

KACV-FM Quarterly Report Cover Sheet 2nd Quarter 2020

KACV-FM is a student-run radio station, and our primary audience consists primarily of students at Amarillo Junior College. We have found that the most effective way to convey information to this age group is by airing many short pre-recorded public service announcements (PSAs) on various issues, rather than airing longer public affairs programs once or twice a week. During each week of the 2nd Quarter of 2020, KACV-FM aired PSAs on education, community service, the environment, health, minority issues, public safety/welfare, and youth issues. (See included sheet for listings of PSAs under each issue.)

KACV-FM aired at least 2 pre-recorded public service announcements concerning these and other issues per hour during every broadcast hour in the 2nd Quarter of 2020. Students also read one live PSA per hour concerning these and other issues over the air.

KACV-FM Quarterly Report

April 1 – June 30, 2020

EDUCATION

NUMBER OF TIMES AIRED

AC Intramural Sports	67
AC Counseling Center	70
AC Counseling - #2	68
AC Lynn Library	70
PPBS – Indie Lens – Eating Up Easter	7
PPBS – Indie Lens – Marion Stokes Project	9
PPBS – Learning Media	48
High School Sports	132

SERVICE

AARP	417
Goodwill	138
Feeding America	138
Fatherhood.gov	178
Adoption	138
Make-A-Wish	22

ENVIRONMENT

Wildfire Prevention	142
---------------------	-----

HEALTH

Type 2 Diabetes	70
High Blood Pressure	70
American Lung Association	25
Alzheimer's Awareness	73
CDC – Covid-19	45

MINORITY

LGBT Acceptance	23
-----------------	----

PUBLIC SAFETY AND WELFARE

Child Car Safety	142
Amarillo College Police – Drunk Driving	68
Amarillo College Police – Escort Program	69

Amarillo College Police – Vehicle Burglary	68
Texting and Driving	205
Suicide Prevention	209
FEMA	139
Buzzed Driving	144
Pass It On	87