

KKOW - AM ----- 2nd Quarter Issues Programing --- 2014

1. National News
2. Local Weather
3. Agricultural Events
4. Local News
5. Community Events
6. Agricultural News
7. Parenting/ Adoption
8. Health and Fitness
9. Travel Safety
10. Elderly Care
11. Alcohol Abuse
12. Education
13. Financial Responsibility

Total of 26 issues covered

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 4/1/2014 - 6/30/2014. 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
AUTISM	COMMERCIAL TIME	4/01/2014-4/30/2014	MID-MID KKOW-AM KKOW-FM	1 MIN 30x aired 28x aired	A 60 second commercial explaining that not smiling by the age of 6 months is a symptom of autism. Commercial explains how parents can learn about more symptoms of autism by visiting autismspeaks.org or by visiting their doctor for an autism screening.
			SEE ATTACHED FOR ACTUAL RUN TIMES		
CHILD CAR SEAT SAFETY	COMMERCIAL TIME	4/01/2014-4/30/2014	MID-MID KKOW-AM KKOW-FM	30 SEC 25x aired DID NOT AIR	A 30 second commercial targeting parents and caregivers of children up to twelve years old. Reminding parents and caregivers to make sure they are properly securing their children in the best car restraint (rear-facing, forward-facing, booster, seat belt) for their age and size. Directs the parents to <a href="http://www.safercar.gov/therightseat">www.safercar.gov/therightseat</a> for more information.
			SEE ATTACHED FOR ACTUAL RUN TIMES		
FAIR HOUSING ACT	COMMERCIAL TIME	4/01/2014-4/30/2014	MID-MID KKOW-AM KKOW-FM	30 SEC 25x aired DID NOT AIR	A 30 second commercial that explains it is illegal to discriminate in the renting or selling of a home because of race, color, religion, national origin, sex, familial status, or disability. Directs listeners who feel they may have been discriminated again to contact HUD at 1-800-669-9777.
			SEE ATTACHED FOR ACTUAL RUN TIMES		

FEEDTHEPIG.ORG	COMMERCIAL	4/01/2014- 4/30/2014	MID-MID	30 SEC	A 30 second commercial targeting Residents of communities that are within or adjacent to a fire-prone ecosystem. Every state in the nation has a significant number of communities that are at risk of damage by wildfire. This commercial raises awareness that individuals can play an essential role in preparing their homes and communities from the threat of wildfire by driving those individuals to <a href="http://www.fireadapted.org">www.fireadapted.org</a> in order to learn the steps to better prepare for a wildfire.
	TIME		KKOW-AM	24x aired	
			KKOW-FM	DID NOT AIR	
				SEE ATTACHED FOR ACTUAL RUN TIMES	

GOODWILL.ORG	COMMERCIAL	4/01/2014- 4/30/2014	MID-MID	1 MIN	A 60 second commercial that educates audiences that their goods donations are not an end point; they are the beginning of job creation in their community. With the simple and informative tagline "Donate Stuff. Create Jobs.", the campaign provides a deeper understanding of the impact their donations have on their community.
	TIME		KKOW-AM	28x aired	
			KKOW-FM	29x aired	
				SEE ATTACHED FOR ACTUAL RUN TIMES	

HIGH SCHOOL DROP OUT PREVENTION	COMMERCIAL TIME	4/01/2014- 4/30/2014	MID-MID	1 MIN	A 60 second commercial targeting parents of middle and high school students to raise awareness about the importance of consistent school attendance and the impact absences can have on academic outcomes. Through the campaign website <a href="http://www.BoostAttendance.org">www.BoostAttendance.org</a> , parents will be able to sign up for a free SMS based mobile text program that will help keep track of their child's absences and show the impact those absences can have on the student's math and reading scores and likelihood to graduate. The website also provides parents with information and resources to help ensure their children are in school every day.
			KKOW-AM	29x aired	
			KKOW-FM	28x aired	
			SEE ATTACHED FOR ACTUAL RUN TIMES		

INSUREKIDS.ORG	COMMERCIAL TIME		MID-MID	1 MIN	A 60 second commercial targeting parents who need assistance with their children healthcare. This commercial informs them that Medicaid and the Children's Health Insurance Program offer free or low cost health insurance for kids and teens, up to age 19. Covering checkups, immunizations, doctor and dentist visits, hospital care, mental health services, prescriptions, and more. Commercial directs parents to <a href="http://insurekidsnow.gov">insurekidsnow.gov</a> or to 877-kids-now for more information.
			KKOW-AM	27x aired	
			KKOW-FM	30x aired	
			SEE ATTACHED FOR ACTUAL RUN TIMES		

