

KUOA 1290 (AM) Siloam Springs, AR

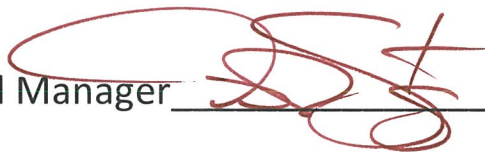
1st Quarter 2014 Issues and Programs

KUOA-AM's Management has identified the following issues in our area:

1. Warm clothing for persons of need
2. Funding Special Olympics
3. High School Dropout Rate
4. Underage drinking among college students

On the following page, we have outlined programs on KUOA-AM to address these issues.

Dan Storrs, General Manager



Date Filed

4/6/14

KUOA-AM 2014 – Quarter 1 Issues and Programs

Inserted into the KUOA-AM Public File on April 6, 2014

Programs:

1. “Spread the Warmth” Coat Drive

30 second recorded solicitation (which aired 300 times) in addition to live reads by air talent

January 7, 2014 through January 31, 2014

Solicitation of warm clothing and accessories resulted in over 1,000 donations which were distributed by the Compassion Center in Springdale to those in need throughout Northwest Arkansas

2. “Polar Plunge” fundraiser for Special Olympics

Variable length live announcements usually :30 or :60 seconds

January 27, 2014 through February 5, 2014

All air talent solicited participation of the community in the “Polar Plunge” event to raise funds for Special Olympics.

3. "High School Dropout Rate"

30 second live reads and 60 second recorded spots (which aired 140 times)

January 18, 2014 through February 1, 2014

The Hog Radio staff went to Siloam Springs, Arkansas to talk with some kids about how important it was to stay in school, then aired PSA's making listeners aware of the importance of receiving an education.

4. "The Risks of Underage Alcohol Consumption"

15 minutes

February 9, 2014 | 6:00 AM; March 23, 2014 | 6:00 AM

This special affairs program "KUOA Cares" directed at college students presented facts about the dangers of alcohol consumption supported by narratives of Fayetteville college students affected by underage alcohol consumption.