Theatre	Commercial Time	3/24/2013- 3/25/2013	6A-MIDNIGHT KKOW-AM KKOW-FM	30 SEC 2x aired 1x aired	A 30 second commercial asking listeners to attend the antique and consignment auction at benefiting the colonial fox theatre on April 27th.
			SEE ATTACHED FOR ACTUAL RUN TIMES		