

KKOW - FM ----- 1st Quarter Issues Programing --- 2013

1. Local Weather
2. Local News
3. Community Events
4. Health and Fitness
5. Childrens Health
6. Conservation and Hunting
7. Community Engagement
8. Veteran Support
9. Elderly Care
10. Travel Safety
11. Financial Literacy
12. Education
13. Music and Arts
14. Emergency Prepardness
15. School bullying

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 01/01/2013 - 03/31/2013. The listing is by no means exhaustive. The order in which the PSAs  
 appear does not reflect any priority or significance.

Description of 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 1/1/2013- 3/31/2013	6A-6P	90 SEC 14x 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.
Polar Bear Plunge Special Olympics	All Dayparts	2/4/2013- 2/8/2013	6a-Midnight	30 SEC LIVE PROMO 1HR REMOTE	Donated live airtime, in the form of 30 second live promotions, plus a 1 hr live broadcast from the event and studio visits from the event coordinators, in support of new hope special Olympics.
St Jude Radioathon	All Dayparts	2/7/2013- 2/8/2013	6a-6p	26 hrs	Took part in fundraiser for St. Jude's children's hospital. Turned over airwaves for a 26 hour radio-a-thon to raise money for St Jude Research hospital.
Local Weather	All Dayparts	1/1/2013- 3/31/2013	6a-Midnight	6a-Midnight 2x per hour	Local weather coverage to inform and protect area residents. Up to the minute, live weather coverage.
Crawford County Big Brothers/Big Sisters	Mornings	2/4/2013	8:03 AM	7 minutes	Interviewed Emily Kryzstof (director of Crawford County Big Brothers Big Sisters) to raise awareness for the fundraiser (Bowl for Kids Sake). Promote how the public can get involved.

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 appear does not reflect any priority or significance.

Description of Issue	Program / Segment	Date	Time	Duration	Narration of Type and Description of Program / Segment
AARP HELP LOVED ONES	Commercial Time	01/01/2013- 1/31/2013	6A-MIDNIGHT KKOW-AM KKOW-FM	1 MIN 24x aired 28x aired	A 1 min commercial explaining how difficult it can be caring for an elderly loved one. the commercial also explains that the AARP has also created a group of experts and other care givers that offers advice, tips, and support.
			SEE ATTACHED FOR ACTUAL RUN TIMES		
ADHD	Commercial Time	01/01/2013- 1/31/2013	6A-MIDNIGHT KKOW-AM KKOW-FM	30 SEC 31x aired 31x aired	A 30 second commercial explaining ADHD and that if you are diagnosed as a child you most likely still have it as an adult. The commercial urges listeners to take the quiz at ownyouradhd .com to recognize some of the symptoms and to talk to your doctor if you believe that you may have ADHD.
			SEE ATTACHED FOR ACTUAL RUN TIMES		
AGE RELATED MACULAR DEGENERATION	Commercial Time	01/01/2013- 1/31/2013	6A-MIDNIGHT KKOW-AM KKOW-FM	1 MIN 28x aired 25x aired	A 60 second commercial that explains the symptoms of AMD. The commercial also explains that it is the leading cause of blindness of people 55 and older and that there is treatment options to and preventive measures that can be taken to protect your vision.
			SEE ATTACHED FOR ACTUAL RUN TIMES		
BRUSH TEETH	Commercial Time	01/01/2013- 1/31/2013	6A-MIDNIGHT KKOW-AM KKOW-FM	30 SEC 31x aired	A 30 second commercial that reminds listeners that children need to brush their teeth twice for two minutes a day. It also states that there are fun 2 minute videos at 2min2x.org that your kids can watch while brushing.
			SEE ATTACHED FOR ACTUAL RUN TIMES		

