

KKOW - FM ----- 1st Quarter Issues Programing --- 2014

1. Local Weather
2. Local News
3. Community Events
  
5. Education
6. Health and Fitness
7. Financial Literacy
8. Travel Safety
9. Adoption/Parenting
10. Autism
11. Unemployment
12. Health Insurance
13. Ecological Impact
14. Charitable Giving

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 1/1/2014 - 3/31/2014. The listing is by no means exhaustive. The order in which the PSAs  
 appear does not reflect any priority or significance.

Description of PSA	Program / Segment	Date	Time	Duration	Narration of Type and Description of Program / Segment
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ADOPTION Mother Meditation and Father Meditation COMM CAL	COMMERCIAL TIME	1/1/2014- 3/31/2014	MID-MID KKOW-AM KKOW-FM	60 SECONDS DID NOT AIR ROTATED EQUALLY WITH OTHER COM. CAL. IN DATE	There are 104,000 children currently in the foster care system waiting for a family. This campaign aims to significantly increase the awareness of the urgent need for parents to provide loving, permanent homes for these children.
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~ 108

TEXTING AND DRIVING PREVENTION Concentration COMM CAL	COMMERCIAL TIME	1/1/2014- 3/31/2014	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 dangerous, but do it anyway. The PSAs communicate to teens and young adults that when you text and drive, you are not multitasking, but essentially driving blind. By taking your eyes off the road, even for a few seconds, you are making the road less safe for you, your passengers, and other drivers.
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~ 102

Scuts 90 days

FINANCIAL LITERACY	COMMERCIAL TIME	1/1/2014-3/31/2014	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. The Feed the Pig campaign aims to empower this group to take charge of their personal finances by living within their means and saving for long-term financial security.
ACTING LIKE A GROWNUP COMM CAL				~108	

DROPOUT PREVENTION	COMMERCIAL TIME	1/1/2014-3/31/2014	MID-MID KKOW-AM KKOW-FM	60 SECONDS DID NOT AIR ROTATED EQUALLY WITH OTHER COM. CAL. IN DATE	Each school day, 7,000 young men and women give up on their high school education and, in many cases, on themselves. The campaign's goal is to raise awareness of the dropout crisis and provide people with ways they can support teens in their community stay in school and graduate.
OBAMA COMM CAL				~108	

CHILDHOOD OBESITY PREVENTION COMM CAL	COMMERCIAL TIME	1/1/2014-3/31/2014	MID-MID KKOW-AM KKOW-FM	60 SECONDS DID NOT AIR ROTATED EQUALLY WITH OTHER COM. CAL. IN DATE	Today, nearly 1 in 3 children in America are overweight or obese, and overweight youth are at greater risk for numerous health consequences. A series of PSAs encourages American families everywhere to learn how to stay healthy by making family time healthy time. The PSAs direct audiences to "search We Can! online" to find doable tips and activities for ways parents and kids can get healthy together. The We Can! website can be found at <a href="http://www.nih.gov/wecan">www.nih.gov/wecan</a> .
				~108	

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.
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LOCAL WEATHER	MON-SUN	MON-SUN	6A-MID	30 SEC 2x PER HR	Our local weather coverage, informs and protects area residents. Up-to-the-minute, Live weather coverage.
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Polar Bear Plunge Special Olympics	All Dayparts	1/20/2014- 2/7/2014	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.
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St Jude Radioathon	All Dayparts	2/20/2014- 2/21/2014	6a-7p	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.
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 those issues for the period 1/1/2014 - 3/31/2014. The listing is by no means exhaustive. The order in which the issues  
 appear does not reflect any priority or significance.