JL HUTCHINSON SUMMER BALL	COMMERCIAL TIME	4/01/2014- 4/30/2014	MID-MID	1 MIN	A 60 second commercial targeting parents and reminding them that Baseball season is right around the corner. Commercial tells parents that they can sign their kids up for ball league online at <a href="http://jlhutch.org">jlhutch.org</a> , the Pittsburg YMCA, or at Pittsburg schools. Mentions discount for early sign up and multiple kid discount.
			KKOW-AM	14x aired	
			KKOW-FM	13x aired	
			SEE ATTACHED FOR ACTUAL RUN TIMES.		

NATIONAL ROSACEA SOCIETY		4/01/2014- 4/30/2014	MID-MID	30 SEC	A 30 second commercial that targets adults over 30 who have experienced facial redness. The commercial explains that the redness might be early stages of rosacea and describes that rosacea is a common life disruptive facial disorder that usually gets worse without medical help. Directs the listener to a dermatologist or to visit <a href="http://rosacea.org">rosacea.org</a> if they have noticed any of the symptoms.
			KKOW-AM	28x aired	
			KKOW-FM	DID NOT AIR	
			SEE ATTACHED FOR ACTUAL RUN TIMES		

PHYSICAL ACTIVITY	COMMERCIAL TIME		MID-MID	30 SEC	A 30 second commercial aimed at directed toward parents and explains that the most important thing they can do for their children is make sure that their kids are active for at least 60 minutes per day. Commercial explains that studies show that physical activity not only helps kids stay healthy but can also enhance important skills like concentration and problem solving. Commercial directs parents to <a href="http://fitness.gov">fitness.gov</a> for more information.
			KKOW-AM	24x aired	
			KKOW-FM	DID NOT AIR	
			SEE ATTACHED FOR ACTUAL RUN TIMES		

QUIT SMOKING	COMMERCIAL TIME	4/01/2014-4/30/2014	MID-MID	30 SEC	A 30 second commercial with a real story from a real person struggling to deal with the effects of smoking. The person in the commercial explains that her son has asthma that was triggered by secondhand some exposure. Directs listeners who wants help quitting to 1-800-quitnow.
			KKOW-AM	24x aired	
			KKOW-FM	DID NOT AIR	
				SEE ATTACHED FOR ACTUAL RUN TIMES	

TEACHER RECRUITMENT	COMMERCIAL TIME	4/01/2014-4/30/2014	MID-MID	30 SEC	A 30 second commercial targeting high school, college students, and adults 18-54 encouraging listeners to elevate the national perception of teaching (among potential recruits and the general public) and establish teaching as a competitive career choice for top performing students.
			KKOW-AM	25x aired	
			KKOW-FM	DID NOT AIR	
				SEE ATTACHED FOR ACTUAL RUN TIMES	

TEAM MALLORIE	COMMERCIAL TIME	4/01/2014-4/30/2014	MID-MID	30 SEC	A 30 second commercial bringing awareness to the 5k fun run and silent auction April 26th in Andover Central Park. Invites listeners to join Team Mallorie in walking, running, crawling, rolling, whatever to help fight leukemia. Encourages listeners to call Angela in Chanute for more info at 620-431-8524.
			KKOW-AM	50x aired	
			KKOW-FM	DID NOT AIR	
				SEE ATTACHED FOR ACTUAL RUN TIMES	

THE UNITED WAY	COMMERCIAL	4/01/2014-	MID-MID	30 SEC	A 30 second commercial targeting all adults that are actively engaged in and committed to making a difference and improving the lives of others in their communities. Asks the adults to take a pledge to get involved and tutor a child who needs help, mentor a kid who needs someone on their side or volunteer to read to children. With the listeners help the United Way hopes to cut the number of high school dropout in half by 2018.
	TIME	4/30/2014			
			KKOW-AM	25x aired	
			KKOW-FM	DID NOT AIR	
					SEE ATTACHED FOR ACTUAL RUN TIMES

VETERAN CRISIS	COMMERCIAL	4/01/2014-	MID-MID	30 SEC	A 30 second targeting all listeners explaining to talk with veterans and reach out when they notice a veteran in crisis. Commercial also targets veterans and their families and lets them know that the Veterans Crisis Hotline is available for support.
HOTLINE	TIME	4/30/2014			
			KKOW-AM	25x aired	
			KKOW-FM	DID NOT AIR	
					SEE ATTACHED FOR ACTUAL RUN TIMES

