

## **KACV-FM Quarterly Report Cover Sheet** **2<sup>nd</sup> Quarter 2016**

KACV-FM is a student-run radio station, and our primary audience consists primarily of students at Amarillo Junior College. We have found that the most effective way to convey information to this age group is by airing many short pre-recorded public service announcements (PSAs) on various issues, rather than airing longer public affairs programs once or twice a week. During each week of the second quarter of 2016, KACV-FM aired PSAs on education, community service, the environment, health, minority issues, public safety/ welfare, and youth issues. (See included sheet for listings of PSAs under each issue.)

KACV-FM aired at least 2 pre-recorded public service announcements concerning these and other issues per hour during every broadcast hour in the 2nd Quarter of 2016. Every weekday morning, KACV-FM also aired a crime prevention tip provided by the Amarillo College Police Department. Students also read one live PSA per hour concerning these and other issues over the air.

**KACV-FM Quarterly Report**  
**April 1 - June 30 2016**

<b><u>EDUCATION</u></b>	<b><u>NUMBER OF TIMES AIRED</u></b>
Family Literacy	58
Only A Dream	59
College Access	59
Financial Literacy	58
GED Achievement	58
High School Dropout Prevention	59
Boost Up Dot Org	59
UIL High School Sports	58
National Education Association-Studying	58
Miscommunication-Education	42
Pets-Education	40
Wishful Thinking	38
<b><u>SERVICE</u></b>	
Help Your Community	59
Community Engagement	58
Volunteers Of America	115
Volunteers Of America-Community	59
National Crime Prevention	58
<b><u>ENVIRONMENT</u></b>	
US EPA	58
National Arbor Day	58
Wildfire Prevention	59
Energy Efficiency	58
EPA Little Flower	59
Environment- I Want To Be	33
Only In The Forest	37
<b><u>HEALTH</u></b>	
Autism VS Pro Athlete	59
Patient Involvement	59
Stroke Associations	59
Childhood Asthma	58
Chronic Kidney Disease	58
Hunger Prevention	60

Multiple Sclerosis	56
Disease Prevention	59
US Dept Of Health	56
Autism- In Their Own Words	36
High Blood Pressure	63
Pre Diabetes Test	30

### **MINORITY**

Panhandle Independent Living Center	59
Embrace The Change	59
Housing Discrimination	60
Veteran Support Power Of One	59

### **PUBLIC SAFETY AND WELFARE**

Cell Phone Safety	59
Booster Seat	59
Lead Poisoning Prevention	58
Teen Suicide Prevention	58
Identity Theft	58
Crime Prevention- Crime Against Seniors	77
Crime Prevention- School Violence Kids	80
Crime Prevention- Sexual Assault	75

### **YOUTH**

Boot Up	58
National PTA	58
Youth Civic Engagement	59
Mentoring Big Brothers Big Sisters	56
Poverty Children	58