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		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	ба-бр	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	3 8:03 AM	7 minutes	Interviewed Emily Krysztof (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.

There follows a listing of some of the significant issues responded to by KKOW 860 AM, Pittsburg KS...

KKOW 96.9 FM, Pittsburg KS... along with the most significant programming treatment of those issues for the period 01/01/2013 - 03/31/2013. The listing is by no means exhaustive. The order in which the issues appear does not reflect any priority or significance.

Description of Issue	e 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 SEE ATTACHED FOR ACTUAL RUN TIMES	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.
ADHD	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 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.
AGE RELEATED MACULAR DEGENERATION	Commercial Time	01/01/2013- 1/31/2013	6A-MIDNIGHT KKOW-AM KKOW-FM SEE ATTACHED FOR ACTUAL RUN TIMES	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.
BRUSH TEETH	Commercial Time	01/01/2013- 1/31/2013	6A-MIDNIGHT KKOW-AM KKOW-FM SEE ATTACHED FOR ACTUAL RUN TIMES	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.

CAR SEAT SAFETY	Commercial Time	01/01/2013- 1/31/2013	6A-MIDNIGHT KKOW-AM	30 SEC 29x aired	A 30 second commercial from the national traffic safety administration
			KKOW-FM	31x aired	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
			SEE ATTACHED FOR ACTUAL RUN TIMES		visit safercar.gov for more information.
COOK MEAT FULLY	Commercial	01/01/2013-	6A-MIDNIGHT	30 SEC	A 30 second commercial from the
	Time	1/31/2013	KKOW-AM	31x aired	USDA, HHS, and the ad council,
			KKOW-FM	31x aired	explaining that you need to use a meat thermometer when cooking
					because you can't hear or see if mea
					is undercooked and may still contain bacteria. Commercial also explains
					that nearly 3000 Americans die from
		······································	SEE ATTACHED FOR ACTUAL RUN TIMES	· · · · · · · · · · · · · · · · · · ·	Food poisoning every year.
FEED THE PIG	Commercial	01/01/2013-	6A-MIDNIGHT	30 SEC	A 30 second commercial from the
	Time	1/31/2013	KKOW-AM	30x aired	American Institute of Certified
			KKOW-FM	30x aired	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
			SEE ATTACHED FOR ACTUAL RUN TIMES		save on the website feedthepig.org
		04/04/0000			
FINANCIAL HELP	Commercial Time	01/01/2013- 1/31/2013	6A-MIDNIGHT KKOW-AM	1 MIN 27x aired	A 60 second commercial from the National Foundation of Credit
	ime	1/31/2013	KKOW-AM KKOW-FM	23x aired	Counseling. explaining that there is
			KKOW TW	25x dired	help for those who need financial
					help. The commercial explains that
					the NFCC is made up of local
			SEE ATTACHED		nonprofit and low cost agencies
			FOR ACTUAL RUN TIMES		offering budgeting and money management services.
CET A CICLUMIC	C	01/01/2012		4 8 8 4 8 1	A CO second commercial that
GET A FISHING LICENSE	Commercial Time	01/01/2013- 1/31/2013	6A-MIDNIGHT KKOW-AM	1 MIN 26x aired	A 60 second commercial that reminds listeners that it is required
LICEITUL	inic	1,01,2013	KKOW-AW	27x aired	to get a fishing license and register
					their boat before going fishing. it
					also explain that registering helps
			SEE ATTACHED FOR ACTUAL RUN TIMES		local conservation efforts protect the wildlife in your area.

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 is their responsibility to stand up fo 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 tim 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.

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AARP HELP LOVED ONES	Commercial Time	02/01/2013- 2/28/2013	6A-MIDNIGHT KKOW-AM KKOW-FM SEE ATTACHED FOR ACTUAL RUN TIMES	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.
ADHD	Commercial Time	02/01/2013- 2/28/2013	6A-MIDNIGHT KKOW-AM KKOW-FM SEE ATTACHED FOR ACTUAL RUN TIMES	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.
AGE RELEATED MACULAR DEGENERATION	Commercial Time	02/01/2013- 2/28/2013	6A-MIDNIGHT KKOW-AM KKOW-FM SEE ATTACHED FOR ACTUAL RUN TIMES	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.
BRUSH TEETH	Commercial Time	02/01/2013- 2/28/2013	6A-MIDNIGHT KKOW-AM KKOW-FM SEE ATTACHED FOR ACTUAL RUN TIMES	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.