WOUNDED	COMMERCIAL	4/01/2014-	MID-MID	30 SEC	A 30 second commercial that captures the struggle, bravery, and sacrifice made by our nation's heroes and our responsibility to support them as they return from war. Commercial explains the Warriors to Work program that helps returning veterans transition into a work environment. Explains that the program also helps companies find the right veteran for their companies needs.
WARRIOR PROJECT	TIME	4/30/2014			
			KKOW-AM	25x aired	
			KKOW-FM	DID NOT AIR	
					SEE ATTACHED FOR ACTUAL RUN TIMES

ADOPTION	COMMERCIAL TIME	5/01/2014- 5/31/2014	MID-MID	1 MIN	There are 104,000 children currently in the foster care system waiting for a family. This campaign aims to significantly increase the awareness of the urgent need for parents to provide loving, permanent homes for these children.
			KKOW-AM	28x aired	
			KKOW-FM	25x aired	
			SEE ATTACHED FOR ACTUAL RUN TIMES		

CARE GIVER ASSISTANCE	COMMERCIAL TIME	5/01/2014- 5/31/2014	MID-MID	1 MIN	In 2009, 42.1 million caregivers in the U.S. provided an estimated \$450 billion worth of unpaid care to aging relatives and friends. Approximately 3 out of 4 boomer caregivers describe the task of providing care to an older adult as difficult and many feel they need more help or information, but don't know where to turn for support. This campaign emphasizes the resources available and concludes with the tagline, "Together, let's help each other better care for ourselves and the ones we love." The PSAs drive to <a href="http://www.aarp.org/caregiving">www.aarp.org/caregiving</a> , where caregivers can join a community and receive practical tips and tools, as well as connect with experts and other caregivers for advice and support
			KKOW-AM	28x aired	
			KKOW-FM	24x aired	
			SEE ATTACHED FOR ACTUAL RUN TIMES		



CHILD PASSENGER SAFETY	COMMERCIAL TIME	5/01/2014-5/31/2014	MID-MID			
				KKOW-AM	27x aired	
				KKOW-FM	DID NOT AIR	
						In 2010, on average, almost 2 children (age 12 and younger in a passenger vehicle) were killed and 325 children were injured in motor vehicle traffic crashes each day. This fatality rate could be reduced by about half if the correct child safety seats were always used. This new campaign urges parents and caregivers to make sure they have their child in the right car seat.
						SEE ATTACHED FOR ACTUAL RUN TIMES

COMMUNITY ENGAGEMENT	COMMERCIAL TIME	5/01/2014- 5/31/2014	MID-MID  KKOW-AM KKOW-FM	1 MIN  21x aired 31X AIRED	The Community Engagement campaign works to motivate and inspire people from all walks of life to get engaged and become a partner with United Way in the efforts to advance the common good. It encourages audiences to "Give. Advocate. Volunteer. Live United." The campaign website, <a href="http://liveunited.org">liveunited.org</a> , provides people with the resources to get motivated to give back to their communities and to create lasting, positive change.
SEE ATTACHED FOR ACTUAL RUN TIMES					

DISCOVER NATURE	COMMERCIAL TIME	5/01/2014- 5/31/2014	MID-MID  KKOW-AM KKOW-FM	1 MIN  24x aired 28x aired	The time U.S. children spend outdoors has declined 50% in the past 20 years. However, there are many benefits to kids who spend time out in nature. Time spent in nature gives kids the ability to explore, use their imaginations, and engage in unstructured and adventurous play. This campaign aims to inspire tweens and their parents to get out and discover the joy of exploring nature, ultimately developing a love for the land and an understanding of the importance of conservation. The PSAs direct them to <a href="http://www.DiscoverTheForest.org">www.DiscoverTheForest.org</a> , where they can search for nature locations and download activities to do outside when they go.
SEE ATTACHED FOR ACTUAL RUN TIMES					

DRINK AND DRIVE PREVENTION	COMMERCIAL TIME	5/01/2014- 5/31/2014	MID-MID	1 MIN	Many people believe that their driving is not impaired if they only consume a few drinks. In 2010, over 10,000 people were killed in alcohol-related crashes with a driver having a BAC of .08 or higher. The purpose of this campaign is to inspire dialogue on and recognition of the dangers of "buzzed driving."
			KKOW-AM	28x aired	
			KKOW-FM	25x aired	
			SEE ATTACHED FOR ACTUAL RUN TIMES		

