

# **DURING THE FIRST QUARTER OF 2024, THE FOLLOWING COMMUNITY ISSUES WERE ADDRESSED IN KFSW PROGRAMMING:**

## **EDUCATION/COMMUNITY ISSUES**

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Salvation Army

Martin Luther King Day Parade

Heart to Heart Pregnancy Center

Night to Shine

Feed the Hungry

Mulberry Community Food Pantry

Hope Campus

United Way

Arvest Million Meals

Weather Alerts

Salvation Army Food Drive

Sequoyah Wildlife Refuge

Boys and Girls Club

ICTC Event

Chamber of Commerce

**The following report details how issues were aired.**

## Quarterly Issues/Programs Report

First Quarter 2024

### ISSUES/EDUCATION

LENGTH	TIME	DATE	DESCRIPTION
1:15 min	Live	1/2/24	Salvation Army
<p>Station on air talent did a live in studio interview with the local Salvation Army chapter. The interview served to give a final wrap up of the chapters Christmas events.</p>			
20:30 sec	Rotation	1/10-1/15/24	Martin Luther King Day Parade
<p>Station aired several spots to inform listeners of the upcoming Martin Luther King Day Parade. Listeners were encouraged to attend, given parade route and available parking.</p>			
1:15 min	Live	1/16/24	Heart to Heart Pregnancy Center
<p>Station on air talent did a live in studio interview with the local Pregnancy Center. The interview told listeners of the need for volunteers</p>			
10:15 sec	Live Reads	1/16-1/22/24	Night to Shine
<p>On air talent did numerous live reads encouraging listeners who have children with special needs of the event. Listeners were also asked to become sponsors of the prom-like event.</p>			
30:30 sec	Rotation	1/25-2/6/24	Feed the Hungry Concert
<p>Station aired several spots in order to encourage attendance to a free concert event. The concert served to raise funds for the Feed the Hungry organization.</p>			
1:15 min	Live	1/26/24	Mulberry Community Food Pantry
<p>The station on air talent did a live in studio interview with a local food pantry. The interview informed listeners of the need for donations and also explained the way to access services for those in need.</p>			

1:15 min      Live                      2/7/24                      Hope Campus

The station on air talent did a live in studio interview with a local shelter. The interview told of services offered and donations needed.

60:30 sec      Rotation                      2/8-3/5/24                      United Way

We aired PSA spots noting the 30<sup>th</sup> Anniversary for the local United Way chapter. The spots explained the mission and goals of the United Way. It also told of some of the many projects the local chapter is involved in. Contact information was provided for those interested in donating and/or volunteering.

1:15 min      Live                      2/13/24                      Heart to Heart Pregnancy Center

The station on air talent did a live in studio interview with the local pregnancy center. The interview told of donations needed for a diaper drive.

60:30 sec      Rotation                      2/15-3/20/24                      Arvest Million Meals

We aired 3 different PSA spots for the Arvest Million Meals campaign. The spots told of donations needed, locations, and the need for such items. Statistics were also shared regarding hunger in the area.

20:15 sec      Live Reads                      2/25-3/25/24                      Weather Alert

The station on air talent did several live reads educating listeners as to the different types of watches and warnings as issued by the National Weather Service.

1:15 min      Live                      2/27/24                      Community Food Pantry

The station on air talent did a in studio interview with a local food pantry. The interview concentrated on the need of volunteers to work the pantry.

60:15 sec      Live Reads                      2/28-3/5/24                      Salvation Army

Talent did numerous live reads on air informing listeners of the upcoming event, daily schedule, parking areas, cost of each event and general overall info.

30:15 sec      Live Reads      3/5-4/5/24      Sequoyah Wildlife Refuge

The station on air talent did live in studio reads informing listeners of the local Eagle Watch Tours offered by the Sequoyah Wildlife Refuge. The tours were offered free of charge.

1:15 min      Live      3/12/24      Salvation Army

The station on air talent did a live in studio interview informing listeners of upcoming events hosted by the local Salvation Army chapter.

30:30 sec      Rotation      3/16-5/4/24      Boys and Girls Club

The station aired spots informing listeners of an upcoming live auction. The auction is used to raise funds for the club. It is aired live over the station's social media page.

1:2 hours      Live      3/25/24      ICTC Event

The station staff participated in a local fundraising event for ICTC. The event was a quiz bowl with local business staff competing against one another.

1:30 min      Live      3/28/24      Chamber of Commerce

Station CEO spoke at the Poteau Chamber of Commerce. The speech was designed to inform members of media advertising options.

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