CAR SEAT SAFETY	Commercial Time	01/01/2013- 1/31/2013	6A-MIDNIGHT KKOW-AM KKOW-FM	30 SEC 29x aired 31x aired	A 30 second commercial from the national traffic safety administration and the ad council that reminds you that you should choose a car seat that fits your child properly based on age and size. Also states that you can visit <a href="http://safercar.gov">safercar.gov</a> for more information.
			SEE ATTACHED FOR ACTUAL RUN TIMES		
COOK MEAT FULLY	Commercial Time	01/01/2013- 1/31/2013	6A-MIDNIGHT KKOW-AM KKOW-FM	30 SEC 31x aired 31x aired	A 30 second commercial from the USDA, HHS, and the ad council, explaining that you need to use a meat thermometer when cooking because you can't hear or see if meat is undercooked and may still contain bacteria. Commercial also explains that nearly 3000 Americans die from Food poisoning every year.
			SEE ATTACHED FOR ACTUAL RUN TIMES		
FEED THE PIG	Commercial Time	01/01/2013- 1/31/2013	6A-MIDNIGHT KKOW-AM KKOW-FM	30 SEC 30x aired 30x aired	A 30 second commercial from the American Institute of Certified Accountants and the AD Council explaining that you should save and plan ahead for the future. Also explains that there is a list and tips to save on the website <a href="http://feedthepig.org">feedthepig.org</a>
			SEE ATTACHED FOR ACTUAL RUN TIMES		
FINANCIAL HELP	Commercial Time	01/01/2013- 1/31/2013	6A-MIDNIGHT KKOW-AM KKOW-FM	1 MIN 27x aired 23x aired	A 60 second commercial from the National Foundation of Credit Counseling. explaining that there is help for those who need financial help. The commercial explains that the NFCC is made up of local nonprofit and low cost agencies offering budgeting and money management services.
			SEE ATTACHED FOR ACTUAL RUN TIMES		
GET A FISHING LICENSE	Commercial Time	01/01/2013- 1/31/2013	6A-MIDNIGHT KKOW-AM KKOW-FM	1 MIN 26x aired 27x aired	A 60 second commercial that reminds listeners that it is required to get a fishing license and register their boat before going fishing. it also explain that registering helps local conservation efforts protect the wildlife in your area.
			SEE ATTACHED FOR ACTUAL RUN TIMES		

GET YOUR GED	Commercial Time	01/01/2013- 1/31/2013	6A-MIDNIGHT KKOW-AM KKOW-FM  SEE ATTACHED FOR ACTUAL RUN TIMES	30 SEC 31x aired 30x aired	A 30 second commercial explaining the benefits of getting your GED if you didn't graduate high school and how it is never too late to go back.
QUIT SMOKING	Commercial Time	01/01/2013- 1/31/2013	6A-MIDNIGHT KKOW-AM KKOW-FM  SEE ATTACHED FOR ACTUAL RUN TIMES	30 SEC 31x aired 31x aired	A 30 second commercial from the Department of Health and Human Services and the CDC that has different people's explaining the reasons why they quit smoking and that the listener should as well.
SELECTIVE SERVICE	Commercial Time	01/01/2013- 1/31/2013	6A-MIDNIGHT KKOW-AM KKOW-FM  SEE ATTACHED FOR ACTUAL RUN TIMES	30 SEC 31x aired 31x aired	A 30 second commercial that explains the selective service and reminds listeners that it is a requirement for guys to still register with the selective service.
STOP BULLIES	Commercial Time	01/01/2013- 1/31/2013	6A-MIDNIGHT KKOW-AM KKOW-FM  SEE ATTACHED FOR ACTUAL RUN TIMES	30 SEC 31x aired 31x aired	A 30 second commercial from the national education association that explains that adults have the power to stop bullying in schools and that it is their responsibility to stand up for children that are bullied.
STOP SPORTS INJURIES	Commercial Time	01/01/2013- 1/31/2013	6A-MIDNIGHT KKOW-AM KKOW-FM  SEE ATTACHED FOR ACTUAL RUN TIMES	30 SEC 26x aired 26x aired	A 60 second commercial that explains what sports injuries are increasing with children. The commercial explains that when a child repeats the same activities time after time day after day it can cause the need for surgery to repair any damage done by over usage.
VETERANS BENEFITS	Commercial Time	01/01/2013- 1/31/2013	6A-MIDNIGHT KKOW-AM KKOW-FM  SEE ATTACHED FOR ACTUAL RUN TIMES	30 SEC 30x aired 30x aired	A 30 second commercial that explains the e benefits website that is available to veterans for them to access the military and va benefits that they have earned and deserved anytime day or night.