EMERGENCY PREP	COMMERCIAL TIME	5/01/2014- 5/31/2014	MID-MID	30 SEC	The Ready campaign recommends taking four steps towards preparedness: 1) get an emergency supply kit, 2) make a family emergency plan, 3) be informed about the different types of emergencies that could occur and their appropriate responses, and 4) get involved by finding opportunities to support community preparedness. The PSAs direct audiences to Ready.gov/today, where Americans can find local disaster preparedness information, a downloadable family emergency plan, emergency kit checklists, and other preparation resources.
			KKOW-AM	27x aired	
			KKOW-FM	DID NOT AIR	
			SEE ATTACHED FOR ACTUAL RUN TIMES		

FATHER INVOLVEMENT	COMMERCIAL TIME	5/01/2014-5/31/2014	MID-MID	30 SEC	<p>Eighty-six percent of dads spend more time with their children today than their own fathers did with them. However, a majority of dads (7 out of 10) also reported that they could use tips on how to be a better parent. The campaign PSAs communicate to fathers that their presence is essential to their children's well-being and encourage dads to play an active role in their children's lives. The campaign also serves as a resource for fathers by directing them to visit <a href="http://www.fatherhood.gov">www.fatherhood.gov</a> or to call 1-877-4DAD411 for parenting tips, fatherhood programs, and other resources.</p>
			KKOW-AM	27x aired	
			KKOW-FM	DID NOT AIR	
					SEE ATTACHED FOR ACTUAL RUN TIMES

FINANCIAL RESPONSIBILITY	COMMERCIAL TIME	5/01/2014-5/31/2014	MID-MID	30 SEC	<p>Statistics demonstrate that Americans ages 25-34 have financial behaviors that tend toward debt accumulation, and this is happening during a period of milestone events such as getting married, having children and caring for aging parents. The Feed the Pig campaign aims to empower this group to take charge of their personal finances by living within their means and saving for long-term financial security.</p>
			KKOW-AM	29x aired	
			KKOW-FM	DID NOT AIR	
					SEE ATTACHED FOR ACTUAL RUN TIMES

GUN STORAGE SAFETY	COMMERCIAL TIME	5/01/2014-5/31/2014	MID-MID	30 SEC	<p>Sponsored by the Department of Justice and the National Crime Prevention Council, the Safe Gun Storage campaign looks to engage gun owners on the importance of safe gun storage, inspire gun owners to have conversations about guns and gun safety with their families, and emphasize that owning a gun comes with both rights and responsibilities.</p>
			<p>KKOW-AM KKOW-FM</p>	<p>29x aired DID NOT AIR</p>	
			<p>SEE ATTACHED FOR ACTUAL RUN TIMES</p>		

SAVE ENERGY	COMMERCIAL TIME	5/01/2014-5/31/2014	MID-MID	30 SEC	<p>Energy use is on the rise around the world. The Energy Efficiency campaign aims to reach practical homeowners who are looking for ways to save money and demonstrate the long term savings of energy efficient actions in the home. The campaign calls out that "Saving Energy Saves You Money" and directs listeners to EnergySaver.gov to find energy efficient actions they can take in their homes.</p>
			<p>KKOW-AM KKOW-FM</p>	<p>29x aired DID NOT AIR</p>	
			<p>SEE ATTACHED FOR ACTUAL RUN TIMES</p>		



TEACHER RECRUITMENT	COMMERCIAL TIME	5/01/2014- 5/31/2014	MID-MID	30 SEC	<p>With half of teachers eligible to retire over the next decade, there is an urgent need and unprecedented opportunity to drive the transformation of K-12 education by recruiting our nation's brightest students to the profession. The nation is at a critical juncture, facing the opportunity to recruit top talent into the teaching profession. In order to recruit the next generation of teachers by redefining teaching as a top career choice for our nation's most talented students, TEACH and the Ad Council have launched a powerful new campaign that disrupts current perceptions of teaching and showcases the evolution and elevated stature of the teaching career. Encouraging talented, engaged and innovated students to consider the teaching profession, the campaign communicates that teaching is a competitive and innovative profession. Students interested in pursuing a career in teaching, and current teachers looking to sign up to join the movement, are directed to <a href="http://Teach.org">Teach.org</a>.to learn more. TEACH. Make More.</p>
			KKOW-AM	29x aired	
			KKOW-FM	DID NOT AIR	
			SEE ATTACHED FOR ACTUAL RUN TIMES		

