

ISSUES AND PROGRAMS REPORT

KGBB 103.9 BOB-FM

FEBRUARY 2015 - 1st QUARTER

- 1. FOOD ALLERGY**
- 2. FRUITS AND VEGGIES**
- 3. HEALTH AWARENESS**
- 4. ENDANGERED ANIMALS**
- 5. PROSTATE CANCER**
- 6. CHILD PASSENGER SAFETY**
- 7. RECYCLING**
- 8. MARCH OF DIMES**

1. FOOD ALLERGY_FARE (food allergy research & education)

- a. PSA OFFERS TIPS AND ADVICE WHEN HAVING FOOD ALLERGIES WHILE AT A RESTAURANT.**
- b. PSA's LINK: www.safeFARE.org**
- c. PSA WAS COVERED ON-AIR AND ON-LINE AT bobfm1039.com**
- d. :30 sec PSA AIR 2-3 TIMES WEEKLY**
- e. FEBRUARY 2015**

2. FRUITS & VEGGIES_Academy of Nutrition & Dietetics

- a. WHEN KIDS HAVE A SNAKE ATTACK, GIVE THEM SOMETHING HEALTHY**
- b. PSA's LINK: www.eatright.org**
- c. PSA WAS COVERED ON-AIR AND ON-LINE AT bobfm1039.com**
- d. :30 sec PSA AIR 2-3 TIMES WEEKLY**
- e. FEBRUARY 2015**

3. HEALTH AWARENESS_OAC

- a. PSA'S GOAL IT TO RAISE AWARENESS AND PROVIDE INFO TO PREVENT OBESITY**
- b. PSA's LINK: www.obesityactioncoalition.com**
- c. PSA WAS COVERED ON-AIR AND ON-LINE AT bobfm1039.com**
- d. :30 sec PSA AIR 2-3 TIMES WEEKLY**
- e. FEBRUARY 2015**

4. SAN DIEGO ZOO GLOBAL

- a. SDZG HAS PROGRAMS FOR ENDANGERED SPECIES**
- b. PSA's LINK: www.sandiegozoozglobal.org**
- c. PSA WAS COVERED ON-AIR AND ON-LINE AT bobfm1039.com**
- d. :30 sec PSA AIR 2-3 TIMES WEEKLY**
- e. FEBRUARY 2015**

5. PROSTATE CANCER_Your Prostate Your Decision

- a. THE IMPORTANCE OF MAKING AN INFORMED DECISION ABOUT THEIR TREATMENT**
- b. PSA's LINK: www.yourprostateyourdecision.com**
- c. PSA WAS COVERED ON-AIR AND ON-LINE AT bobfm1039.com**
- d. :60 sec PSA AIR 2-3 TIMES WEEKLY**
- e. FEBRUARY 2015**

6. CHILD PASSENGER SAFETY_Ad Council

- a. ITS IMPORTANT TO GET THE RIGHT SEAT FOR YOUR CHILD, BY AGE, SIZE AND WEIGHT**
- b. PSA's LINK: safercar.gov/therightseat**
- c. PSA WAS COVERED ON-AIR AND ON-LINE AT bobfm1039.com**
- d. :60 sec PSA AIR 2-3 TIMES WEEKLY**
- e. FEBRUARY 2015**

7. RECYCLING_Ad Council

- a. PSA'S PROMOTES RECYCLING AS A WAY TO GIVE MATERIALS ANOTHER LIFE.**
- b. PSA's LINK: www.iwanttoberecycled.org**
- c. PSA WAS COVERED ON-AIR AND ON-LINE AT bobfm1039.com**
- d. :60 sec PSA AIR 2-3 TIMES WEEKLY**
- e. FEBRUARY 2015**

8. MARCH OF DIMES

- a. THE FUNDS YOU HELP RAISE GOES TO PROGRAMS FOR BABIES**
- b. PSA's LINK: www.marchforbabies.org**
- c. PSA WAS COVERED ON-AIR AND ON-LINE AT bobfm1039.com**
- d. :60 sec PSA AIR 2-3 TIMES WEEKLY**
- e. FEBRUARY 2015**