

KFSA

ISSUES AND PROGRAMS

2ND QUARTER REPORT

April 1, 2021 - June 30, 2021

March 2020 to May 2021 - COVID-19 Pandemic

Issue: In March of 2020, the United States was hit with the Coronavirus Pandemic (COVID-19) with the first case in Oklahoma followed by Arkansas. Both State Governors issued directives to limit the number of gatherings in any place to help slow the spread of the virus, wear the proper PPE when social distancing can't be maintained and wash and sanitize your hands often.

Program: KISR 93.7 Fort Smith/96.1 Fayetteville and our family of radio stations (KFSA News Talk 93.1, La Raza 92.3, The Rooster 105.5, The River 101.9 and ROCK 94.1) have been providing daily updates via Arkansas and Oklahoma Governors Pandemic Press Conferences, hourly updates on the air, Arkansas and Oklahoma Pandemic Safety Guidelines posted and linked to on our social media platforms and during every event held we maintain social distancing and wear PPE at all times (promoting social distancing and wearing PPE when listeners aren't able to maintain social distancing during every on air mention for any station event.). Also, with the increase in COVID-19 cases, our station is giving away facemasks on the air and live on location during remote broadcasts to help mitigate the spread. As of March 2021, the cases in both Arkansas and Oklahoma, have been dropping and the Governors have lifted a majority of restrictions with extreme precaution. We concluded our continuing coverage for Arkansas updates on Feb 26, 2021 and for Oklahoma on May 4, 2021 (providing updates as needed).

May 4, 2021 - United Way 2-1-1

Issue: Severe weather moved through our coverage area (Crawford & Sebastian Counties) producing multiple tornados that caused widespread damage and the need for local cleanup efforts and volunteer help became needed.

Program: As a result of the severe weather, the United Way of Fort Smith teamed with local agencies to create the 2-1-1 system where those that were impacted by the storms could dial the number to report debris to be cleaned up. The Salvation Army Disaster Services went to each community impacted and provided them meals. KISR 93 shared this information on air and via social media.

May 7 & 8, 2021 - The Steel Horse Rally

Issue: Local organizations in our area depend on donations to help those in need in our area but with the recent pandemic and lock downs, donations run low and more aid is needed.

Program: As the pandemic restrictions were lifted, local events began to start back up, of the biggest events in the Fort Smith area is, "The Steel Horse Rally", that helps to provide aid to our local area through food assistance, children's and veterans services or helping to raise funds for the continued operation of the local historic museum, the needs is always there and a local events mission is to aid those organizations. KISR 93.7 Fort Smith/96.1 Fayetteville and our family of radio stations (KFSA News Talk 93.1, La Raza 92.3, The Rooster 105.5, The River 101.9 and ROCK 94.1) provided 26 hours of live coverage during the event which set a record of almost \$20M in economic help.

June 30, 2021 - 100 Jobs Campaign

Issue: As the COVID-19 restrictions continue to lift, more businesses are re-opening and they need help filling those positions to help the area get back to work.

Program: KISR 93.7 Fort Smith/96.1 Fayetteville and our family of radio stations (KFSA News Talk 93.1, La Raza 92.3, The Rooster 105.5, The River 101.9 and ROCK 94.1) hosted a job fair, 100 Jobs Campaign at the Glass Pavilion in downtown Fort Smith, Arkansas, to help jump-start our local economy and get more people back to work. Along with those job opportunities, includes educational benefits as well.