AARP HELP LOVED ONES	Commercial Time	02/01/2013-2/28/2013	6A-MIDNIGHT KKOW-AM KKOW-FM	1 MIN 23x aired 24x aired	A 1 min commercial explaining how difficult it can be caring for an elderly loved one. the commercial also explains that the AARP has also created a group of experts and other care givers that offers advice, tips, and support.
SEE ATTACHED FOR ACTUAL RUN TIMES					

ADHD	Commercial Time	02/01/2013-2/28/2013	6A-MIDNIGHT KKOW-AM KKOW-FM	30 SEC 26x aired 28x aired	A 30 second commercial explaining ADHD and that if you are diagnosed as a child you most likely still have it as an adult. The commercial urges listeners to take the quiz at ownyouradhd .com to recognize some of the symptoms and to talk to your doctor if you believe that you may have ADHD.
SEE ATTACHED FOR ACTUAL RUN TIMES					

AGE RELEATED MACULAR DEGENERATION	Commercial Time	02/01/2013-2/28/2013	6A-MIDNIGHT KKOW-AM KKOW-FM	1 MIN 22x aired 24x aired	A 60 second commercial that explains the symptoms of AMD. The commercial also explains that it is the leading cause of blindness of people 55 and older and that there is treatment options to and preventive measures that can be taken to protect your vision.
SEE ATTACHED FOR ACTUAL RUN TIMES					

BRUSH TEETH	Commercial Time	02/01/2013-2/28/2013	6A-MIDNIGHT KKOW-AM KKOW-FM	30 SEC 27x aired 28x aired	A 30 second commercial that reminds listeners that children need to brush their teeth twice for two minutes a day. It also states that there are fun 2 minute videos at 2min2x.org that your kids can watch while brushing.
SEE ATTACHED FOR ACTUAL RUN TIMES					

CAR SEAT SAFETY	Commercial Time	02/01/2013- 2/28/2013	6A-MIDNIGHT KKOW-AM KKOW-FM	30 SEC 27x aired 28x aired	A 30 second commercial from the national traffic safety administration and the ad council that reminds you that you should choose a car seat that fits your child properly based on age and size. Also states that you can visit <a href="http://safercar.gov">safercar.gov</a> for more information.
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COOK MEAT FULLY	Commercial Time	02/01/2013- 2/28/2013	6A-MIDNIGHT KKOW-AM KKOW-FM	30 SEC 27x aired 27x aired	A 30 second commercial from the USDA, HHS, and the ad council, explaining that you need to use a meat thermometer when cooking because you can't hear or see if meat is undercooked and may still contain bacteria. Commercial also explains that nearly 3000 Americans die from Food poisoning every year.
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FEED THE PIG	Commercial Time	02/01/2013- 2/28/2013	6A-MIDNIGHT KKOW-AM KKOW-FM	30 SEC 28x aired 27x aired	A 30 second commercial from the American Institute of Certified Accountants and the AD Council explaining that you should save and plan ahead for the future. Also explains that there is a list and tips to save on the website <a href="http://feedthepig.org">feedthepig.org</a>
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FINANCIAL HELP	Commercial Time	02/01/2013- 2/28/2013	6A-MIDNIGHT KKOW-AM KKOW-FM	1 MIN 22x aired 26x aired	A 60 second commercial from the National Foundation of Credit Counseling. explaining that there is help for those who need financial help. The commercial explains that the NFCC is made up of local nonprofit and low cost agencies offering budgeting and money management services.
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GET A FISHING LICENSE	Commercial Time	02/01/2013- 2/28/2013	6A-MIDNIGHT KKOW-AM KKOW-FM	1 MIN 24x aired 24x aired	A 60 second commercial that reminds listeners that it is required to get a fishing license and register their boat before going fishing. it also explain that registering helps local conservation efforts protect the wildlife in your area.
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GET YOUR GED	Commercial Time	02/01/2013- 2/28/2013	6A-MIDNIGHT KKOW-AM KKOW-FM	30 SEC 24x aired 27x aired	A 30 second commercial explaining the benefits of getting your GED if you didn't graduate high school and how it is never too late to go back.
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QUIT SMOKING	Commercial Time	02/01/2013-2/28/2013	6A-MIDNIGHT KKOW-AM KKOW-FM	30 SEC 26x aired 27x aired	A 30 second commercial from the Department of Health and Human Services and the CDC that has different people's explaining the reasons why they quit smoking and that the listener should as well.
SEE ATTACHED FOR ACTUAL RUN TIMES					

