

## 2022 Quarter 2 Issues & Programs

### Created for the KUOA am public file August 15<sup>th</sup> 2022

1. Cinco de Mayo
2. COVID-19 Vaccine Clinic
3. Texting and Driving Prevention
4. Discovering Nature

Programs:

#### **1. Cinco de Mayo**

:30 sec Public Service Announcement aired 04/25-05/06 6am-12am

Created and aired a :30 sec PSA which aired M-F 6am-12am communicating the importance of following highway safety after celebrating Cinco de Mayo. No drinking & driving.

#### **2. Let's Get Vaccinated, Springdale AR**

15 min announcement on program which aired 06/17 & 06/20 F-M 7pm-9pm

Promoted & encouraged attendance to the Free summer event at the Springdale Public Library. Offering free at home COVID test, availability of 1st & 2nd doses. As well as promoted services provided by UAMS.

#### **3. Texting and Driving Prevention**

:30 sec Public Service Announcement aired M-F 04/01-5/31 6am-12am

Aired :30 sec PSA provided by the Ad Council communicating the importance of no texting and driving. Sponsored by the National Highway Traffic Safety Administration.

#### **4. Discovering Nature**

:30 sec Public Service Announcements aired 05/01-06/30 M-Su 6am-12am

Aired :30 sec PSA provided by the Ad Council communicating the importance of getting outside & being active.

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