

DURING THE FIRST QUARTER OF 2017, THE FOLLOWING COMMUNITY ISSUES WERE ADDRESSED IN KFSW PROGRAMMING:

EDUCATION/COMMUNITY ISSUES OF:

World Softball Tournament Playoffs

Weather Alert Education

Martin Luther King Day/Parade

Night to Shine

Catholic Charities Building Project

Night to Shine Interview

Night to Shine Remotes

Post Night to Shine Interviews

March of Dimes

Step Up Speak Out

Best Night Ever Event

THE FOLLOWING REPORT DETAILS HOW THE ISSUES WERE AIRED

Quarterly Issues/Program Report

First Quarter 2017

Issues/Education

Length	Time	Date	Description
1:15 min	8:35am	1/4/17	World Softball Playoffs
<p>This was a live in-studio interview with a participant in the World Softball Playoffs that was held in Amsterdam. A local student had the honor of playing in the Tournament. The interview highlighted her achievements.</p>			
20:30 sec	Rotation	1/6-3/30/17	Weather Alert Education
<p>The station aired spots done by the local Emergency Management Director. He explained the differences between watches and warnings and encouraged listeners to sign-up for the Nixle Notification System.</p>			
5:3 min	Live Remote	1/15/17	Martin Luther King Parade
<p>The station did live on location remote broadcast from the Fort Smith Martin Luther King Parade. We also participated in the parade.</p>			
40:30 sec	Rotation	1/18-2/8/17	Night to Shine Event
<p>The local host church recorded spots for the Night to Shine event. The spots encouraged those caregivers of those with special needs to register and attend the local event. The registration website was shared as well as the pre-produced video explaining the event.</p>			
20:30 sec	Rotation	1/25-3/6/17	Catholic Charities Building Project
<p>Spots were aired to encourage listeners to donate to the new storage building project for the local Catholic Charities. We also placed a link on our station website for individuals to link to Catholic Charities to simplify the donation process.</p>			

1:15 min 8:25am 2/10/17 Night to Shine

This was a live in-studio interview with the local Pastor Chris Benjamin from the West-Ark Church of Christ. The Church was selected as the host church for Night to Shine. Pastor Benjamin explained the event and gave information for those wanting to volunteer.

10:3 min Live Remote 2/11/17 Night to Shine

We did live on location remotes from the Night to Shine event. The event was held at the West-Ark Church of Christ. Staff members also participated in the event. We also recorded video that we later placed on our station website.

1:15 min 8:25am 2/13/17 Post Night to Shine

Air Talent that attended the Night to Shine event spoke of the event and how it affected them.

20:30 sec Rotation 3/10-3/20/17 March of Dimes

The station aired spots that notified listeners of the local March of Dimes events. The commercials encouraged donations, participation and attendance to the events. The spots also highlighted the mission of the March of Dimes.

20:30 sec Rotation 3/13-4/8/17 Step Up Speak Out

These spots were aired to encourage parents and students to attend the local Step Up Speak Out event. The event concentrated on childhood violence and awareness of abuse. We also did live remote broadcasts from the event.

1:15 min 8:25am 3/18/17 Best Night Ever

This was a live in-studio interview with a local Pastor. This event supplied shoes and clothing for those in need. Attendees also received material to take home explaining additional church related events.

The station also airs 3 local news broadcasts each weekday.

