

Quarterly Issues & Programs Report

KENA AM

Fourth Quarter 2019

January 7, 2020

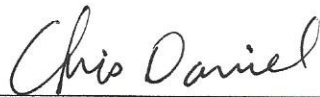
ISSUES:

1. Drug Abuse
2. Tobacco Abuse Among Underage Citizens
3. Texting and Driving
4. Wildfire Prevention

PRGRAMS:

1. KENA AM aired Public Service Announcements (PSAs) each day of the fourth quarter, both nationally and locally produced, discouraging use of drugs and informing the listeners of organizations that provide help to those with drug abuse problems and encouraging listeners to use these services.
2. KENA AM aired anti tobacco use, as well as anti e-cigarette, Public Service Announcements (PSAs) and had guests from the local hospital on the live morning show discussing the problem on three (3) separate occasions during the fourth quarter.
3. KENA AM airs daily both :30 second and :15 second Ad Council Public Service Announcements (PSAs) dealing the the texting and driving problems. KENA AM has also placed live read copy in the Control Room for On Air Announcers to use as needed aimed at discouraging texting and driving. KENA AM has interviewed the local Police Chief on the live morning program about the texting and driving problem.
4. KENA AM is in the Ouachita National forest and many of our industries are forest related (sawmills, wood products, logging, tree farms), so Wildfire Prevention has been and continues to be something we take seriously by airing United States Forest Service Public Service Announcements on a daily basis. KENA AM has also interviewed representatives from the Arkansas Forestry Commission, United States Forest Service, Polk County Office of Emergency Management and others on the live morning show and on KENA News concerning Wildfires.

Submitted January 7, 2020 by:



Chris Daniel, Manager KENA AM