

# **DURING THE SECOND QUARTER OF 2022, THE FOLLOWING COMMUNITY ISSUES WERE ADDRESSED IN KFSW PROGRAMMING:**

## **EDUCATION/COMMUNITY ISSUES OF:**

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Community Egg Hunt

ICTC Career Fair

Weather Alert Education

Drug Take Back

Hope Campus

Heart 2 Heart

Million Meals Campaign

Salvation Army

Marble City Historical Society

Oklahoma Tourism

Sallisaw Health and Wellness

Salvation Army

United Way Golf Tournament

Marble City Mayhem

Salvation Army Fan Drive

County Job Fair

Freedom Fest

Head Start

THE FOLLOWING REPORT DETAILS HOW THE ISSUES WERE AIRED

Quarterly Issues/Program Report

Second Quarter 2022

## Issues/Education

Length	Time	Date	Description
20:30 sec	Rotation	4/1-4/6/22	Community Egg Hunt
The station aired several spots promoting the Community Egg Hunt.			
20:30 sec	Rotation	4/8-4/11/22	ICTC Career Fair
The station aired several Public Service Announcements concerning the upcoming Career Fair for the county. The spots informed listeners of employment opportunities with area businesses.			
40:30 sec	Rotation	4/8-5/8/22	Weather Alert Education
Spots were recorded with the local Emergency Management Director educating listeners on the different weather watch and warning notices. The spots also contained information on how to sign up for Nixle weather alerts. It was a re-air from the previous year.			
30:30 sec	Rotation	4/9-5/21/22	Drug Take Back
The station aired spots informing listeners of a local day long drug take back event. The event was in partnership with the local police department and the NOW Coalition.			
1: 15 min	Live Interview	4/12/22	Hope Campus
The station on air talent conducted a live interview with Hope Campus officials. The interview informed listeners of supplies needed and the process for donating. Volunteers were also encouraged to contact the campus.			

1:15 min                      Live Interview    4/14/22                      Heart 2 Heart

The station on air talent conducted a live in studio interview with officials from the Heart 2 Heart organization. The organization serves to assist those families who are struggling, both with daily living task and financial needs. Officials also have updates on the center items needed.

40+:30 sec                      Rotation                      4/22-6/11/22                      Million Meals Campaign

These spots were produced by Arvest Bank. The spot informed listeners of the campaign which is designed to provide one million meals to those in need. We aired spots and also did a live remote.

1:15 min                      Live Interview    4/28/22                      Salvation Army

The station on air talent did a live in studio interview with Captain Bradley Hargis from the Salvation Army. He told of the opening of "cooling centers". Captain Hargis shared information with listeners about the need for local volunteers and the different areas they could work in.

30:15 sec                      Live Reads                      5/6-5/20/22                      Marble City Historical Society

We did several live reads for a local fundraising dinner for the Marble City Historical Society. The organization is working to restore an old bank building located in their community.

20:30 sec                      Rotation                      5/6-5/19/22                      Oklahoma Tourism

The station aired several PSA's promoting local tourism destinations and the importance of local tourism to the economy.

20:30 sec                      Rotation                      5/10-5/30/22                      Sallisaw Health and Wellness

The station aired spots informing listeners of free dental and vision services offered at the Sallisaw Health and Wellness center. Listeners were encouraged to set appointment dates.

1:15 min                      Live Interview    5/17/22                      Salvation Army

The station on air talent did a live in studio interview with Captain Bradley Hargis from the Salvation Army. He explained the need for the local upcoming fan drive, drop off locations, and volunteer areas.

20:30 sec                      Rotation                      5/23-6/11/22                      United Way Golf Tournament

The station aired several spots encouraging listeners to participate in the United Way Golf Tournament. The tournament is a fundraiser for the local chapter.

1:15 min                      Live Interview                      6/1/22                      United Way

The station on air talent did a live in studio interview with United Way officials. The interview covered the upcoming "Touch a Truck" event.

20:30 sec                      Rotation                      6/13-7/1/22                      Marble City Mayhem

We aired spots designed to encourage attendance to a local small community event. The event was to be a fundraiser for the community restoration effort. We also did a live broadcast from the event.

1:15 min                      Live Interview                      6/14/22                      Salvation Army

The station on air talent did a live in studio interview with Captain Bradley Hargis with the Salvation Army. The interview concentrated on food drives and feeding the public. He also gave updates on the Cooling Centers and on the local Fan Drive.

15:3 min                      Live Remote                      6/14/22                      County Job Fair

The station talent did numerous live remote broadcasts informing listeners of a county wide job fair. The event was designed to encourage those seeking a job to apply on the spot for open positions. It was sponsored by ICTC.

1:15 min                      2pm                      6/17/21                      Freedom Fest

This was a live in-studio interview with the local Chamber of Commerce Executive Director. The Director gave information and announced the local 4<sup>th</sup> of July fireworks celebration.

1:15 min                      Live Interview                      6/23/22                      Heart 2 Heart

The station on air talent did a live in studio interview with Lauren Mayes from the local Heart 2 Heart organization. The interview served to inform listeners of the current needs of baby clothing and diapers as well as the next fundraising event.

20:15 sec                      Live Reads              6/27-6/30/22                      Head Start

The station on air talent did several live reads informing listeners of the area Head Start program and the updated changes. The program was restricted and moved under the new control of Sallisaw Health and Wellness.