Description of Issue	Program / Segment	Date	Time	Duration	Narration of Type and Description of Program / Segment
AUTISM 2014	COMMERCIAL TIME	1/1/2014-1/31/2014	MID-MID KKOW-AM KKOW-FM	60 SECONDS 25x aired 28x aired	A 60 second commercial explaining that not smiling by the age of 6 months is a symptom of autism. Commercial explains how parents can learn about more symptoms of autism by visiting <a href="http://autismspeaks.org">autismspeaks.org</a> or by visiting their doctor for an autism screening.
			SEE ATTACHED FOR ACTUAL RUN TIMES		
CAR SEAT SAFETY	COMMERCIAL TIME	1/1/2014-1/31/2014	MID-MID KKOW-AM KKOW-FM	30 SECONDS 30x aired DID NOT AIR	A 30 second commercial targeting parents and caregivers of children up to twelve years old. Reminding parents and caregivers to make sure they are properly securing their children in the best car restraint (rear facing, forward-facing, booster, seat belt) for their age and size. Directs the parents to <a href="http://www.safercar.gov/therightseat">www.safercar.gov/therightseat</a> for more information.
			SEE ATTACHED FOR ACTUAL RUN TIMES		
FAIR HOUSING ACT	COMMERCIAL TIME	1/1/2014-1/31/2014	MID-MID KKOW-AM KKOW-FM	30 SECONDS 32x aired DID NOT AIR	A 30 second commercial that explains it is illegal to discriminate in the renting or selling of a home because of race, color, religion, national origin, sex, familial status, or disability. Directs listeners who feel they may have been discriminated against to contact HUD at 1-800-669-9777.
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FIREADAPTED.ORG	COMMERCIAL	1/1/2014- 1/31/2014	MID-MID KKOW-AM KKOW-FM	30 SECONDS 31x aired DID NOT AIR	A 30 second commercial targeting Residents of communities that are within or adjacent to a fire-prone ecosystem. Every state in the nation has a significant number of communities that are at risk of damage by wildfire. This commercial raises awareness that individuals can play an essential role in preparing their homes and communities from the threat of wildfire by driving those individuals to <a href="http://www.fireadapted.org">www.fireadapted.org</a> in order to learn the steps to better prepare for a wildfire.
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GOODWILL.ORG	COMMERCIAL	1/1/2014- 1/31/2014	MID-MID KKOW -AM KKOW-FM	60 SECONDS 25x aired 27x aired	A 60 second commercial that educates audiences that their goods donations are not an end point; they are the beginning of job creation in their community. With the simple and informative tagline "Donate Stuff. Create Jobs.", the campaign provides a deeper understanding of the impact their donations have on their community.
SEE ATTACHED FOR ACTUAL RUN TIMES					

HIGH SCHOOL DROP OUT PREVENTION	COMMERCIAL TIME	1/1/2014- 1/31/2014	MID-MID KKOW-AM KKOW-FM	60 SECONDS 26x aired 26x aired	A 60 second commercial targeting parents of middle and high school students to raise awareness about the importance of consistent school attendance and the impact absences can have on academic outcomes. Through the campaign website <a href="http://www.BoostAttendance.org">www.BoostAttendance.org</a> , parents will be able to sign up for a free SMS based mobile text program that will help keep track of their child's absences and show the impact those absences can have on the student's math and reading scores and likelihood to graduate. The website also provides parents with information and resources to help ensure their children are in school every day.
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INSUREKIDS.ORG	COMMERCIAL TIME	1/1/2014- 1/31/2014	MID-MID KKOW-AM KKOW-FM	60 SECONDS 27x aired 25x aired	A 60 second commercial targeting parents who need assistance with their children healthcare. This commercial informs them that Medicaid and the Children's Health Insurance Program offer free or low cost health insurance for kids and teens, up to age 19. Covering checkups, immunizations, doctor and dentist visits, hospital care, mental health services, prescriptions, and more. Commercial directs parents to <a href="http://insurekidsnow.gov">insurekidsnow.gov</a> or to 877-kids-now for more information.
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NATIONAL ROSACEA SOCIETY	COMMERCIAL TIME	1/1/2014 - 1/31/2014	MID-MID KKOW-AM KKOW-FM	30 SECONDS 32x aired DID NOT AIR	A 30 second commercial that targets adults over 30 who have experienced facial redness. The commercial explains that the redness might be early stages of rosacea and describes that rosacea is a common life disruptive facial disorder that usually gets worse without medical help. Directs the listener to a dermatologist or to visit rosacea.org if they have noticed any of the symptoms.
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PHYSICAL ACTIVITY	COMMERCIAL TIME	1/1/2014- 1/31/2014	MID-MID KKOW-AM KKOW-FM	30 SECONDS 32x aired DID NOT AIR	A 30 second commercial aimed at directed toward parents and explains that the most important thing they can do for their children is make sure that their kids are active for at least 60 minutes per day. Commercial explains that studies show that physical activity not only helps kids stay healthy but can also enhance important skills like concentration and problem solving. Commercial directs parents to fitness.gov for more information.
SEE ATTACHED FOR ACTUAL RUN TIMES					

