

KUOA

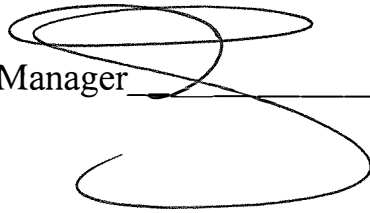
Fourth Quarter 2014 Issues and Programs

KUOA management has identified the following issues in our area:

1. Residential Burglary
2. Child Safety
3. Unemployment
4. Lack of Clothing

On the following page we have outlined programs on KUOA to address the issues.

Dan Storrs, General Manager



Date Filed

1/9/15

KUOA 2014- Quarter 4 Issues and Programs

Inserted into the KUOA Public File on January 7th, 2015

1. “Residential Burglary”

Variable length live announcements

October 5, 2014 through October 20, 2104

This special affairs program contained information for property owners on easy and effective ways to secure their property against burglary. It also contained information on what to look for with the upcoming holidays.

2. “Child Safety”

60 second recorded spots (which aired 250 times)

October 21, 2014 through November 21, 2014

During the holidays, especially Halloween, it is very important for parents to make sure their kids are safe. These 60 second spots contained tips for parents in regards to the holidays. We encouraged parents to not send kids out alone and to make sure they inspect candy before their children consume.

3. Unemployment

4 minute interview

Interview aired on November 25th and November 29th, 2014 at 1:30am and 5:30am. Public Affairs Program airs at throughout the month at 1:30am and 5:30am and is a four minute program. Dan Storrs interviews Janette Womack with Arkansas Workforce Services about the services this office provides to unemployed residents including help locating jobs, résumé preparation, job skill testing and tips to have a successful interview.

4. Lack of Clothing

Various live announcements/ Multiple 30 seconds commercials

Four minute public affairs program that airs at various times throughout the month. Nick Mason, along with staff, encouraged people to bring clothing to Hog Radio so that clothing could be donated to those in need. We promoted this on the radio Monday through Friday for the entire month of December. 30 second spots were aired between 10pm and 5am for the entire month of December