



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 17th | 30 Minutes |
| Replay | IDAHO INSIGHTS | " " | January 24th | 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 |

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| 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,