SELECTIVE SERVICE	Commercial Time	02/01/2013-2/28/2013	6A-MIDNIGHT KKOW-AM KKOW-FM	30 SEC 27x aired 27x aired	A 30 second commercial that explains the selective service and reminds listeners that it is a requirement for guys to still register with the selective service.
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STOP BULLIES	Commercial Time	02/01/2013-2/28/2013	6A-MIDNIGHT KKOW-AM KKOW-FM	30 SEC 27x aired 26x aired	A 30 second commercial from the national education association that explains that adults have the power to stop bullying in schools and that it is their responsibility to stand up for children that are bullied.
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STOP SPORTS INJURIES	Commercial Time	02/01/2013-2/28/2013	6A-MIDNIGHT KKOW-AM KKOW-FM	30 SEC 26x aired 22x aired	A 60 second commercial that explains what sports injuries are increasing with children. The commercial explains that when a child repeats the same activities time after time day after day it can cause the need for surgery to repair any damage done by over usage.
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VETERANS BENEFITS	Commercial Time	02/01/2013-2/28/2013	6A-MIDNIGHT KKOW-AM KKOW-FM	30 SEC 26x aired 27x aired	A 30 second commercial that explains the e benefits website that is available to veterans for them to access the military and va benefits that they have earned and deserved anytime day or night.
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NATIONAL BROADCASTERS	Commercial Time	02/01/2013-2/28/2013	6A-MIDNIGHT KKOW-AM KKOW-FM	30 SEC 71x aired 75x aired	A 30 second commercial from the national association of broadcasters that explains that no matter what broadcasters are there whether it is for the good or bad. It also states that in events that change our lives that Americans still choose broadcast television and radio over any other media combined.
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AARP HELP LOVED ONES	Commercial Time	3/1/2013-3/31/2013	6A-MIDNIGHT KKOW-AM KKOW-FM	1 MIN 25x aired 26x aired	A 1 min commercial explaining how difficult it can be caring for an elderly loved one. the commercial also explains that the AARP has also created a group of experts and other care givers that offers advice, tips,
			SEE ATTACHED FOR ACTUAL RUN TIMES		
ADHD	Commercial Time	3/1/2013-3/31/2013	6A-MIDNIGHT KKOW-AM KKOW-FM	30 SEC 30x aired 33x aired	A 30 second commercial explaining ADHD and that if you are diagnosed as a child you most likely still have it as an adult. The commercial urges listeners to take the quiz at ownyouradhd .com to recognize some of the symptoms and to talk to
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AGE RELEATED MACULAR DEGENERATION	Commercial Time	3/1/2013-3/31/2013	6A-MIDNIGHT KKOW-AM KKOW-FM	1 MIN 29x aired 24x aired	A 60 second commercial that explains the symptoms of AMD. The commercial also explains that it is the leading cause of blindness of people 55 and older and that there is treatment options to and preventive measures that can be taken to protect your vision.
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BRUSH TEETH	Commercial Time	3/1/2013-3/31/2013	6A-MIDNIGHT KKOW-AM KKOW-FM	30 SEC 32x aired 31x aired	A 30 second commercial that reminds listeners that children need to brush their teeth twice for two minutes a day. It also states that there are fun 2 minute videos at 2min2x.org that your kids can watch while brushing.
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CAR SEAT SAFETY	Commercial Time	3/1/2013-3/31/2013	6A-MIDNIGHT KKOW-AM KKOW-FM	30 SEC 32x aired 31x aired	A 30 second commercial from the national traffic safety administration and the ad council that reminds you that you should choose a car seat the fits your child properly based on age and size. Also states that you can visit safercar.gov for more information.
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COOK MEAT FULLY	Commercial Time	3/1/2013- 3/31/2013	6A-MIDNIGHT KKOW-AM KKOW-FM	30 SEC 32x aired 30x aired	A 30 second commercial from the USDA, HHS, and the ad council, explaining that you need to use a meat thermometer when cooking because you can't hear or see if meat is undercooked and may still contain bacteria. Commercial also explains that nearly 3000 Americans die from Food poisoning every year.