QUIT SMOKING 2014	COMMERCIAL TIME	1/1/2014 - 1/31/2014	MID-MID KKOW-AM KKOW-FM	30 SECONDS 30x aired	A 30 second commercial with a real story from a real person struggling to deal with the effects of smoking. The person in the commercial explains that her son has asthma that was triggered by secondhand some exposure. Directs listeners who wants help quitting to 1-800-quitnow.
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SAVE ENERGY	COMMERCIAL TIME	1/1/2014- 1/31/2014	MID-MID KKOW-AM KKOW-FM	60 SECONDS 28x aired 26X AIRED	A 60 second commercial targeting American home owners to raise awareness that by saving energy they can save money. Directs the listeners to energysavers.gov where they can learn about energy efficient actions they can take in the home.
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TEACHER RECRUITMENT	COMMERCIAL TIME	1/1/2014- 1/31/2014	MID-MID KKOW-AM KKOW-FM	30 SECONDS 32x aired DID NOT AIR	A 30 second commercial targeting high school, college students, and adults 18-54 encouraging listeners to elevate the national perception of teaching (among potential recruits and the general public) and establish teaching as a competitive career choice for top performing students.
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THE UNITED WAY	COMMERCIAL TIME	1/1/2014- 1/31/2014	MID-MID KKOW-AM KKOW-FM	30 SECONDS 31x aired DID NOT AIR	A 30 second commercial targeting all adults that are actively engaged in and committed to making a difference and improving the lives of others in their communities. Asks the adults to take a pledge to get involved and tutor a child who needs help, mentor a kid who needs someone on their side or volunteer to read to children. With the listeners help the United Way hopes to cut the number of high school dropout in half by 2018.
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VETERAN CRISIS HOTLINE	COMMERCIAL TIME	1/1/2014 - 1/31/2014	MID-MID KKOW-AM KKOW-FM	30 SECONDS 29x aired DID NOT AIR	A 30 second targeting all listeners explaining to talk with veterans and reach out when they notice a veteran in crisis. Commercial also targets veterans and their families and lets them know that the Veterans Crisis Hotline is available for support.
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WOUNDED WARRIOR PROJECT	COMMERCIAL TIME	1/1/2014- 1/31/2014	MID-MID KKOW-AM KKOW-FM	30 SECONDS 30x aired DID NOT AIR	A 30 second commercial that captures the struggle, bravery, and sacrifice made by our nation's heroes and our responsibility to support them as they return from war. Commercial explains the Warriors to Work program that helps returning veterans transition into a work environment. Explains that the program also helps companies find the right veteran for their company's needs.
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AUTISM 2014	COMMERCIAL TIME	2/1/2014 - 2/28/2014	MID-MID KKOW-AM KKOW-FM	60 SECONDS 24x aired 25x aired	A 60 second commercial explaining that not smiling by the age of 6 months is a symptom of autism. Commercial explains how parents can learn about more symptoms of autism by visiting <a href="http://autismspeaks.org">autismspeaks.org</a> or by visiting their doctor for an autism screening.
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THE UNITED WAY	COMMERCIAL TIME	2/1/2014 - 2/28/2014	MID-MID KKOW-AM KKOW-FM	30 SECONDS 27x aired DID NOT AIR	A 30 second commercial targeting all adults that are actively engaged in and committed to making a difference and improving the lives of others in their communities. Asks the adults to take a pledge to get involved and tutor a child who needs help, mentor a kid who needs someone on their side or volunteer to read to children. With the listeners help the United Way hopes to cut the number of high school dropout in half by 2018.
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WOUNDED WARRIOR PROJECT	COMMERCIAL TIME	2/1/2014 - 2/28/2014	MID-MID KKOW-AM KKOW-FM	30 SECONDS 27x aired DID NOT AIR	A 30 second commercial that captures the struggle, bravery, and sacrifice made by our nation's heroes and our responsibility to support them as they return from war. Commercial explains the Warriors to Work program that helps returning veterans transition into a work environment. Explains that the program also helps companies find the right veteran for their companies needs.
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AUTISM 2014	COMMERCIAL TIME	3/1/2014 - 3/31/2014	MID-MID KKOW-AM KKOW-FM	60 SECONDS 23x aired 30x aired	A 60 second commercial explaining that not smiling by the age of 6 months is a symptom of autism. Commercial explains how parents can learn about more symptoms of autism by visiting <a href="http://autismspeaks.org">autismspeaks.org</a> or by visiting their doctor for an autism screening.
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CAR SEAT SAFETY	COMMERCIAL TIME	3/1/2014 - 3/31/2014	MID-MID KKOW-AM KKOW-FM	30 SECONDS 31x aired DID NOT AIR	A 30 second commercial targeting parents and caregivers of children up to twelve years old. Reminding parents and caregivers to make sure they are properly securing their children in the best car restraint (rear-facing, forward-facing, booster, seat belt) for their age and size. Directs the parents to <a href="http://www.safercar.gov/therightseat">www.safercar.gov/therightseat</a> for more information.
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FAIR HOUSING ACT	COMMERCIAL TIME	3/1/2014 - 3/31/2014	MID-MID KKOW-AM KKOW-FM	30 SECONDS 31x aired DID NOT AIR	A 30 second commercial that explains it is illegal to discriminate in the renting or selling of a home because of race, color, religion, national origin, sex, familial status, or disability. Directs listeners who feel they may have been discriminated against to contact HUD at 1-800-669-9777.
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	TIME	3/31/2014	KKOW-AM	20x aired	
			KKOW-FM	20x aired	
SEE ATTACHED FOR ACTUAL RUN TIMES					