TEXTING AND DRIVING	COMMERCIAL TIME	5/01/2014-5/31/2014	MID-MID		Eight-two percent of young adult drivers (16-24) have read a standard text message while driving. Young adults live in a connected world where multitasking is the norm. This manifests in the car where they recognize texting and driving is dangerous, but do it anyway. The PSAs communicate to teens and young adults that when you text and drive, you are not multitasking, but essentially driving blind. By taking your eyes off the road, even for a few seconds, you are making the road less safe for you, your passengers, and other drivers.
			KKOW-AM	29x aired	
			KKOW-FM	DID NOT AIR	
			SEE ATTACHED FOR ACTUAL RUN TIMES		

WILDFIRE PREVENTION	COMMERCIAL TIME	5/01/2014-5/31/2014	MID-MID	30 SEC	The principal causes of human-caused wildfires are unattended campfires, trash burning on windy days, BBQ coals and equipment operated without spark arrestors. This campaign is designed to increase public awareness and prevention of wildfires by asking people to take personal responsibility for practicing good fire safety habits and speaking up if they see someone in danger of causing a wildfire.
			KKOW-AM	29x aired	
			KKOW-FM	DID NOT AIR	
			SEE ATTACHED FOR ACTUAL RUN TIMES		

FREEMAN BONE DENSITY TESTING	COMMERCIAL TIME	5/01/2014-5/31/2014	MID-MID	15 SEC	May is Osteoporosis Month, the perfect time to get your bone density checked. Freeman Screen team offers free bone density screenings 10 am – 2 pm May 15, 21 and 29 in the atrium at Freeman Hospital West. For more information call 347. 6555.
			KKOW-AM	74x aired	
			KKOW-FM	75x aired	
			SEE ATTACHED FOR ACTUAL RUN TIMES		



ADOPTION	COMMERCIAL TIME	6/01/2014-6/30/2014	MID-MID	1 MIN	There are 104,000 children currently in the foster care system waiting for a family. This campaign aims to significantly increase the awareness of the urgent need for parents to provide loving, permanent homes for these children.
			KKOW-AM	27x aired	
			KKOW-FM	25x aired	
			SEE ATTACHED FOR ACTUAL RUN TIMES		

CARE GIVER ASSISTANCE	COMMERCIAL TIME	6/01/2014-6/30/2014	MID-MID	1 MIN	In 2009, 42.1 million caregivers in the U.S. provided an estimated \$450 billion worth of unpaid care to aging relatives and friends. Approximately 3 out of 4 boomer caregivers describe the task of providing care to an older adult as difficult and many feel they need more help or information, but don't know where to turn for support. This campaign emphasizes the resources available and concludes with the tagline, "Together, let's help each other better care for ourselves and the ones we love." The PSAs drive to <a href="http://www.aarp.org/caregiving">www.aarp.org/caregiving</a> , where caregivers can join a community and receive practical tips and tools, as well as connect with experts and other caregivers for advice and support
			KKOW-AM	26x aired	
			KKOW-FM	26x aired	
			SEE ATTACHED FOR ACTUAL RUN TIMES		

CHILD PASSENGER SAFETY	COMMERCIAL TIME	6/01/2014-6/30/2014	MID-MID KKOW-AM KKOW-FM	30 SEC 29x aired DID NOT AIR	In 2010, on average, almost 2 children (age 12 and younger) were killed and 325 children were injured in motor vehicle traffic crashes each day. This fatality rate could be reduced by about half if the correct child safety seats were always used. This new campaign urges parents and caregivers to make sure they have their child in the right car seat.
SEE ATTACHED FOR ACTUAL RUN TIMES					

COMMUNITY ENGAGEMENT	COMMERCIAL TIME	6/01/2014-6/30/2014	MID-MID KKOW-AM KKOW-FM	1 MIN 26x aired 26x aired	The Community Engagement campaign works to motivate and inspire people from all walks of life to get engaged and become a partner with United Way in the efforts to advance the common good. It encourages audiences to "Give. Advocate. Volunteer. Live United." The campaign website, <a href="http://liveunited.org">liveunited.org</a> , provides people with the resources to get motivated to give back to their communities and to create lasting, positive change.
SEE ATTACHED FOR ACTUAL RUN TIMES					

