

# **DURING THE FOURTH QUARTER OF 2020, THE FOLLOWING COMMUNITY ISSUES WERE ADDRESSED IN KFSW PROGRAMMING:**

EDUCATION/COMMUNITY ISSUES OF:

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Police FOP Coat Drive

Union Christian Academy

Cancer Support House

Go Red Event

Alzheimer's Association

Soups and Souls

Gathering of Hope

Salvation Army

Youngs Children's Home

United Way

Alma Outreach Center

Heater Drive

Veteran's Free Dentistry Day

Arvest Challenge

Shop Local

Eastside Baptist Church

## THE FOLLOWING REPORT DETAILS HOW THE ISSUES WERE AIRED

### Quarterly Issues/Programs Report

#### Fourth Quarter 2020

##### ISSUES/EDUCATION

| LENGTH    | TIME     | DATE          | DESCRIPTION           |
|-----------|----------|---------------|-----------------------|
| 30:30 sec | Rotation | 10/3-11/19/20 | Police FOP Coat Drive |

The station aired PSA spots for a local Police Department for their upcoming "Cops for Coats Drive". The event served to gather donated coats, gloves and scarves for those in need. The station was also a drop off site.

|          |                |         |                         |
|----------|----------------|---------|-------------------------|
| 1:15 min | Live Interview | 10/5/20 | Union Christian Academy |
|----------|----------------|---------|-------------------------|

The station on-air staff did a live interview with Union Christian Academy. The Academy was raising funds for Hurricane Sally Disaster Relief. The interview encouraged listeners to donate and gave information on how and where to submit donations.

|           |          |               |                      |
|-----------|----------|---------------|----------------------|
| 20:30 sec | Rotation | 10/8-10/23/20 | Cancer Support House |
|-----------|----------|---------------|----------------------|

The station aired PSA spots for the local Cancer Support House informing listeners of their new virtual fundraising event. The entire event is online. Funds raised are used to support events at the support house.

|          |                |         |                  |
|----------|----------------|---------|------------------|
| 1:15 min | Live Interview | 10/8/20 | Encompass Health |
|----------|----------------|---------|------------------|

The station on-air staff did a live interview with Encompass Health and Rehab. The business was holding a fundraiser for the River Valley Go Red Event. The event is an annual event for the American Heart Association.

30:30 sec                      Rotation                      10/11-11/04/20                      Alzhiemer's Assoc.

The station aired several spots promoting the upcoming Alzhiemer's Walk. The spot encouraged listeners to donate to the new virtual event. The spots also informed listeners of the cancellation of the annual in person Alzhiemer's Walk due to Covid 19.

40:30 sec                      Rotation                      10/12-10/25/20                      Soup and Souls

The station aired spots informing listeners of a drive through food distribution. The event was sponsored by several area churches. The Soup and Souls event is open to all area residents regardless of need.

1:15 min                      Live Interview                      10/12/20                      Gathering of Hope

The station on-air talent did a live interview with a local Pastor encouraging attendance to a local virtual event called Gathering of Hope.

40:30 sec                      Rotation                      10/15-11/15/20                      Salvation Army

The station aired numerous PSA spots encouraging listeners to donate online to the local Salvation Army chapter.

40:30 sec                      Rotation                      10/11-12/31/20                      Youngs Children's Home

The station aired PSA spots encouraging listeners to donate children's clothing to a local foster care facility.

1:15 min                      Live Interview                      10/15/20                      Salvation Army

The station on-air talent conducted a live interview with representatives from the local Salvation Army chapter. The chapter told of their Toys for Tots drive. Information was shared as to drop locations, toys needed and how donations were accepted.

1:15 min                      Live Interview                      10/23/20                      United Way

The station talent did a live interview with local United Way representatives. The interview informed listeners of how those in need could access services.

1:15 min                      Live Interview                      10/24/20                      Alma Outreach Center

The station on-air talent conducted a live interview with local church staff encouraging listeners to attend a benefit dinner fundraiser for the Alma Outreach Center.

20:30 sec                      Rotation                      10/25-11/20/20                      Heater Drive

The station aired spots for the local Catholic Charities organization encouraging listeners to donate personal space heaters for those individuals in need.

40:30 sec                      Rotation                      11/1-11/30/20                      United Way

The station aired spots encouraging listeners to donate virtually to the local United Way.

20:30 sec                      Rotation                      11/1-11/11/20                      Van Buren Dentistry

The station aired PSA spots informing listeners of the Veteran's Free Dentistry Day. This event is a free service for local veterans to have dental work completed.

20:30 sec                      Rotation                      11/5-11/22/20                      Arvest Baby Food Challenge

The station aired spots encouraging donations to local pet organizations. Listeners were informed of items needed and drop off locations.

1:15 min                      Live Interview                      11/12/20                      Salvation Army

The station on-air talent conducted a live phone interview with representatives from the local Salvation Army chapter. The interview encouraged listeners to donate virtually online to their local Red Kettle drive. Due to Covid 19, donations moved to on-line only.

30:30 sec                      Rotation                      11/15-12/5/20                      Chamber Shop Local

The station aired commercials encouraging listeners to Shop Local. The local Chamber of Commerce offers prize money during a drawing to those who shop in local businesses. Tickets are given to shoppers who purchase items.

30:30 sec                      Rotation              12/1-12/31/20              United Way

The station aired PSA spots encouraging year end donations to the local United Way agency.

30:30 sec                      Rotation              12/9-12/22/20              Eastside Baptist Church

The station aired several PSA spots informing listeners of the drive-through Christmas Story event.

1:10 min                      Live Interview              12/10/20              Salvation Army

The station on-air talent conducted a live interview with Salvation Army representatives. The interview gave information and encouraged listeners to purchase gifts for those individuals in need. This was the agency's local Angel Tree event.