

PUBLIC AFFAIRS, COMMUNITY NEEDS AND ASSESMENT

4TH QUARTER 2013

- (1): NEED TO PROMOTE FIRE SAFETY**
- (2): PROMOTE WATER SAFETY**
- (3): NEED FOR AREA MILITARY RECRUITMENT FOR JOB OPPORTUNITIES**
- (4): PROMOTE NATIONAL SMOKEOUT TO REDUCE SMOKING**
- (5): HELP REDUCE CRIME RATE AROUND THE HOLIDAY SEASON**

ANSWERS

(1): IN THIS ECONOMICALLY IMPROVISED AREA, MANY USE WOOD FOR HEAT AND ON OUR COMMUNITY CHAT PROGRAM WE HAD TAHLEQUAH FIRE CHIEF, RAY HAMMONS ON OUR PROGRAM TO DISCUSS FIRE SAFETY. USE OF SMOKE DETECTORS, ETC. THIS PROGRAM AIRED ON KTLQ AT 9:00AM ON 10/10/13, AND ON KEOK AT 9:15AM ON 10/13/13.

(2): OUR AREA IS BLESSED WITH SEVERAL AREA LAKES AND RIVERS. WATER SAFETY NEEDS TO BE CONTINUALLY STRESSED. OUR GUEST ON COMMUNITY CHAT WAS JUSTIN ALBERTY WITH THE G.R.D.A. THIS PROGRAM AIRED ON KTLQ AT 9:00AM ON 10/24/13, AND ON KEOK AT 9:15AM ON 10/27/13.

(3): YOUNG MEN AND WOMEN HAVING DIFFICULTY FINDING JOBS WERE ENCOURAGED TO CHECK-OUT THE OPPORTUNITIES IN THE MILITARY. ROGER GALE WITH THE UNITED STATES AIR FORCE WAS A GUEST ON COMMUNITY CHAT. THIS PROGRAM AIRED ON KTLQ AT 9:00AM ON 11/7/13, AND ON KEOK AT 9:15AM ON 11/10/13.

(4): SMOKING IS STILL VERY PREVALANT IN OUR AREA CAUSING DEATHS FROM CANCER AND HEART ATTACKS. WE AIRED A SPECIAL PROGRAM WITH LISA LILLARD AND TES HARDISON TO PROMOTE NATIONAL SMOKEOUT DAY. THIS AIRED ON COMMUNITY CHAT ON KTLQ AT 9:00AM ON 11/14/13, AND ON KEOK AT 9:15AM ON 11/17/13.

(5): HOME AND CAR THEFTS PEAK AROUND THE HOLIDAY SEASON, AND WE INVITED TAHLEQUAH POLICE CHIEF, NATE KING TO BE OUR GUEST ON COMMUNITY CHAT TO HELP AREA RESIDENTS TO REDUCE THIS. THIS PROGRAM AIRED ON KTLQ AT 9:00AM ON 12/5/13 AND AGAIN ON 12/12/13, AND ON KEOK AT 9:15AM ON 12/8/13, AND AGAIN ON 12/15/13.

LAKES COUNTRY RADIO
PUBLIC AFFAIRS 4th 6th

DATE	STATION	PROGRAM	START TIME	END TIME	SUBJECT/TOPICS/GUEST
10/3/13	KTKQ	Community Chat	9:00AM	9:15AM	DR. STEVEN TORNER, PRES. OF NSU RE. ECONOMIC IMPACT of UNIV.
10/6/13	KEOK	"	9:15AM	9:30AM	"
10/10/13	KTKQ	"	9:00AM	9:15AM	RAY HARRISON, TALK SHOW CHIEF RE: FIRE SAFETY
10/13/13	KEBK	"	9:15AM	9:30AM	"
10/17/13	KTKQ	"	9:15AM	9:30AM	CHARLOTTE COUNTY HUMANIE SOCIETY RE PET CARE & ADOPTION
10/20/13	KEOK	"	9:00AM	9:15AM	"
10/24/13	KTKQ	"	9:15AM	9:30AM	JUSTIN ALBERTY w. G.R.D.A. RE WATER SAFETY & ELECTRICAL POWERS
10/27/13	KEBK	"	9:15AM	9:30AM	"
10/31/13	KTZQ	"	9:00AM	9:15AM	FRANCE RANDALL w. BOYS & GIRLS CLUBS RE AFTER SCHOOL PROGRAMS
11/3/13	KEBK	"	9:15AM	9:30AM	"
11/7/13	KTKQ	"	9:00AM	9:15AM	ROSEN GALE w. USAF RE. JOB OPERATIONS IN THE MILITARY
11/10/13	KEOK	"	9:15AM	9:30AM	"
11/14/13	KTZQ	"	9:00AM	9:15AM	LISA LILLAND & TOS HARRISON RE COAST AMERICAN SHOWBOAT
11/17/13	KEBK	"	9:15AM	9:30AM	"

LAKES COUNTRY RADIO
PUBLIC AFFAIRS 4th QTV

DATE	STATION	PROGRAM	START TIME	END TIME	SUBJECT/TOPICS/GUEST
11/21/13	KTLB	Community Chat	9:00 AM	9:15 AM	STAFF @ CORSEWELL VALLEY HISTORICAL SOCIETY RE: FREE THANKSGIVING FEED
11/24/13	KEOK	"	9:15 AM	9:30 AM	"
11/28/13	KTLB	"	9:00 AM	9:15 AM	TALC MASON JASON NICHOLS RE: TALC ICE SKATING RINK
12/1/13	KEOK	"	9:15 AM	9:30 AM	"
12/5/13	KTLB	"	9:00 AM	9:15 AM	TALC POLICE CHIEF NATE KING RE: HOLIDAY CRIME RATE
12/8/13	KEOK	"	9:15 AM	9:30 AM	"
12/12/13	KTLB	"	9:00 AM	9:15 AM	"
12/15/13	KEOK	"	9:15 AM	9:30 AM	"
12/19/13	KTLB	"	9:00 AM	9:15 AM	LOCAL HISTORIAN BETH HERRINGTON RE: THOMPSON HOUSE & HOLIDAY RESERVATION
12/22/13	KEOK	"	9:15 AM	9:30 AM	"
12/26/13	KTLB	"	9:00 AM	9:15 AM	"
12/29/13	KEOK	"	9:15 AM	9:30 AM	"

