

DURING THE FIRST QUARTER OF 2021, THE FOLLOWING COMMUNITY ISSUES WERE ADDRESSED IN KFSW PROGRAMMING:

EDUCATION/COMMUNITY ISSUES OF:

Salvation Army Donation Drive

Salvation Army Update

United Way Card Program

United Way

Soups and Souls

River Valley Christian Life Corps

Encompass

Salvation Army Virtual Donation Portal

Women's Ministry Family Clothing Store

Young's Children's Home

Red Shield Diner

United Way

Heart to Heart

United Way Virtual Donation Portal

Cinderella Prom

Arvest Million Meals Campaign

Salvation Army Food Pantry/Clothing Store

United Way Virtual Donations Portal

Salvation Army

THE FOLLOWING REPORT DETAILS HOW THE ISSUES WERE AIRED

Quarterly Issues/Programs Report

First Quarter 2021

ISSUES/EDUCATION

LENGTH	TIME	DATE	DESCRIPTION
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30:30 sec	Rotation	1/13-2/15/21	Salvation Army Donation Drive
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The station aired PSA spots for the Salvation Army Chapter for their upcoming donation drive. The event served to gather donated funds for those in need. The station talent did several live reads as well.

1:15 min	Live Interview	1/13/21	Salvation Army Update
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The station on-air staff did a live interview with the staff of the local Salvation Army Chapter. The interview updated listeners on the final results of the Angel Tree, Virtual Kettle Collections, Red Shield Diner and Food Pantry needs. The interview encouraged listeners to donate and gave information on how and where to submit donations.

20:30 sec	Rotation	1/20-2/20/21	United Way
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The station aired PSA spots for the local United Way to encourage participation in the new Family Wise Prescription Savings Card program. The program allows individuals to save money on prescription drugs. The United Way receives money for each card purchased.

1:15 min	Live Interview	1/20/21	United Way
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The station on-air staff did a live interview with the staff of United Way. The interview shared information on their Family Wise Prescription Savings Card program and gave several examples cost savings. They explained how the program worked and how participation assisted the local United Way organization.

30:30 sec Rotation 1/25-1/30/21 Soup and Souls

The station aired several spots promoting the upcoming Soup and Souls food distribution event. The spot encouraged those listeners in need to attend the drive through event. The spots also informed listeners of Covid-19 protocol for the event. The event was sponsored by several area churches.

1:15 min Live Interview 2/3/21 River Valley Christian Life Corps

The station on-air talent did a live interview with the River Valley Christian Life Corps staff. The local organization objective is to teach and share Life Skills with those in need. The interview concentrated on life skill changes needed to assist with the Covid-19 pandemic. Listeners were also informed of how donations could be made to the organization virtually.

1:15 min Live Interview 2/4/21 Encompass

The station on-air talent did a live interview with Encompass staff for their upcoming "Go Red" event. The event is an annual event that raises funds for the American Heart Association. The event encourages individuals to wear Red clothing to increase awareness of heart disease and the need for research funding.

40:30 sec Rotation 2/5-3/5/21 Salvation Army

The station aired numerous PSA spots encouraging listeners to donate online to the local Salvation Army chapter.

1:15 min Live Interview 2/10/21 Salvation Army

The station on-air talent conducted a live interview with representatives from the local Salvation Army chapter. The chapter told of their Women's Ministries Family Clothing Store. Information was shared as to drop locations, clothing needed and how donations were accepted. Listeners were also informed of where those in need could receive clothing and the Covid-19 protocol to be followed in order to prevent the spread of the virus.

40:30 sec Rotation 2/11-2/28/21 Young's Children's Home

The station aired PSA spots encouraging listeners to donate children's clothing to a local foster care facility.

1:15 min Live Interview 2/24/21 Salvation Army

The station on-air talent conducted a live interview with representatives from the local Salvation Army chapter. The chapter told of their need for local volunteers to help cook and serve in their Red Shield Diner. Information was shared to encourage listeners to attend a volunteer training session. The interview also helped to inform prospective volunteers of exact volunteer opportunities within the Diner.

30:30 sec Rotation 2/24-3/24/21 United Way

The station aired PSA spots encouraging listeners to donate to the local United Way.

1:15 min Live Interview 3/3/21 Heart to Heart

The station on-air talent conducted a live interview with the Heart to Heart organization. The organization supports those who have children and are in need. The interview encouraged listeners to donate baby clothing, baby supplies and money to assist in their mission of serving families in the local area.

20:30 sec Rotation 3/3-3/15/21 Heart to Heart

The station aired spots for the local Heart to Heart organization encouraging listeners to donate baby clothing and baby supplies to help those families who are in need.

40:30 sec Rotation 3/5-3/30/21 United Way

The station aired spots encouraging listeners to donate virtually to the local United Way.

20:30 sec Rotation 3/5-4/10/21 Cinderella for Prom

The station aired PSA spots informing listeners of a local organization that provides free Prom attire to those in need. The organization is called Cinderella for Prom. Their staff also encouraged donations of prom clothing to the organization.

20:30 sec Rotation 3/7-5/5/21 Arvest Million Meals

The station aired spots encouraging donations to the Arvest Million Meals campaign. The event encourages listeners to donate funds to purchase food for local food banks.

1:15 min Live Interview 3/17/21 Salvation Army

The station on-air talent conducted a live phone interview with representatives from the local Salvation Army chapter. The interview encouraged listeners to donate virtually online to their local food pantry and clothing store. Due to Covid-19, donations moved to on-line only.

30:30 sec Rotation 3/20-4/30/21 United Way

The station aired PSA spots encouraging donations to the local United Way agency through their virtual on-line portal.

1:10 min Live Interview 3/25/21 Salvation Army

The station on-air talent conducted a live interview with Salvation Army representatives. The interview gave information and encouraged listeners to donate to those individuals in need.