

KKOW - AM ----- 4th Quarter Issues Programing --- 2014

1. National News
2. Local Weather
3. Agricultural Events
4. Local News
5. Community Events
6. Agricultural News
7. Education
8. Community Engagement
9. Toy Drive
10. Mental Illness
11. Gun Safety

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 10/1/2014 - 12/31/2014. The listing is by no means exhaustive. The order in which the PSAs
 appear does not reflect any priority or significance.

Description of ISSUE/ 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.

There follows a listing of some of the significant PSA'S responded to by KKOW 860 AM, Pittsburg KS...
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Operation Santa	Commerical TIME	12/8/2014 12/31/2014	MID-MID KKOW-AM KKOW-FM	1 MIN 30x aired 28x aired	We raise funds to donate to Parsons State Hospital in order to buy xmas presents for the residences.
Tri Valley Foundation Fundraiser	COMMERCIAL TIME	12/3/2014 12/31/2014	MID-MID KKOW-AM KKOW-FM	30 SEC 25x aired 25x aired	Announcing information regarding a fundraiser in order to help those with ntellectual disabilities
St Anns Chili Dinner	COMMERCIAL TIME	11/4/2014 11/12/2014	MID-MID KKOW-AM KKOW-FM	30 SEC 23 23	inviting listeners to a benefit dinner to raise funds for St Ann's Caholic School
Big Brothers, Big Sisters	COMMERCIAL TIME	10/1/2014 12/31/2014	MID-MID KKOW-AM KKOW-FM	30 SEC 24x aired 24x aired	Targeting adults to participate in Big Brothers and Big Sisters non for profit organization.
Doggy Bag psa	COMMERCIAL TIME	10/1/2014 12/31/2014	MID-MID KKOW-AM KKOW-FM	30 sec 28x aired 29x aired	An ad targeting teachers and where to apply for the upcoming school year
HIGH SCHOOL DROP OUT PREVENTION	COMMERCIAL TIME	10/1/2014 12/31/2014	MID-MID KKOW-AM KKOW-FM	1 MIN 29x aired 28x aired	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 home of academic outcomes.

Q4 - 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 coving national news headlines.

390 min

4968 min

325 min

975 min

130 min

8832 min