

2018 Quarter 1 Issues & Programs

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Issues:

1. Artist support/local theatre
2. Athletic scholarships
3. Diabetes awareness
4. Fair Housing for renters

Programs:

1. Arts Rising event at Arts Center of the Ozarks, Springdale AR

:30 sec Public Service Announcements aired 2/15-2/24 2018

Created and aired a :30 sec PSA which aired M-Su 6a-12a, announcing annual event benefitting the ACO which supports art education through the public schools in addition to outreach of art inclusion for minorities. Had representative Kathleen Trotter in studio to speak about the ACO as well.

2. Red Tie Gala, Razorback Foundation University of Arkansas, Fayetteville

:30 sec Public Service Announcements aired 1/9-2/3 M-Su 6a-12a

In addition to having representatives from Razorback Foundation in studio to speak on what the Foundation supports, station aired :30 sec PSA for annual fundraiser "Red Tie Gala" which funds scholarship programs at the University of Arkansas allowing college access to HS students.

3. Diabetes reversal

:30 sec Public Service Announcements aired 2/22-3/31/18 M-Su 6a-12a

Ad Council provided PSA about risk of Diabetes and awareness, important in our local population from diet habits and increased Spanish speaking population who are at increased risk of diabetes.

4. HUD Equal Housing rights/renters

:30 sec Public Service Announcements aired 2/22-3/31/18

Ad Council provided PSA about tenants' rights and anti-discrimination laws protected classes for renting and how to report. This local area has a large increase in rental properties both in single family homes and multi-family units, many residents are newly relocated to the area and may be unaware of rights they have as prospective renters.