



104.3 KAWO WOW FM
QUARTERLY ASCERTAINMENT REPORT
JANUARY THROUGH MARCH, 2016
1ST QUARTER

Quartley Issues / Program List

- **County Government Issues:** Ada County has been involved in litigation for years involving the use of the landfill contract. The county is dealing with the challenges of more people moving to the Treasure Valley.
- **Sports Medicine / Youth Athletics:** The Treasure Valley has seen an unprecedented increase in youth sport participation. Injury prevention and identification tips were shared throughout the broadcast.
- **Concussion Prevention/Funding Youth Athletics:** The Treasure Valley Optimist Football Club described the positive impacts of youth football on character building. Injury prevention and financial support were discussed.
- **Crime Prevention/Police Relations:** Crime Prevention tips were shared and community policing efforts were discussed.
- **Idaho Economy:** The Treasure Valley has been labeled as one the fastest growing areas in the country. How the area deals with increased demands on limited resources was reviewed.
- **Student Eligibility/High School Sports:** The Idaho High School Athletic Association continues to focus in on the safety of its athletes. Student eligibility standards have been raised to increase academic efforts.
- **Healthcare/Medicare/Medicaid Employment:** The CEO and President of Saint Luke's Health System, Idaho's largest private employer, discussed the challenges of healthcare in the Treasure Valley.
- **Elections/Politics:** Idaho holds its first presidential primary. Several presidential candidates visited the Gem State. Their platforms and views were discussed.
- **Homelessness/Drug Addiction:** The Boise Rescue Mission is a nonprofit organization that feeds the homeless and provides treatment to drug addicts. The organization reports on how the community can help local residents.
- **Cancer Treatment/Research:** Komen Foundation helps educate Idaho Residents on the need for mammograms. Idaho ranks as one of the last states in access for women to mammograms.
- **Youth Activities/Agriculture:** Agriculture is the biggest industry in the state of Idaho. Youth training and the future of farming were looked and discussed.
- **Homeless/Nonprofit:** Several Treasure Valley nonprofit restaurants have developed a program to allow people to pay what they can afford for their meals.

Regularly scheduled programming includes:

Idaho Insights:

KIDO Sunday, 5am, 9:30am

KFXD Sunday, 6am

KCIX Sunday, 7am

KAWO Sunday, 11:30pm

KSAS Sunday, 6am

KXLT Sunday, 7am

Thirty-minute public affairs program, written and produced by Townsquare News Department. The program is part of our commitment to quality Public Affairs programming. The topics addressed on "Idaho Insights" are drawn from issues within the city of Boise, surrounding communities and the state of Idaho, which have an impact on the residents of those areas and the state of Idaho. These issues include politics, growth/tourism, education and school issues, the economy, wildlife and the environment, crime, health and others that impact the community. The program also focuses on local and cultural events. Programs broadcast, which highlight the quarterly issues, are included in this report.

ISSUE	PROGRAM/TITLE	DESCRIPTION	DATE	DURATION
Ada County issues, land fill contract, local taxes	IDAHO INSIGHTS	Ada County has been in court over who would pay for a land fill contract issues. Taxes and other county issues were discussed with ADA Jim Tibbs	January 3rd	30 Minutes
Sports Medicine, youth athletics	IDAHO INSIGHTS	Dr. Andrew Klein of Saint Al's discusses youth athletics, wellness and injury prevention.	January 10th	30 Minutes
Concussion Prevention, funding youth athletics	IDAHO INSIGHTS	Noe Rodriguez, executive director Nampa Optimist Football, described the training of coach's parents, and players in efforts to make the game safer.	January 17 th	30 Minutes
Replay	IDAHO INSIGHTS	" "	January 24 th	30 Minutes
Crime Prevention, Police Relations	IDAHO INSIGHTS	Ted Arnold, Southwest Crime Stoppers, detailed how listeners can prevent themselves from becoming victims of crime. Plus community policing..	January 31st	30 Minutes
Idaho Economy	IDAHO INSIGHTS	Financial planner Dave Petso breaks down the local economy, hiring trends, jobs, housing, and growth issues involving the Treasure Valley.	February 7th	30 Minutes

Idaho High School Sports, Academic Eligibility of H.S. Athletics	IDAHO INSIGHTS	Veteran Sport Journalist Wayne Dzuback reports on the balance between academics and athletics in the Treasure Valley. Education of players and coaches is discussed.	February 14 th	30 Minutes
Healthcare, Medicaid, Medicare,	IDAHO INSIGHTS	Dr. David Pate, President and CEO of Saint Luke's, the largest private employer in Idaho discusses medical care in Idaho, Employment, and technology in medicine.	February 21 st	30 Minutes
Elections/Politics	IDAHO INSIGHTS	Steve Yates, chairman of the Idaho GOP, previews the Idaho Presidential Primary.	February 28 th	30 Minutes
Hunger, poverty, drug rehabilitation.	IDAHO INSIGHTS	Reverend Bill Roscoe of the Boise Rescue Mission. Rev. Bill goes over the needs of the homeless, drug addicted and veterans in the Treasure Valley.	March 6th	30 Minutes
Cancer treatment and research	IDAHO INSIGHTS	Hillarie Engel, Komen Foundation shares the need for more mammogram tests in Idaho. She shares information on how women and men can get tested for Cancer.	March 13th	30 Minutes
Youth Activities, Agriculture, Business	IDAHO INSIGHTS	Christine Bream and members of the 4H Club of Ada County previewed the upcoming events in Ada County involving 4H. They detailed the benefits of membership for kids and adults.	March 20th	30 Minutes
Homelessness, Nonprofit, job training	IDAHO INSIGHTS	Cameron McCoven from the Bread of Life Restaurant reports on his innovative way of feeding low income families. He uncovers the challenges of the working poor in Idaho.	March 27th	30 MINUTES

SECTION II

Section II lists the public service announcements that KIDO, KFXD, KXLT, KCIX, KSAS, KAWO aired during the first quarter of the year.

Autism Awareness, High School Equivalency, Juvenile Nutrition Education, Underage Drinking Prevention, American Heart Association, Identity Theft, Seatbelt Awareness, Radon Detection, Stroke Awareness, Idaho Booster Seat Program, Childhood Immunization, Federal Student Aid, American Red Cross, Credit Scores Education, March Of Dimes, Teen Suicide Boise Rescue Mission,