

## **KACV-FM Quarterly Report Cover Sheet 4th Quarter 2023**

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 4<sup>th</sup> Quarter of 2023, 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 4<sup>th</sup> Quarter of 2023. Students also read one live PSA per hour concerning these and other issues over the air.

# KACV-FM 4<sup>th</sup> Quarter Report

October 1 – December 31, 2023

<b><u>EDUCATION</u></b>	<b><u>NUMBER OF TIMES AIRED</u></b>
Amarillo Chamber of Commerce – Chamber BBQ	11
Amarillo College – Badger Central (Ethan)	85
Amarillo College – Esports (Cooper)	88
Amarillo College – FBSW Center	195
Amarillo College – Food Pantry (Lance)	87
Amarillo College – Food Pantry (Logan)	85
Amarillo College – Lynn Library	86
Amarillo College – Mobile Hotspots	87
Amarillo College – Recording Arts	86
Amarillo College – Student Government	85
Amarillo College – SGA Weekly Dig	57
Amarillo College – The Ranger	86
Amarillo College Enrollment – 70s	88
Amarillo College Enrollment – 80s	85
Amarillo College – Volleyball	80
Panhandle PBS – “Ken Burns American Buffalo”	28
Panhandle PBS – Strong Spirit	29
<b><u>SERVICE</u></b>	
AARP – “Daughter” Retirement	86
Al Anon – Samantha	84
NFHS and NIAAA	429
Pass It On	07
SAMHSA – Clouded	86
Veterans Resource Center	184
<b><u>HEALTH</u></b>	
USDSA – 60	89
<b><u>PUBLIC SAFETY AND WELFARE</u></b>	
FDA – Just in Case	86
FDA – What it Spells	86
McGruff the Crime Dog - Counterfeit	172
NAB – Hope	86
Peace Corps – Bold Invitation	84
Share the Road – Blind Spots	86
Share the Road – Meet Ed	85

Share the Road – Meet Ingrid

88

Share the Road – Wide Turns

85