

KKOW - AM ----- 2nd Quarter Issues Programing --- 2013

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

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 04/01/2013 - 06/30/2013. 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
DAILY LOCAL NEWSCASTS FROM KOAM-TV	MORNING DRIVE MIDDAY AFTERNOON DRIVE	WEEKDAYS 4/1/2013- 6/30/2013	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 4/1/2013- 6/30/2013	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 4/1/2013- 6/30/2013	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 4/1/2013- 6/30/2013	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 4/1/2013- 6/30/2013	7:45-7:47	2 Min	Daily coverage of News effecting area agricultural producers.
CBS News	All Dayparts	4/1/2013- 6/30/2013	Mid-Mid	6 Min	News update live from CBS News center covering national news headlines.
Public Service Announcements	All Dayparts	4/1/2013- 6/30/2013	Mid-Mid	60/30	Air public service announcements from various agencies (Both national and local) including sek humane society, cancer society, and many others.

Christian Youth Rodeo Association	All Dayparts	4/3/2013	8:00 AM 10 Minutes	Steve Scott, morning show host, interviewed Chad Newell President of the Christian Youth Rodeo Association about the youth rodeo goin on at the Girard Rodo Grounds. They discussed topics like event time, events available for kids who want to compete, and what the kids learn from the experience.
SEK HUMANE SOCEITY	MORNING DRIVE	4/3/2013	8:00 AM 10 Minutes	Steve Scott, morning show host, interviewed Erica Wilson, the promotions driector of the SEK Humane Society about their Bake sale to raise funds to the local humane society.
CITY OF PITTSBURG COMMUNITY DEVELOPMENT AND HOUSING OFFICE	MORNING DRIVE	4/17/2013	8:00 AM 10 Minutes	Steve Scott, morning show host, interviewed Deanna Hallacy with the community development and housing office about their community homebuyer fair. The interview explained what the homebuyer fair is and how it benefit's the city of Pittsburg.
PITTSBURG MEMORIAL AUDITORIUM	MORNING DRIVE	4/17/2013	8:00 AM 10 Minutes	Steve Scott, morning show host, interviewed Jason Huffamn with the Memorial Auditorium about the upcoming show of CATS performed by the Midwest Regional ballet and American Opera Studio. Interview included information like how to get tickets and the show's story.
Girard MEDICAL CENTER	MORNING DRIVE	5/15/2013	8:00 AM 10 Minutes	Steve Scott, morning show host, interviewed Mike Willis with the Girard Medical Center about the upcoming walk to end alzheimer's. Interview explained full details about the event, how to participate, registration times for walk and zumbathon and location of the event.

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 04/01/2013 - 06/30/2013. 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	4/1/2013-4/30/2013	6A-MIDNIGHT KKOW-AM KKOW-FM	1 MIN 23X AIRED 22X 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.
ADHD	Commercial Time	4/1/2013-4/30/2013	6A-MIDNIGHT KKOW-AM KKOW-FM	30 SEC 27X 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.
AGE RELEATED MACULAR DEGENERATION	Commercial Time	4/1/2013-4/30/2013	6A-MIDNIGHT KKOW-AM KKOW-FM	1 MIN 23X AIRED 20X 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.
BRUSH TEETH	Commercial Time	4/1/2013-4/30/2013	6A-MIDNIGHT KKOW-AM KKOW-FM	30 SEC 29X AIRED 27X 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.

CAR SEAT SAFETY	Commercial Time	4/1/2013- 4/30/2013	6A-MIDNIGHT KKOW-AM KKOW-FM	30 SEC 29X AIRED 27X 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	4/1/2013- 4/30/2013	6A-MIDNIGHT KKOW-AM KKOW-FM	30 SEC 30X AIRED 26X 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	4/1/2013- 4/30/2013	6A-MIDNIGHT KKOW-AM KKOW-FM	30 SEC 31X 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	4/1/2013- 4/30/2013	6A-MIDNIGHT KKOW-AM KKOW-FM	1 MIN 25X AIRED 22X 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	4/1/2013- 4/30/2013	6A-MIDNIGHT KKOW-AM KKOW-FM	1 MIN 21X AIRED 25X 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					

