

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

EDUCATION/COMMUNITY ISSUES OF:

Firework Safety

Youngs' Children's Home

United Way

Fill the Bus

Heart 2 Heart

Believe in Fort Smith

Pay It Forward

Back to School Giveaway

Mulberry Community Food Bank

Back to School Bash

Watch Out for Kids

Salvation Army

Area Agency on Aging

Impact Church

Alzheimer's Association

Cherokee Nation Food Assistance Program

McDonalds Hiring Event

Leadership Class Tour

THE FOLLOWING REPORT DETAILS HOW THE ISSUES WERE AIRED

Quarterly Issues/Programs Report

Third Quarter 2021

KFSW

Issues/Education

Length	Time	Date	Description
20:30 sec	Rotation	7/1-7/4/21	Firework Safety
Spots were aired to encourage and educate listeners on Firework Safety.			
10:15 sec	Live Reads	7/7-7/10/21	Young's Home
Spots were aired encourage listeners to consider donating to the local Young's Home at Chaffee Crossing for foster children.			
1:10 min	Live Interview	7/12/21	United Way
Station air talent did a live in studio interview with United Way leaders. The interview informed listeners of the upcoming Fill the Bus campaign and explained the new process of virtual donations.			
20:30 sec	Rotation	7/12-8/4/21	Fill the Bus
The station aired spots encourage donations for the local United Way Agency and their Fill the Bus campaign. The event concentrated on obtaining school supplies for area youth. It also gave information on the new virtual ways to participate in the event.			

1:8 min Live Interview 7/20/21 Heart 2 Heart

Station air talent did a live in studio interview with the local Heart 2 Heart Chapter leadership. The organization serves to distribute donations of diapers, baby clothes and car seat to those families in need.

1:10 min Live Interview 7/21/21 Believe in Fort Smith

Station air talent did a live in studio interview with the leaders of the local chapter. The club serves to offer free lawn care for those in need located in the Fort Smith community.

1:8 min Live Interview 7/22/21 Pay It Forward

Station air talent conducted a live on air interview with organizational leaders which discussed the objectives of Pay It Forward. The organization serves to assist the elderly within the county.

20:30 sec Rotation 7/26-8/4/21 Back to School Giveaway

Spots were aired giving general information of a back to school giveaway for students who could not afford items. The event was sponsored by Kibois.

1:8 Min Live Interview 7/27/21 Mulberry Community Food Bank

Station air talent did a live in studio interview with the Food Bank. The interview concentrated on informing listeners of the services offer in the community of Mulberry concerning those who have food inadequacies.

1:12 min Live Interview 8/2/21 Back to School Bash

The live in studio interview was with the local United Way agency. Listeners were informed of a school supply giveaway event.

30:30 sec Rotation 8/4-8/15/21 Watch Out for Kids

The Watch Out for Kids campaign was produced in house. The purpose of the promotion was to increase awareness for those driving to be aware of children in and around bus stops and school zones.

20:15 sec Rotation 8/5-8/10/21 Salvation Army

Spots were aired informing listeners of the opening of Salvation Army programs such as fan drives, food distribution and fund raising events after the pandemic.

1:10 min Live Interview 8/17/21 Area Agency on Aging

The station staff conducted and on air interview with representatives from the Area Agency on Aging. The interview concentrated on job openings, and the need for Hospice Volunteers.

1:10 min Live Interview 8/26/21 Impact Church

On air talent did a live interview with the local pastor of Impact Church. The church informed listeners about their street feeding project.

30:30 sec Rotation 9/3-9/11/21 Alzheimer's Association

The station aired several spots informing listeners of the upcoming local Alzheimer's Walk.

1:8 min Live Interview 9/8/21 Alzheimer's Association

Station talent interviewed Alzheimer's Association leaders about the upcoming Memory Walk.

20:30 sec Rotation 9/11-9/20/21 Cherokee Nation Food Assistance

Spots were aired encouraging those in need to attend a local food distribution. The event was hosted by the Cherokee Nation.

30:15 sec Rotation 9/16-9/30/21 Salvation Army

The station aired spots from the Salvation Army. The spots served to inform listeners of upcoming Community Free Thanksgiving Dinners and Christmas tree donations.

10:15 sec Live Reads 9/22-9/24/21 McDonalds Hiring Event

The station on air talent did several live reads encouraging listeners to attend a local hiring event sponsored by McDonalds.

1:45 mins Live Event 9/26/21 Leadership Class Tour

The station conducted a tour of the station for the local Chamber of Commerce Leadership Class.
