

2020 Quarter 1 Issues & Programs

Issues:

1. Food insecurity
2. Voting availability
3. Scholarships for Single Parents
4. Covid 19, flatten the curve

Programs:

1. West Ark Boy Scouts of Amercia

:30 sec Public Service Announcements aired 1/25/2020-2/6/2020

Created and aired a :30 sec PSA which aired M-Su 6a-12a, announcing the annual Scouting for Food week, members left bags on doorsteps for food collection & returned following Saturday to collect donations, PSA's aired to help encourage donations and participation along with awareness of pick up day.

2. Benton County Elections Commission

:30 sec Public Service Announcements aired 2/15-2020-3/2/2020 M-Su 6a-12a

Created and aired :30 sec PSA sharing information on how to participate in early voting locations and times to encourage voter turnout & awareness of election

3. Single Parent Scholarship Foundation

:30 sec Public Service Announcements aired 2/21/2020-3/10/2020 M-Su 6a-12a

Aired PSA for the Single Parent Scholarship Foundation to encourage applications for the seasons scholarships available for individuals to return to or continue their education as a single parent.

4. Covid 19

:30 sec Public Service Announcements aired 2/26-3/31/2020 *continued into Q2

Rotated 3 PSA's from COVID19 dot GOV encouraging 15 days to flatten the curve, hand washing and distance along with calling doctors if symptoms present and not going to medical facilities.