CAR SEAT SAFETY	Commercial Time	02/01/2013- 2/28/2013	6A-MIDNIGHT KKOW-AM KKOW-FM SEE ATTACHED FOR ACTUAL RUN TIMES	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 the fits your child properly based on age and size. Also states that you can visit safercar.gov for more information.
COOK MEAT FULLY	Commercial Time	02/01/2013- 2/28/2013	6A-MIDNIGHT KKOW-AM KKOW-FM SEE ATTACHED FOR ACTUAL RUN TIMES	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.
FEED THE PIG	Commercial	02/01/2013-	6A-MIDNIGHT	30 SEC	A 30 second commercial from the
	Time	2/28/2013	KKOW-AM KKOW-FM	28x aired 27x aired	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
			SEE ATTACHED FOR ACTUAL RUN TIMES		save on the website feedthepig.org
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
			SEE ATTACHED FOR ACTUAL RUN TIMES		offering budgeting and money management services.
GET A FISHING	Commercial	02/01/2013-	6A-MIDNIGHT	1 MIN	A 60 second commercial that
LICENSE	Time	2/28/2013	KKOW-AM KKOW-FM	24x aired 24x aired	reminds listeners that it is required to get a fishing license and register their boat before going fishing. it also explain that registering helps
			SEE ATTACHED FOR ACTUAL RUN TIMES		local conservation efforts protect the wildlife in your area.
GET YOUR GED	Commercial	02/01/2013-	6A-MIDNIGHT	30 SEC	A 30 second commercial explaining
	Time	2/28/2013	KKOW-AM KKOW-FM	24x aired 27x aired	the benefits of getting your GED if you didn't graduate high school and
			SEE ATTACHED FOR ACTUAL RUN TIMES		how it is never too late to go back.

QUIT SMOKING	Commercial Time	02/01/2013- 2/28/2013	6A-MIDNIGHT KKOW-AM	30 SEC 26x aired	A 30 second commercial from the Department of Health and Human
			KKOW-FM	27x aired	Services and the CDC that has different people's explaining the reasons why they quit smoking and
			SEE ATTACHED FOR ACTUAL RUN TIMES	**************************************	that the listener should as well.
SELECTIVE	Commercial	02/01/2013-	6A-MIDNIGHT	30 SEC	A 30 second commercial that
SERVICE	Time	2/28/2013	KKOW-AM	27x aired	explains the selective service and
			KKOW-FM	27x aired	reminds listeners that it is a
			SEE ATTACHED FOR ACTUAL RUN TIMES		requirement for guys to still register with the selective service.
STOP BULLIES	Commercial	02/01/2013-	6A-MIDNIGHT	30 SEC	A 30 second commercial from the
STOP BOLLIES	Time	2/28/2013	KKOW-AM	27x aired	national education association that
	Time	2, 20, 2010	KKOW-FM	26x aired	explains that adults have the power to stop bullying in schools and that it
			SEE ATTACHED FOR ACTUAL RUN TIMES		is their responsibility to stand up for children that are bullied.
CTOD CDODTC	C	02/01/2012		20.550	A COd
STOP SPORTS	Commercial Time	02/01/2013- 2/28/2013	6A-MIDNIGHT	30 SEC 26x aired	A 60 second commercial that explains what sports injuries are
INJUNIES	inne	2/26/2013	KKOW-FM	22x aired	increasing with children. The commercial explains that when a child repeats the same activities time after time day after day it can cause
			SEE ATTACHED FOR ACTUAL RUN TIMES		the need for surgery to repair any damage done by over usage.
VETERANS	Commercial	02/01/2013-	6A-MIDNIGHT	30 SEC	A 30 second commercial that
BENEFITS	Time	2/28/2013	KKOW-AM	26x aired	explains the e benefits website that
			KKOW-FM	27x aired	is available to veterans for them to access the military and va benefits
			SEE ATTACHED FOR ACTUAL RUN TIMES		that they have earned and deserved anytime day or night.
NATIONAL	Commercial	02/01/2013-	6A-MIDNIGHT	30 SEC	A 30 second commercial from the
BROADCASTERS	Time	2/28/2013	KKOW-AM KKOW-FM	71x aired 75x aired	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
			SEE ATTACHED FOR ACTUAL RUN TIMES		broadcast television and radio over any other media combined.