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FEED THE PIG	Commercial Time	3/1/2013- 3/31/2013	6A-MIDNIGHT KKOW-AM KKOW-FM	30 SEC 31x aired 30x aired	A 30 second commercial from the American Institute of Certified Accountants and the AD Council explaining that you should save and plan ahead for the future. Also explains that there is a list and tips to save on the website <a href="http://feedthepig.org">feedthepig.org</a>
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FINANCIAL HELP	Commercial Time	3/1/2013- 3/31/2013	6A-MIDNIGHT KKOW-AM KKOW-FM	1 MIN 28x aired 25x aired	A 60 second commercial from the National Foundation of Credit Counseling. explaining that there is help for those who need financial help. The commercial explains that the NFCC is made up of local nonprofit and low cost agencies offering budgeting and money management services.
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GET A FISHING LICENSE	Commercial Time	3/1/2013- 3/31/2013	6A-MIDNIGHT KKOW-AM KKOW-FM	1 MIN 26x aired 27x aired	A 60 second commercial that reminds listeners that it is required to get a fishing license and register their boat before going fishing. it also explain that registering helps local conservation efforts protect the wildlife in your area.
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GET YOUR GED	Commercial Time	3/1/2013- 3/31/2013	6A-MIDNIGHT KKOW-AM KKOW-FM	30 SEC 20x aired 21x aired	A 30 second commercial explaining the benefits of getting your GED if you didn't graduate high school and how it is never too late to go back.
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QUIT SMOKING	Commercial Time	3/1/2013- 3/31/2013	6A-MIDNIGHT KKOW-AM KKOW-FM	30 SEC 31x aired 31x aired	A 30 second commercial from the Department of Health and Human Services and the CDC that has different people's explaining the reasons why they quit smoking and that the listener should as well.
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SELECTIVE SERVICE	Commercial Time	3/1/2013- 3/31/2013	6A-MIDNIGHT KKOW-AM KKOW-FM	30 SEC 32x aired 30x aired	A 30 second commercial that explains the selective service and reminds listeners that it is a requirement for guys to still register with the selective service.
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STOP BULLIES	Commercial Time	3/1/2013- 3/31/2013	6A-MIDNIGHT KKOW-AM KKOW-FM	30 SEC 29x aired 32x aired	A 30 second commercial from the national education association that explains that adults have the power to stop bullying in schools and that it is their responsibility to stand up for children that are bullied.
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STOP SPORTS INJURIES	Commercial Time	3/1/2013- 3/31/2013	6A-MIDNIGHT KKOW-AM KKOW-FM	30 SEC 25x aired 38x aired	A 60 second commercial that explains what sports injuries are increasing with children. The commercial explains that when a child repeats the same activities time after time day after day it can cause the need for surgery to repair any damage done by over usage.
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VETERANS BENEFITS	Commercial Time	3/1/2013- 3/31/2013	6A-MIDNIGHT KKOW-AM KKOW-FM	30 SEC 30x aired 33x aired	A 30 second commercial that explains the e benefits website that is available to veterans for them to access the military and va benefits that they have earned and deserved anytime day or night.
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NATIONAL BROADCASTERS	Commercial Time	3/1/2013- 3/31/2013	6A-MIDNIGHT KKOW-AM KKOW-FM	30 SEC 122x aired 120xaired	A 30 second commercial from the national association of broadcasters that explains that no matter what broadcasters are there whether it is for the good or bad. It also states that in events that change our lives that Americans still choose broadcast television and radio over any other media combined.
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ZUMBATHON FOR MULTIPLE SCLEROSIS	Commercial Time	3/18/2013- 3/29/2013	6A-MIDNIGHT KKOW-AM KKOW-FM	30 SEC 10x aired 9x aired	A 30 second commercial bringing attention to listeners the fun walk and zumbathon going on Saturday March 30 <sup>th</sup> 10AM at Hutchinson field in Pittsburg to benefit the heartland boarder walk foundation for MS.
			SEE ATTACHED FOR ACTUAL RUN TIMES		
Colonial Fox Theatre	Commercial Time	3/24/2013- 3/25/2013	6A-MIDNIGHT KKOW-AM KKOW-FM	30 SEC 2x aired 1x aired	A 30 second commercial asking listeners to attend the antique and consignment auction at benefiting the colonial fox theatre on April 27th.
			SEE ATTACHED FOR ACTUAL RUN TIMES		