NATIONAL	COMMERCIAL	3/1/2014 -	MID-MID	30 SECONDS	A 30 second commercial that targets adults over 30 who have experienced facial redness. The commercial explains that the redness might be early stages of rosacea and describes that rosacea is a common life disruptive facial disorder that usually gets worse without medical help. Directs the listener to a dermatologist or to visit rosacea.org if they have noticed any of the symptoms.
ROSACEA SOCIETY	TIME	3/31/2014	KKOW-AM	31x aired	
			KKOW-FM	DID NOT AIR	
SEE ATTACHED FOR ACTUAL RUN TIMES					

PHYSICAL ACTIVITY	COMMERCIAL	3/1/2014 -	MID-MID	30 SECONDS	A 30 second commercial aimed at directed toward parents and explains that the most important thing they can do for their children is make sure that their kids are active for at least 60 minutes per day. Commercial explains that studies show that physical activity not only helps kids stay healthy but can also enhance important skills like concentration and problem solving. Commercial directs parents to fitness.gov for more information.
	TIME	3/31/2014	KKOW-AM	31x aired	
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QUIT SMOKING 2014	COMMERCIAL TIME	3/1/2014 - 3/31/2014	MID-MID KKOW-AM KKOW-FM	30 SECONDS 31x aired DID NOT AIR	A 30 second commercial with a real story from a real person struggling to deal with the effects of smoking. The person in the commercial explains that her son has asthma that was triggered by secondhand some exposure. Directs listeners who wants help quitting to 1-800-quitnow.
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SAVE ENERGY	COMMERCIAL TIME	3/1/2014 - 3/31/2014	MID-MID KKOW-AM KKOW-FM	60 SECONDS 23x aired 18X AIRED	A 60 second commercial targeting American home owners to raise awareness that by saving energy they can save money. Directs the listeners to energysavers.gov where they can learn about energy efficient actions they can take in the home.
			SEE ATTACHED FOR ACTUAL RUN TIMES		

TEACHER RECRUITMENT	COMMERCIAL TIME	3/1/2014 - 3/31/2014	MID-MID KKOW-AM KKOW-FM	30 SECONDS 31x aired DID NOT AIR	A 30 second commercial targeting high school, college students, and adults 18-54 encouraging listeners to elevate the national perception of teaching (among potential recruits and the general public) and establish teaching as a competitive career choice for top performing students.
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THE UNITED WAY	COMMERCIAL TIME	3/1/2014 - 3/31/2014	MID-MID KKOW-AM KKOW-FM	30 SECONDS 31x aired DID NOT AIR	A 30 second commercial targeting all adults that are actively engaged in and committed to making a difference and improving the lives of others in their communities. Asks the adults to take a pledge to get involved and tutor a child who needs help, mentor a kid who needs someone on their side or volunteer to read to children. With the listeners help the United Way hopes to cut the number of high school dropout in half by 2018.
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WOUNDED WARRIOR PROJECT	COMMERCIAL TIME	3/1/2014 - 3/31/2014	MID-MID KKOW-AM KKOW-FM	30 SECONDS 31x aired DID NOT AIR	A 30 second commercial that captures the struggle, bravery, and sacrifice made by our nation's heroes and our responsibility to support them as they return from war. Commercial explains the Warriors to Work program that helps returning veterans transition into a work environment. Explains that the program also helps companies find the right veteran for their companies needs.
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JL HUTINSON SUMMER BALL LEAGUE	COMMERCIAL TIME	3/1/2014 - 3/31/2014	MID-MID KKOW-AM KKOW-FM	60 SECONDS 11x aired 14x aired	A 60 second commercial targeting parents and reminding them that Baseball season is right around the corner. Commercial tells parents that they can sign their kids up for ball league online at <a href="http://jlhutch.org">jlhutch.org</a> , the Pittsburg YMCA, or at Pittsburg schools. Mentions discount for early sign up and multiple kid discount.
SEE ATTACHED FOR ACTUAL RUN TIMES					

TEAM MALLORIE	COMMERCIAL TIME	3/1/2014 - 3/31/2014	MID-MID KKOW-AM KKOW-FM	30 SECOND 9x aired DID NOT AIR	A 30 second commercial bringing awareness to the 5k fun run and silent auction April 26th in Andover Central Park. Invites listeners to join Team Mallorie in walking, running, crawling, rolling, whatever to help fight leukemia. Encourages listeners to call Angela in Chanute for more info at 620-431-8524.
SEE ATTACHED FOR ACTUAL RUN TIMES					

# Q1 - 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-afternoons	Weekdays	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	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.

*Non holiday  
63-weekdays  
94.5 per cast  
378 minutes in Q1*

*90 days  
36 times a day  
3,240 minutes Q1*

*315 minutes Q1*