LAKES COUNTRY RADIO
PUBLIC AFFAIRS 4th OF 972

DATE	STATION	PROGRAM	START TIME	END TIME	SUBJECT/TOPICS/GUEST
10/2-12/18/13	KTLB	CHEROKEE VOICES & SOUNDS (EA WEEK)	5:00pm	6:00pm	CHEROKEE LANGUAGES BROADCAST WITH DEMARIS SYPKILLER
10/6-12/20/13	KTLB	" (EA SUND)	12:00AM	1:00pm	"
10/6-12/20/13	KROK	" (EA SUN)	8:00AM	9:00 AM	"
10/1-12/31/13	KTLB	O.S.U. EXPANSION SERVICE (EA TUE)	6:30 AM	6:45 AM	ROCKN WILLIAMS EXT. OFN. NEWS FOR PRAIRIES & BRACKLERS
10/1-12/31/13	KROK	" (EA TUE)	5:30AM	5:45AM	"
10/1-12/31/13	KTLB	TRADE WIND (EA M-F)	8:30AM	9:00 AM	ON AIR CALLS, LETTERS & FEEDBACK FROM SERVICE FOR INDIVIDUALS BY EXT. OR CIRCULAR
10/6-12/20/13	KROK	CHEROKEE VOICES & SOUNDS (EA SUN)	9:00AM	9:15AM	NEWS ABOUT THE CHEROKEE NATION IN ENGLISH

ALBY

Rex Spears

From: "Rex Spears" <rex@lakescountry1021.com>
Date: Wednesday, November 13, 2013 1:44 PM
To: <rex@lakescountry1021.com>
Subject: Donated foods at Steeles Remote

Attached is a summary of the donated foods at the Steele's store at 905 S Muskogee Avenue, Tahlequah, OK remote broadcast on November 1, 2013. Donations benefited the area Care Food Pantry of Tahlequah. Rebecca Baughman is the Manager of the charity and expressed her utmost gratitude for Lakescountry Radio's participation. In addition, Steele's Company agreed to match in dollars the total of donated foods. Total dollar value of donated foods was \$296.71.

Rex Spears
Business Improvement Planner
Lakescountry Radio
Payne Radio Group

COPY

CARE FOOD PANTRY
220 N MUSKOGEE AVENUE
TAHLEQUAH, OK 74464

November 8, 2013

This past weekend, November 1-3, 2013, Steel's Department Store held a food drive for Care Food Pantry. The items collected and the estimated value is listed below:

284 cans of food @ \$.80 per can =	\$227.20
3 large Oatmeal @ \$1.25 per box =	3.75
18 boxes(cake mixes, etc) @ \$1.50 =	27.00
2 pkgs Instant potatoes @ \$1.50 =	3.00
2 4lb sacks of corn meal @ \$2.00 =	4.00
4 2 lb sacks of beans @ \$1.69 =	6.76
25 pasta items @ \$1.00 =	25.00
	<hr/>
Total value of items	\$296.71

The amount of food collected was very appreciated. It will enable the food pantry to help feed the hungry of Cherokee County.

Thank you so much

Rebecca Baughman
Rebecca Baughman, Manager

Public Service Log List Lakes Country 102.1 (KEOK)

Below is a listing of significant issues in the public realm that appeared on-air at KEOK along with the most significant treatment of those issues for the period of 10/01/2013 to _____. The listings are by no means exhaustive. The order of which these issues appear does not reflect priority or significance.

Issue:	Prog/Seg:	Date:	Time:	Duration:	Airing and Narration Description of Program of Segment:
<u>Okwagon</u>	<u>Lakes Country Morning</u>	<u>10/11/13</u>	<u>8:30 am</u>	<u>5:00</u>	<u>Drew Haley from Mainstreet Tahlequah came in to talk about the Okwagon festival going on that weekend.</u>
<u>Psychopath Hunts Attractions</u>	<u>LCM</u>	<u>10/11/13</u>	<u>8:30 am</u>	<u>10 mins</u>	<u>"Off the Chain" host of the Psychopath hunted attraction called in to promote the hunted trail.</u>
<u>Local Football</u>	<u>Lakes Country Morning</u>	<u>09/01/13 thru 11/30/13</u>	<u>7:30</u>	<u>10 mins</u>	<u>Coaches from all around the listening area come in once a week (Friday) to talk about the upcoming football games and other things happening in their respective athletic depts.</u>
<u>LCM Byit Forward</u>	<u>Chilis</u>	<u>11/19/13</u>	<u>7:50</u>	<u>20 mins</u>	<u>Monette the manager of Chilis in Tahlequah came in to talk about their "Pay it Forward" campaign.</u>
<u>LCM Pet Angel Tree</u>	<u>HUMANE SOCIETY</u>	<u>12/19/13</u>	<u>9:30</u>	<u>10 mins</u>	<u>Lynette McCully from the Humane Society of Cherokee County stopped by the morning show to talk about the "Pet Angel Tree".</u>