DISCOVER NATURE	COMMERCIAL	6/01/2014- 6/30/2014	MID-MID	1 MIN	The time U.S. children spend outdoors has declined 50% in the past 20 years. However, there are many benefits to kids who spend time out in nature. Time spent in nature gives kids the ability to explore, use their imaginations, and engage in unstructured and adventurous play. This campaign aims to inspire tweens and their parents to get out and discover the joy of exploring nature, ultimately developing a love for the land and an understanding of the importance of conservation. The PSAs direct them to <a href="http://www.DiscoverTheForest.org">www.DiscoverTheForest.org</a> , where they can search for nature locations and download activities to do outside when they go.
TIME			KKOW-AM	26x aired	
			KKOW-FM	25x aired	
SEE ATTACHED FOR ACTUAL RUN TIMES					

DRINK AND DRIVE PREVENTION	COMMERCIAL	6/01/2014- 6/30/2014	MID-MID	1 MIN	Many people believe that their driving is not impaired if they only consume a few drinks. In 2010, over 10,000 people were killed in alcohol-related crashes with a driver having a BAC of .08 or higher. The purpose of this campaign is to inspire dialogue on and recognition of the dangers of "buzzed driving."
	TIME		KKOW-AM	24x aired	
			KKOW-FM	27x aired	
SEE ATTACHED FOR ACTUAL RUN TIMES					

EMERGENCY PREP	COMMERCIAL	6/01/2014-	MID-MID	30 SEC	<p>The Ready campaign recommends taking four steps towards preparedness: 1) get an emergency supply kit, 2) make a family emergency plan, 3) be informed about the different types of emergencies that could occur and their appropriate responses, and 4) get involved by finding opportunities to support community preparedness. The PSAs direct audiences to Ready.gov/today, where Americans can find local disaster preparedness information, a downloadable family emergency plan, emergency kit checklists, and other preparation resources.</p>
	TIME	6/30/2014			
			KKOW-AM	30x aired	
			KKOW-FM	DID NOT AIR	
					SEE ATTACHED FOR ACTUAL RUN TIMES

FATHER INVOLVEMENT	COMMERCIAL	6/01/2014-	MID-MID	30 SEC	<p>Eighty-six percent of dads spend more time with their children today than their own fathers did with them. However, a majority of dads (7 out of 10) also reported that they could use tips on how to be a better parent. The campaign PSAs communicate to fathers that their presence is essential to their children's well-being and encourage dads to play an active role in their children's lives. The campaign also serves as a resource for fathers by directing them to visit <a href="http://www.fatherhood.gov">www.fatherhood.gov</a> or to call 1-877-4DAD411 for parenting tips, fatherhood programs, and other resources.</p>
	TIME	6/30/2014			
			KKOW-AM	28x aired	
			KKOW-FM	DID NOT AIR	
					SEE ATTACHED FOR ACTUAL RUN TIMES

FINANCIAL RESPONSIBILITY	COMMERCIAL TIME	6/01/2014-6/30/2014	MID-MID	30 SEC	Statistics demonstrate that Americans ages 25-34 have financial behaviors that tend toward debt accumulation, and this is happening during a period of milestone events such as getting married, having children and caring for aging parents. The Feed the Pig campaign aims to empower this group to take charge of their personal finances by living within their means and saving for long-term financial security.
			KKOW-AM	30x aired	
			KKOW-FM	DID NOT AIR	
			SEE ATTACHED FOR ACTUAL RUN TIMES		

GUN STORAGE SAFETY	COMMERCIAL TIME	6/01/2014-6/30/2014	MID-MID	30 SEC	Sponsored by the Department of Justice and the National Crime Prevention Council, the Safe Gun Storage campaign looks to engage gun owners on the importance of safe gun storage, inspire gun owners to have conversations about guns and gun safety with their families, and emphasize that owning a gun comes with both rights and responsibilities.
			KKOW-AM	29x aired	
			KKOW-FM	DID NOT AIR	
			SEE ATTACHED FOR ACTUAL RUN TIMES		

SAVE ENERGY	COMMERCIAL TIME	6/01/2014-6/30/2014	MID-MID	30 SEC	Energy use is on the rise around the world. The Energy Efficiency campaign aims to reach practical homeowners who are looking for ways to save money and demonstrate the long term savings of energy efficient actions in the home. The campaign calls out that "Saving Energy Saves You Money" and directs listeners to <a href="http://EnergySaver.gov">EnergySaver.gov</a> to find energy efficient actions they can take in their homes.
			KKOW-AM	28x aired	
			KKOW-FM	DID NOT AIR	
			SEE ATTACHED FOR ACTUAL RUN TIMES		

