

KKOW - FM ----- 4th Quarter Issues Programing --- 2014

1. Local Weather
2. Local News
3. Community Events
4. Education
5. Financial literacy
6. Children's Health
7. Travel Safety
8. Gun Safety
9. Community Engagement
10. Toy Drive
11. Intellectual Disabilities

National News X
Local Weather 3312
Agriculture events 8

Local News 390

Community events ~~325~~ 325

Agricultural News X

Childrens Hospital Holidays 28

Intellectual disability ~~10~~ 13

Community Engagemen 36

Education 44 + 84 = 128

Financial Literacy 65

Childrens Health 65

Travel safety 65

Fire Arm safety 65

Q4-2014

List of weekly programming features that cover issues of public interest in the KKOW-FM listening area.

Program	Segment	Dates	Times	Duration	Description
Daily Local Newscasts from KOAM-TV	Mornings, Mid-days, afternoons	Weekdays 65	6a-6p	90Seconds 4x a day	These News shorts are updated 3 times a day from KOAM-TV, the Local leader in news they cover stories from across our entire coverage area.
Local Weather	all day	7 days a week 92	6a-midnight	60 seconds 2x an hour	Our local weather coverage informs and protects area residents with up to the minute live weather coverage.
Community Calendar	Mornings	Weekdays	8:50	5 min	A comprehensive look at area events, updated daily, includes occasional live interviews.
Public Service Announcements	All Day	7 days a week	mid-mid	60 or 30 seconds.	Air public service announcements from various agencies (both national and local) including sek humane society, cancer society and many others.

390 min

3312 min

325 min

There follows a listing of some of the significant PSA'S responded to by KKOW 860 AM, Pittsburg KS...
 KKOW 96.9 FM, Pittsburg KS... along with the most significant programming treatment of
 those PSAs for the period 10/1/2014 - 12/31/2014. The listing is by no means exhaustive. The order in which the PSAs
 appear does not reflect any priority or significance.

Description of ISSUE/ PSA	Program / Segment	Date	Time	Duration	Narration of Type and Description of Program / Segment
DAILY LOCAL NEWSCASTS FROM KOAM-TV	MORNING DRIVE MIDDAY AFTERNOON DRIVE	WEEKDAYS	6A-6P	90 SEC 8x Daily	These news shorts are updated 3 times a day from KOAM-TV, the local leader in news. They cover stories from across our entire coverage area.
LOCAL WEATHER	MON-SUN	MON-SUN	6A-MID	60 SEC 3X PER HR	Our local weather coverage, informs and protects area residents. Up-to-the-minute, Live weather coverage.
Community Calendar	Morning Drive	Weekdays	8:50 - 8:55	5 Min	A comprehensive look at area events. Updated daily. Includes occasional live interviews.
Farm Calendar	MORNING DRIVE MIDDAY AFTERNOON DRIVE	Weekdays	6a-5p	5 min	A comprehensive look at area agricultural events, i.e. farm shows, field days, FFA & 4-H events, etc.
Agricultural News	Morning Drive	Weekdays	7:45-7:47	2 Min	Daily coverage of News effecting area agricultural producers.
CBS News	All Dayparts		Mid-Mid	6 Min	News update live from CBS News center covering national news headlines.
Public Service Announcements	All Dayparts		Mid-Mid	60/30	Air public service announcements from various agencies (Both national and local) including sek humane society, cancer society, and many others.

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Description of ISSUE/PSA	Program / Segment	Date	Time	Duration	Narration of Type and Description of Program / Segment
Operation Santa	Commerical TIME	12/8/2014 12/31/2014	MID-MID	1 MIN	We raise funds to donate to Parsons State Hospital in order to buy xmas presents for the residences.
			KKOW-AM	30x aired	
			KKOW-FM	28x aired	
Tri Valley Foundation Fundraiser	COMMERCIAL TIME	12/3/2014 12/31/2014	MID-MID	30 SEC	Announcing information regarding a fundraiser in order to help those with ntellectual disabilities
			KKOW-AM	25x aired	
			KKOW-FM	25x aired	
St Anns Chili Dinner	COMMERCIAL TIME	11/4/2014 11/12/2014	MID-MID	30 SEC	inviting listeners to a benefit dinner to raise funds for St Ann's Caholic School
			KKOW-AM		23
			KKOW-FM		23
Big Brothers, Big Sisters	COMMERCIAL TIME	10/1/2014 12/31/2014	MID-MID	30 SEC	Targeting adults to participate in Big Brothers and Big Sisters non for profit organization.
			KKOW-AM	24x aired	
			KKOW-FM	24x aired	
Doggy Bag psa	COMMERCIAL TIME	10/1/2014 12/31/2014	MID-MID	30 sec	An ad targeting teachers and where to apply for the upcoming school year
			KKOW-AM	28x aired	
			KKOW-FM	29x aired	
HIGH SCHOOL DROP OUT PREVENTION	COMMERCIAL TIME	10/1/2014 12/31/2014	MID-MID	1 MIN	A 60 second commercial targeting parents of middle and high school students to raise awareness about the impotance of consistent school attendance and the impact absences can home of academic outcomes.
			KKOW-AM	29x aired	
			KKOW-FM	28x aired	

SAFE FIREARM STORAGE Heard it on the News COMM CAL	COMMERCIAL TIME	10/1/2014 12/31/2014	MID-MID KKOW-AM KKOW-FM	60 SECONDS DID NOT AIR ROTATED EQUALLY WITH OTHER COM. CAL. IN DATE	Sponsored by the Department of Justice and the National Crime Prevention Council, the Safe Gun Storage campaign looks to engage gun owners on the importance of safe gun storage, inspire gun owners to have conversations about guns
TEXTING AND DRIVING PREVENTION Driving Sounds COMM CAL	COMMERCIAL TIME	10/1/2014 12/31/2014	MID-MID KKOW-AM KKOW-FM	60 SECONDS DID NOT AIR ROTATED EQUALLY WITH OTHER COM. CAL. IN DATE	Eight-two percent of young adult drivers (16-24) have read a standard text message while driving. Young adults live in a connected world where multitasking is the norm. This manifests in the car where they recognize texting and driving is
CHILDREN'S ORAL HEALTH Favorite Color COMM CAL	COMMERCIAL TIME	10/1/2014 12/31/2014	MID-MID KKOW-AM KKOW-FM	60 SECONDS DID NOT AIR ROTATED EQUALLY WITH OTHER COM. CAL. IN DATE	Dental decay is the single most common chronic disease of childhood, with 16.5 million children suffering from untreated tooth decay. The mouth is the gateway to a person's overall health, and an unhealthy mouth can be associated
FINANCIAL LITERACY Gift to Future Me COMM CAL	COMMERCIAL TIME	10/01/2014- 12/31/2014	MID-MID KKOW-AM KKOW-FM	60 SECONDS DID NOT AIR ROTATED EQUALLY WITH OTHER COM. CAL. IN DATE	Statistics demonstrate that Americans ages 25-34 have financial behaviors that tend toward debt accumulation, and this is happening during a period of milestone events such as getting married, having children and caring for aging parents.
TEACHER RECRUITMENT Make More	MORNING DRIVE MIDDAY AFTERNOON DRIVE	10/01/2014- 12/31/2014	MID-MID KKOW-AM KKOW-FM	60 SECONDS DID NOT AIR ROTATED EQUALLY WITH OTHER COM. CAL. IN DATE	With half of teachers eligible to retire over the next decade, there is an urgent need and unprecedented opportunity to drive the transformation of K-12 education by recruiting our nation's brightest students to the profession. The
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