

2019 Quarter 2 Issues & Programs

Created for the KUOA-AM public file July 10th 2019

Issues:

1. Hygiene donations
2. Handicap children outreach
3. Tax filing services for low income
4. Senior Citizen care & fraud prevention

Programs:

1. Essentials Outreach, Hygiene supply drive

:30 sec Public Service Announcements aired 6/11-6/30/2019

Created and aired a :30 sec PSA which aired M-Su 6a-12a, announcing benefits and services provided by Essentials Outreach covering all the listening area. Messaging specifically alerted audience to the donation location for supplies to be dispersed in the rural areas to those in need.

2. Horses For Healing, Annual Golf tournament fundraiser

:30 sec Public Service Announcements aired 4/13-4/21/2019 M-Su 6a-12a

Annual event was promoted encouraging listeners to participate in the tournament. Message included how Horses For Healing serves the local community of handicap children through therapy horse riding.

3. United Way NW Arkansas, free tax filing services

:30 sec Public Service Announcements aired 3/1-4/11-19 M-Su 6a-12a

Aired PSA for the local United Way helping to make local audience aware of their tax provider services to lower income households with tax professionals who donate their services & files taxes for families and individuals at no cost.

4. Attorney General of Arkansas, Senior services day in Bentonville

:30 sec Public Service Announcements aired 4/21/4/30/19

Created & produced PSA alerting the public that the Attorney General was hosting a satellite office day in Benton County offering presentations & services for awareness for our Senior community on the prevention of fraud and how they can protect themselves from scams.