SAVE MONEY	COMMERCIAL	6/01/2014-	MID-MID	30 SEC	<p>Statistics demonstrate that Americans ages 25-34 have financial behaviors that tend toward debt accumulation, and this is happening during a period of milestone events such as getting married, having children and caring for aging parents. The Feed the Pig campaign aims to empower this group to take charge of their personal finances by living within their means and saving for long-term financial security.</p>
	TIME	6/30/2014			
			KKOW-AM	28x aired	
			KKOW-FM	DID NOT AIR	
					SEE ATTACHED FOR ACTUAL RUN TIMES

TEACHER RECRUITMENT	COMMERCIAL TIME	6/01/2014- 6/30/2014	MID-MID	30 SEC	<p>With half of teachers eligible to retire over the next decade, there is an urgent need and unprecedented opportunity to drive the transformation of K-12 education by recruiting our nation's brightest students to the profession. The nation is at a critical juncture, facing the opportunity to recruit top talent into the teaching profession. In order to recruit the next generation of teachers by redefining teaching as a top career choice for our nation's most talented students, TEACH and the Ad Council have launched a powerful new campaign that disrupts current perceptions of teaching and showcases the evolution and elevated stature of the teaching career. Encouraging talented, engaged and innovated students to consider the teaching profession, the campaign communicates that teaching is a competitive and innovative profession. Students interested in pursuing a career in teaching, and current teachers looking to sign up to join the movement, are directed to <a href="http://Teach.org">Teach.org</a>.to learn more. TEACH. Make More.</p>
			KKOW-AM	29x aired	
			KKOW-FM	DID NOT AIR	
			SEE ATTACHED FOR ACTUAL RUN TIMES		

TEXTING AND DRIVING	COMMERCIAL TIME	MID-MID	30 SEC	Eight-two percent of young adult drivers (16-24) have read a standard text message while driving. Young adults live in a connected world where multitasking is the norm. This manifests in the car where they recognize texting and driving is dangerous, but do it anyway. The PSAs communicate to teens and young adults that when you text and drive, you are not multitasking, but essentially driving blind. By taking your eyes off the road, even for a few seconds, you are making the road less safe for you, your passengers, and other drivers.
		KKOW-AM	29x aired	
		KKOW-FM	DID NOT AIR	
		SEE ATTACHED FOR ACTUAL RUN TIMES		

WILDFIRE PREVENTION	COMMERCIAL TIME	6/01/2014-6/30/2014	MID-MID	30 SEC	The principal causes of human-caused wildfires are unattended campfires, trash burning on windy days, BBQ coals and equipment operated without spark arrestors. This campaign is designed to increase public awareness and prevention of wildfires by asking people to take personal responsibility for practicing good fire safety habits and speaking up if they see someone in danger of causing a wildfire.
			KKOW-AM	28x aired	
			KKOW-FM	DID NOT AIR	
		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 4/1/2014 - 6/30/2014. 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
DISCOVERING NATURE Forest Animals COMM CAL	COMMERCIAL TIME	4/01/2014- 6/30/2014	MID-MID KKOW-AM KKOW-FM	60 SECONDS DID NOT AIR ROTATED EQUALLY WITH OTHER COM. CAL. IN DATE	The time U.S. children spend outdoors has declined 50% in the past 20 years. However, there are many benefits to kids who spend time out in nature. Time spent in nature gives kids the ability to explore, use their imaginations, and engage in unstructured and adventurous play. This campaign aims to inspire tweens and their parents to get out and discover the joy of exploring nature, ultimately developing a love for the land and an understanding of the importance of conservation. The PSAs direct them to <a href="http://www.DiscoverTheForest.org">www.DiscoverTheForest.org</a> , where they can search for nature locations and download activities to do outside when they go.
SAFE FIREARM STORAGE Heard it on the News COMM CAL	COMMERCIAL TIME	4/01/2014- 6/30/2014	MID-MID KKOW-AM KKOW-FM	60 SECONDS DID NOT AIR ROTATED EQUALLY WITH OTHER COM. CAL. IN DATE	Sponsored by the Department of Justice and the National Crime Prevention Council, the Safe Gun Storage campaign looks to engage gun owners on the importance of safe gun storage, inspire gun owners to have conversations about guns and gun safety with their families, and emphasize that owning a gun comes with both rights and responsibilities.

