



Issues- Q4 2020

This quarter, we felt important issues in our community were:

Issue #1

Raising funds and awareness for Make A Wish Mid South

Issue #2

Puzzle Fundraiser for Hamilton House

Issue #3

Raising funds and awareness for The Salvations Army

Issue #4

Covid 19 Pandemic

Issue #5

Raising funds for Boys & Girls Club of Fort Smith

We used these ways of making the community aware of the issues.

Interviews, Remotes, Promos/Jock Talk, Social Media and Website coverage

Date	Issue and Organization	Details of coverage we provided
10/15/20 10/31/20	Issue #1 Raised \$3,251 for Make A Wish Mid South POC: Melissa Eckelhoff	Halloween Haunted House that ran weekends in October. \$5 entry fee and all money donated to Make-A-Wish. We ran jock talk, promos, website page, social media posts and 2 live broadcasts.
07/21/20 08/10/20	Issue #1 Raised \$432 for Make A Wish Mid South POC: Melissa Eckelhoff	We dressed a friend up as Michael Myers for \$1 photos with him. All donations to Make-A-Wish Live read Live Broadcast on 10/31 Social media posts,

Interviews, Remotes, Promos/Jock Talk, Social Media and Website coverage

Date	Issue and Organization	Details of coverage we provided
10/05/20 11/01/20	Issue #3 Salvation Army Fort Smith Coats For Kids Drive POC: Susan Adams 479-783-6145	live jock talk recorded promos Social media posts website page Community Calendar 5 minute on air interview with Susan Adams, Director of Development Sunday morning 15 min recorded interview with Susan Adams
11/01/20- 11/26/20	Issue #3 Salvation Army Fort Smith Red Shield Diner Thanksgiving Dinner POC: Susan Adams 479-783-6145	Talk about all the items needed for Salvation Army to make Thanksgiving dinner for our community that needs a warm meal. We also discussed the changes of all take out dining. live jock talk recorded promos Social media posts website page Community Calendar 5 minute on air interview with Susan Adams, Director of Development Sunday morning 15 min recorded interview with Susan Adams
10/01/20- 12/31/20	Issue #4 Covid 19 Governor Asa Hutchinson Declared a public health emergency. POC Arkansas Department of Health 800.803.7847 Governors Media contact press@governor.arkansas.gov	Daily Updates on Morning Show, Mid Day and Afternoon with numbers, testing locations and important information live reads 17 sec PSA, Social media posts, FaceBook Live 1 time per week
11/01/20- 12/11/20	Issue #3 Salvation Army Fort Smith Angel Tree POC: Susan Adams 479-783-6145	Sunday Morning "Community Coffee" Interview, 11 min, 2 Mmes 17 sec PSA, 80 ran Live reads, Social media posts, FB Live Recorded Promos Community Calendar website page on ktcs.com

Interviews, Remotes, Promos/Jock Talk, Social Media and Website coverage

Date	Issue and Organization	Details of coverage we provided	
	<p>Issue #3 SalvaMon Army Bell Ringing Red Kettle Drive</p> <p>POC: Susan Adams 479-783-6145</p>	<p>Promote Red Kettle Drive by encouraging people to sign up to ring bells and also donate out when see a Red Kettle.</p> <p>4 Live Broadcasts where we rang bells for the Salvation Army Sunday Morning "Community Coffee" Interview, 11 min, 2 Mmes 17 sec PSA, 80 ran Live reads, Social media posts, FB Live Recorded Promos Community Calendar website page on ktcs.com</p>	
<p>11/19/20- 12/31/20</p>	<p>Issue #1 Holiday Play House Proceeds benefited local wish kids with Make A Wish Mid South Raised \$1300.00</p> <p>POC Jacks Building Supply</p>	<p>Had a Schoolhouse/Playhouse made with working school bell, outlets, tv mount, colored lights to raise money for Make A Wish</p> <p>\$5 donation per registration blank</p> <p>Live remote, 4 hours Recorded Promos</p> <p>Live Jock Talk Social media posts, Web Site page with donation link</p>	
<p>10/01/20- 10/30/20</p>	<p>Issue #5 Fort Smith Boys & Girls Club Haunted House fundraiser Contact: Jason Morland, Director of Operations, whohe123@cox.net/479 782 7093</p>	<p>45 sec recorded promo Live Reads Social media posts Website page with link to tickets Sunday morning Community Coffee segment, No Mercy Haunted House fundraiser, \$15 per ticket, dates, times</p>	