

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

EDUCATION/COMMUNITY ISSUES OF:

Salvation Army Red Kettle Drive

Alzheimer's Association

Police FOP Coat Drive

Area Agency on Aging Volunteer Drive

Area Agency on Aging Opportunities

Cancer Support Foundation

Hope Campus

Salvation Army Disaster Relief

Mulberry Food Pantry

Area Agency on Aging Giving Tuesday

Kibois Thanksgiving Lunch

Cancer Support Foundation

Salvation Army Thanksgiving Dinner

Heart 2 Heart

Salvation Army Red Kettle Drive Update

Area Agency on Aging Medicare Enrollment

Hope Campus

Salvation Army Monetary Donations

THE FOLLOWING REPORT DETAILS HOW THE ISSUES WERE AIRED

Quarterly Issues/Programs Report

Fourth Quarter 2021 KFSW

ISSUES/EDUCATION

LENGTH	TIME	DATE	DESCRIPTION
40:30 Sec	Rotation	10/2-12/15/21	Salvation Army
<p>Spots were aired encouraging listeners to volunteer for the upcoming Salvation Army Red Kettle Drive during the holidays. The spots told of training dates and locations and gave general contact information.</p>			
1:10 min	Live Interview	10/7/21	Alzheimer's Association
<p>Station on air talent conducted a live in studio interview with representatives of the Walk to End Alzheimer's event. The interview concentrated on the amount of money raised during the walk and addressed the need the organization still had related to money shortfalls.</p>			
30:30 Sec	Rotation	10/8-11/15/21	Police FOP Coat Drive
<p>The station aired PSA spots for the local Police Department for their upcoming "Cops for Coats Drive". The event gathers donated coats for those in need.</p>			
1:8 Min	Live Interview	10/13/21	Area Agency on Aging
<p>A live in-studio interview was conducted by air talent explaining the need for volunteers with the local Area Agency on Aging organization.</p>			
20:30 Sec	Rotation	10/15-11/15/21	Area Agency on Aging
<p>The station aired spots encouraging listeners to volunteer for the Agency in a variety of different opportunities. The spots gave general instructions and contact information.</p>			

1:8 Min Live Interview 10/19/21 Cancer Support Foundation

The station on air talent conducted a live in studio interview with representatives from the Cancer Support Foundation. They explained the free men's prostate exam program. Also representatives informed listeners of several upcoming services to be offered during the holiday season.

1:8 Min Live Interview 10/20/21 Hope Campus

The station on air talent conducted a live in studio interview with representatives of the local Hope Campus. The local organization serves to help those in need and connects them with local organizations and churches. Organizers also spoke of needed donations.

1:10 Min Live Interview 10/21/21 Salvation Army

Station on air talent conducted a live studio interview with the local Salvation Army Captain informing listeners of emergency disaster needs for those suffering in South Louisiana. Listeners were encouraged to drop off supplies and monetary donations at an emergency drop off location.

1:8 Min Live Interview 11/2/21 Mulberry Food Pantry

The station on air talent conducted a live in studio interview with representatives of the Mulberry Food Pantry. The representatives informed listeners of expansion needs, local food giveaways and gave general information on the organization.

1:11 MIN Live Interview 11/11/21 Area Agency on Aging

Station on air talent conducted a live in studio interview with representatives of the local Area Agency on Aging. The interview served to encourage listeners to donate money to the agency on the national "Giving Tuesday" day. The representative told listeners exactly what donated funds were used for and how the donations would assist them in reaching their yearly goals.

20:30 Sec Rotation 11/15-11/26/21 Kibois Thanksgiving Lunch

We aired spots informing listeners of the Free Thanksgiving lunch offered by the local Kibois organization. The event attendees could also obtain information on free services offered by Kibois as well as their transportation and Head Start divisions.

1:8 Min Live Interview 11/16/21 Cancer Support Foundation

A live in studio interview was conducted by on air staff and served to inform listeners of the foundations new gift card donation program.

1:8 Min Live Interview 11/17/21 Salvation Army

The station on air talent conducted a live in studio interview with the local Salvation Army chapter in an effort to inform listeners and those in need of their upcoming free Thanksgiving Dinner plans. A representative of the chapter also explained the need for donations of Christmas Toys.

1:10 Min Live Interview 11/18/21 Heart 2 Heart

The station on air staff conducted an in studio interview with representatives of the local Heart 2 Heart organization. The organization assists families in need with such items as baby formula, diapers, baby clothes as well as financial assistance for such items as utilities, food and rent or housing costs.

40:30 Sec Rotation 11/24-12/23/21 Salvation Army

The station aired PSA spots promoting the local Salvation Army. The spots explained the different functions and encouraged listeners to donate to the Red Kettle Drive during the holiday season.

1:8 Min Live Interview 12/8/21 Area Agency on Aging

Station on air talent conducted an in studio interview with agency representatives explaining to listeners their upcoming Medicare Enrollment drive. The drive served to encourage seniors to review all options before committing to certain Medicare Plans. The need for volunteers was also briefly discussed.

1:10 Min Live Interview 12/14/21 Hope Campus

The station on air talent conducted a live in studio interview with a representative from the local Hope Campus. The campus serves to assist the homeless population. The main focus of the interview was the extreme need for food donations and warm clothing needs of their overnight residents.

1:11 Min Live Interview 12/15/21 Salvation Army

A final in studio interview was conducted by on air staff informing listeners of the high need for donations to the Salvation Army Red Kettle Drive. Representatives told of need for more monetary donations and the much lower amount currently donated than in past drives.

20:30 Sec Rotation 12/16-12/24/21 Salvation Army

The station aired spots encouraging listeners to make monetary donations to the Red Kettle drive during the holiday season. The spots concentrated on the significant need of the donations.