TEXTING AND DRIVING PREVENTION Driving Sounds COMM CAL	COMMERCIAL TIME	4/01/2014- 6/30/2014	MID-MID KKOW-AM KKOW-FM	60 SECONDS DID NOT AIR ROTATED EQUALLY WITH OTHER COM. CAL. IN DATE	Eight-two percent of young adult drivers (16-24) have read a standard text message while driving. Young adults live in a connected world where multitasking is the norm. This manifests in the car where they recognize texting and driving is dangerous, but do it anyway. The PSAs communicate to teens and young adults that when you text and drive, you are not multitasking, but essentially driving blind. By taking your eyes off the road, even for a few seconds, you are making the road less safe for you, your passengers, and other drivers.
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CHILDREN'S ORAL HEALTH Favorite Color COMM CAL	COMMERCIAL TIME	4/01/2014- 6/30/2014	MID-MID KKOW-AM KKOW-FM	60 SECONDS DID NOT AIR ROTATED EQUALLY WITH OTHER COM. CAL. IN DATE	Dental decay is the single most common chronic disease of childhood, with 16.5 million children suffering from untreated tooth decay. The mouth is the gateway to a person's overall health, and an unhealthy mouth can be associated with obesity, diabetes and even heart disease. The Children's Oral Health campaign aims to improve children's oral health by educating parents and caregivers about the importance of a healthy mouth and motivating them to modify their children's behaviors through simple, low-cost, preventive strategies. The PSAs help communicate the importance of taking time to brush for two minutes, twice a day to prevent tooth pain later.
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FINANCIAL LITERACY Gift to Future Me COMM CAL	COMMERCIAL TIME	4/01/2014- 6/30/2014	MID-MID KKOW-AM KKOW-FM	60 SECONDS DID NOT AIR ROTATED EQUALLY WITH OTHER COM. CAL. IN DATE	Statistics demonstrate that Americans ages 25-34 have financial behaviors that tend toward debt accumulation, and this is happening during a period of milestone events such as getting married, having children and caring for aging parents. The Feed the Pig campaign aims to empower this group to take charge of their personal finances by living within their means and saving for long-term financial security.
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TEACHER RECRUITMENT Make More	MORNING DRIVE MIDDAY AFTERNOON DRIVE	4/01/2014- 6/30/2014	MID-MID KKOW-AM KKOW-FM	60 SECONDS DID NOT AIR ROTATED EQUALLY WITH OTHER COM. CAL. IN DATE	With half of teachers eligible to retire over the next decade, there is an urgent need and unprecedented opportunity to drive the transformation of K-12 education by recruiting our nation's brightest students to the profession. The nation is at a critical juncture, facing the opportunity to recruit top talent into the teaching profession. In order to recruit the next generation of teachers by redefining teaching as a top career choice for our nation's most talented students, TEACH and the Ad Council have launched a powerful new campaign that disrupts current perceptions of teaching and showcases the evolution and elevated stature of the teaching career. Encouraging talented, engaged and innovated students to consider the teaching profession, the campaign communicates that teaching is a competitive and innovative profession. Students interested in pursuing a career in teaching, and current teachers looking to sign up to join the movement, are directed to <a href="http://Teach.org">Teach.org</a> .to learn more. TEACH. Make More.
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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.
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LOCAL WEATHER	MON-SUN	MON-SUN	6A-MID	30 SEC 2x PER HR	Our local weather coverage, informs and protects area residents. Up-to-the-minute, Live weather coverage.
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Q2-2014

List of weekly programming features that cover issues of public interest in the KKOW-AM listening area.

Program	Segment	Dates	Times	Duration	Description
Daily Local Newscasts from KOAM-TV	Mornings, Mid-days, afternoons	Weekdays	6a-6p	90Seconds 4x a day	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	all day	7 days a week	6a-midnight	60 seconds 3x an hour	Our local weather coverage informs and protects area residents with up to the minute live weather coverage.
Community Calendar	Mornings	Weekdays	8:50	5 min	A comprehensive look at area events, updated daily, includes occasional live interviews.
Public Service Announcements	All Day	7 days a week	mid-mid	60 or 30 seconds.	Air public service announcements from various agencies (both national and local) including sek humane society, cancer society and many others.
Farm Calendar	Morning Mid-day, afternoon	Weekdays	6a-5p	5 minutes	A comprehensive look at area agricultural events (including farm shows, field days, FFA & 4-H events and more)
Agricultural News	Morning	Weekdays	7-45	2 Min	Daily coverage of News effecting area agricultural producers.
CBS News	All Day	7 Days a week	mid-mid	6 Min	News updated live from CBS news center covering national news headlines.

390 min

4914 min

325 min

975 min

130 min

8,736 min