QUIT SMOKING	Commercial Time	4/1/2013- 4/30/2013	6A-MIDNIGHT KKOW-AM KKOW-FM	30 SEC 29X AIRED 28X 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	4/1/2013- 4/30/2013	6A-MIDNIGHT KKOW-AM KKOW-FM	30 SEC 25X AIRED 28X 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	4/1/2013- 4/30/2013	6A-MIDNIGHT KKOW-AM KKOW-FM	30 SEC 27X AIRED 30X 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.
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STOP SPORTS INJURIES	Commercial Time	4/1/2013- 4/30/2013	6A-MIDNIGHT KKOW-AM KKOW-FM	30 SEC 22X AIRED 14X 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	4/1/2013- 4/30/2013	6A-MIDNIGHT KKOW-AM KKOW-FM	30 SEC 25X AIRED 32X 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	6/1/2013- 6/30/2013	6A-MIDNIGHT KKOW-AM KKOW-FM	30 SEC 116X AIRED 108X 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	5/1/2013-5/31/2013	6A-MIDNIGHT KKOW-AM KKOW-FM	1 MIN 25x AIRED 21X 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	5/1/2013-5/31/2013	6A-MIDNIGHT KKOW-AM KKOW-FM	30 SEC 19X AIRED 25X 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 RELEATED MACULAR DEGENERATION	Commercial Time	5/1/2013-5/31/2013	6A-MIDNIGHT KKOW-AM KKOW-FM	1 MIN 20X 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	5/1/2013-5/31/2013	6A-MIDNIGHT KKOW-AM KKOW-FM	30 SEC 22X AIRED 24X 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.
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CAR SEAT SAFETY	Commercial Time	5/1/2013-5/31/2013	6A-MIDNIGHT KKOW-AM KKOW-FM	30 SEC 19X AIRED 23X 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.
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COOK MEAT FULLY	Commercial Time	5/1/2013-5/31/2013	6A-MIDNIGHT KKOW-AM KKOW-FM	30 SEC 24X AIRED 23X 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.
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FEED THE PIG	Commercial Time	5/1/2013- 5/31/2013	6A-MIDNIGHT KKOW-AM KKOW-FM	30 SEC 24X AIRED 19X 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
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FINANCIAL HELP	Commercial Time	4/1/2013- 4/30/2013	6A-MIDNIGHT KKOW-AM KKOW-FM	1 MIN 22X AIRED 24X 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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GET A FISHING LICENSE	Commercial Time	5/1/2013- 5/31/2013	6A-MIDNIGHT KKOW-AM KKOW-FM	1 MIN 20X 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.
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NATIONAL BROADCASTERS	Commercial Time	5/1/2013-5/31/2013	6A-MIDNIGHT KKOW-AM KKOW-FM	30 SEC 111X AIRED 117X 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.
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AARP HELP LOVED ONES	Commercial Time	6/1/2013-6/30/2013	6A-MIDNIGHT KKOW-AM KKOW-FM	1 MIN 25X AIRED 23X 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	6/1/2013-6/30/2013	6A-MIDNIGHT KKOW-AM KKOW-FM	30 SEC 29X AIRED 1X 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.
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BRUSH TEETH	Commercial Time	6/1/2013-6/30/2013	6A-MIDNIGHT KKOW-AM KKOW-FM	30 SEC 31X 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	6/1/2013-6/30/2013	6A-MIDNIGHT KKOW-AM KKOW-FM	30 SEC 30X AIRED 1X 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.
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QUIT SMOKING	Commercial Time	3/1/2013- 3/31/2013	6A-MIDNIGHT KKOW-AM KKOW-FM	30 SEC 29X AIRED 1X 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.
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SELECTIVE SERVICE	Commercial Time	6/1/2013- 6/30/2013	6A-MIDNIGHT KKOW-AM KKOW-FM	30 SEC 29X AIRED 2X 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.
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STOP BULLIES	Commercial Time	6/1/2013- 6/30/2013	6A-MIDNIGHT KKOW-AM KKOW-FM	30 SEC 29X AIRED 1X 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.
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NATIONAL BROADCASTERS	Commercial Time	6/1/2013- 6/30/2013	6A-MIDNIGHT KKOW-AM KKOW-FM	30 SEC 27X AIRED 4X 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.
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