AARP HELP LOVED	Commercial	3/1/2013-	6A-MIDNIGHT	1 MIN	A 1 min commercial explaining how
ONES	Time	3/31/2013	KKOW-AM	25x aired	difficult it can be caring for an elderly
			KKOW-FM	26x aired	loved one. the commercial also
			SEE ATTACHED		explains that the AARP has also
			FOR ACTUAL		created a group of experts and other
			RUN TIMES		care givers that offers advice, tips,
ADHD	Commercial	3/1/2013-	6A-MIDNIGHT	30 SEC	A 30 second commercial explaining
ADIID	Time	3/31/2013	KKOW-AM	30x aired	ADHD and that if you are diagnosed
	Tittle	3,31,2313	KKOW-FM	33x aired	as a child you most likely still have it
				33	as an adult. The commercial urges
			SEE ATTACHED		listeners to take the quiz at
			SEE ATTACHED FOR ACTUAL		ownyouradhd .com to recognize
			RUN TIMES		some of the symptoms and to talk to
AGE RELEATED	Commercial	3/1/2013-	6A-MIDNIGHT	1 MIN	A 60 second commercial that
MACULAR	Time	3/31/2013	KKOW-AM	29x aired	explains the symptoms of AMD. The
DEGENERATION	11110	3,31,2013	KKOW-FM	24x aired	commercial also explains that it is
DECENTER (TO)				z m un cu	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
			SEE ATTACHED FOR ACTUAL		protect your vision.
		w	RUN TIMES		
DDIICH TEETH	Carranavaial	2/1/2012		20.556	A 30 second commercial that
BRUSH TEETH	Commercial	3/1/2013-	6A-MIDNIGHT	30 SEC	
	Time	3/31/2013	KKOW-AM	32x aired	reminds listeners that children need
			KKOW-FM	31x aired	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
			SEE ATTACHED		· ·
			FOR ACTUAL		while brushing.
			RUN TIMES		
CAR SEAT SAFETY	Commercial	3/1/2013-	6A-MIDNIGHT	30 SEC	A 30 second commercial from the
	Time	3/31/2013	KKOW-AM	32x aired	national traffic safety administration
			KKOW-FM	31x aired	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
			SEE ATTACHED FOR ACTUAL		information.

COOK MEAT FULLY	Commercial Time	3/1/2013- 3/31/2013	6A-MIDNIGHT KKOW-AM KKOW-FM SEE ATTACHED FOR ACTUAL RUN TIMES	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.
FEED THE PIG	Commercial Time	3/1/2013- 3/31/2013	6A-MIDNIGHT KKOW-AM KKOW-FM SEE ATTACHED FOR ACTUAL RUN TIMES	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 feedthepig.org
FINANCIAL HELP	Commercial Time	3/1/2013- 3/31/2013	6A-MIDNIGHT KKOW-AM KKOW-FM SEE ATTACHED FOR ACTUAL RUN TIMES	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.
GET A FISHING LICENSE	Commercial Time	3/1/2013- 3/31/2013	GA-MIDNIGHT KKOW-AM KKOW-FM SEE ATTACHED FOR ACTUAL RUN TIMES	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.
GET YOUR GED	Commercial Time	3/1/2013- 3/31/2013	6A-MIDNIGHT KKOW-AM KKOW-FM SEE ATTACHED FOR ACTUAL RUN TIMES	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.

QUIT SMOKING	Commercial Time	3/1/2013- 3/31/2013	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	3/1/2013- 3/31/2013	6A-MIDNIGHT KKOW-AM KKOW-FM SEE ATTACHED FOR ACTUAL RUN TIMES	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 registe with the selective service.
STOP BULLIES	Commercial Time	3/1/2013- 3/31/2013	6A-MIDNIGHT KKOW-AM KKOW-FM SEE ATTACHED FOR ACTUAL RUN TIMES	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 is their responsibility to stand up for children that are bullied.
STOP SPORTS INJURIES	Commercial Time	3/1/2013- 3/31/2013	6A-MIDNIGHT KKOW-AM KKOW-FM SEE ATTACHED FOR ACTUAL RUN TIMES	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 tir after time day after day it can caus the need for surgery to repair any damage done by over usage.
VETERANS BENEFITS	Commercial Time	3/1/2013- 3/31/2013	6A-MIDNIGHT KKOW-AM KKOW-FM SEE ATTACHED FOR ACTUAL RUN TIMES	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 deserve anytime day or night.
NATIONAL BROADCASTERS	Commercial Time	3/1/2013- 3/31/2013	GA-MIDNIGHT KKOW-AM KKOW-FM SEE ATTACHED FOR ACTUAL RUN TIMES	30 SEC 122x aired 120xaired	A 30 second commercial from the national association of broadcaste that explains that no matter what broadcasters are there whether it for the good or bad. It also states that in events that change our live that Americans still choose broadcast television and radio over any other media combined.

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
ZUMBATHON	Commercial	3/18/2013-	6A-MIDNIGHT	30 SEC	A 30 second commercial bringing
FOR MULTIPLE	Time	3/29/2013	KKOW-AM	10x aired	attention to listeners the fun walk
SCLEROSIS			KKOW-FM	9x aired	and zumbathon going on Saturday
					March 30 th 10AM at Hutchinson field
			CCC ATTACUED		in Pittsburg to benefit the heartland
			SEE ATTACHED FOR ACTUAL	1	boarder walk foundation for MS.
			RUN TIMES	·····	
Colonial Fox	Commercial	3/24/2013-	6A-MIDNIGHT	30 SEC	A 30 second commercial asking
Theatre	Time	3/25/2013	KKOW-AM	2x aired	listeners to attend the antique and
		,,	KKOW-FM	1x aired	consignment auction at benefiting
			SEE ATTACHED FOR ACTUAL RUN TIMES)	the colonial fox theatre on April 27th.