

**Created for the KUOA-am public file April 10<sup>th</sup> 2019**

Issues:

1. Single parent education assistance
2. Hunger in NW Arkansas
3. Education options
4. Bilingual local help & assistance

Programs:

**1. Single Parent Scholarship Foundation, scholarship application deadlines**

:30 sec Public Service Announcements aired 1/15-3/10/2019

Created and aired a :30 sec PSA which aired M-Su 6a-12a, announcing benefits and services provided by Single Parent Scholarship foundation covering all the listening area. Messaging specifically alerted audience to the deadline for summer semester scholarships & special education assistance for medical professions.

**2. WestArk Boy Scouts, "Scouting for Food" drive & collection**

:30 sec Public Service Announcements aired 1/27-2/9/19 M-Su 6a-12a

Annual event was promoted the local scout troops dropping off food collection bags and directed audience to fill & place donations out for collection the following weekend and alert those who missed getting a bag that scouts would be collecting donations at area Harps Grocery stores. Station also promoted event on Facebook page and encouraged donations of food.

**3. School Choice Expo, Springdale Convention Center March 10<sup>th</sup> event**

:30 sec Public Service Announcements aired 1/9-1/12-19 M-Su 6a-12a

Created and produced PSA for the school choice expo that had area home school, charter school and more participate for families to attend and learn of the variety of educational options available in NW Arkansas.

**4. United Way of NWA, 211 information help**

:30 sec Public Service Announcements aired 3/1-3/31

Created & produced PSA alerting the public that the 211 help line was back in service and available 24/7 and offered information and assistance in English & Spanish to area residents on local resources available and how to access them.