

QUARTERLY ISSUES AND PROGRAMS

KLOA-AM 1240 KOOL GOLD

JAN-FEB 2014

1. CHILDHOOD ASTHMA
2. FINANCIAL LITERACY
3. AMERICAN HEART ASSOCIATION
4. VIETNAM VETERAN
5. CAREGIVER ASSISTANCE
6. TEACH

1. CHILDHOOD ASTHMA_US ENVIRONMENTAL PROTECTION AGENCY
 - a. STOP ASTHMA TIPS; CLEANING UP MILDEW AND MOLD IN YOUR HOME
 - b. FOR MOR INFO VISIT noasthma.org
 - c. PSA WAS COVERED ON-AIR AND ON-LINE AT 1240kloa.com
 - d. :30 sec PSA AIR 2-3 TIMES WEEKLY
 - e. JAN-FEB '14

2. FINANCIAL LITERACY_AMERICAN INSTITUTE OFCPAs
 - a. YOUNG ADULTS SPEND AND DON'T SAVE
 - b. FOR MORE INFO VISIT feedthepig.org
 - c. PSA WAS COVERED ON-AIR AND ON-LINE AT 1240kloa.com
 - d. :30 sec PSA AIR 2-3 TIMES WEEKLY
 - e. JAN-FEB '14

3. LESSONS IN LARD_AMERICAN HEART ASSOCIATION
 - a. PSA IS AIMED AT HELPING CONSUMERS UNDERSTAND THE DIFFERENT TYPES OF DIETARY FATS.
 - b. FOR MORE INFO VISIT www.heart.org/facethefacts
 - c. PSA WAS COVERED ON-AIR AND ON-LINE AT 1240kloa.com
 - d. :60 sec PSA AIR 2-3 TIMES WEEKLY
 - e. JAN-FEB '14

4. VIETNAM VETERANS_VIETNAM VETERANS MEMORIAL FUND

- a. THERE ARE STILL LOTS OF NAMES THAT HAVEN'T BEEN PUT ON THE MEMORIAL WALL.
- b. FOR MORE INFO VISIT vvmf.org
- c. PSA WAS COVERED ON-AIR AND ON-LINE AT 1240kloa.com
- d. :60 sec PSA AIR 2-3 TIMES WEEKLY
- e. JAN-FEB '14

5. CAREGIVER ASSISTANCE_AARP & AD COUNCIL

- a. ITS HARD TO TAKE CARE OF AN OLDER ADULT, BUT TOGETHER WE CAN BETTER CARE FOR OURSELVES AND THE ONES WE LOVE.
- b. FOR MORE INFO VISIT aarp/caregiving.org
- c. PSA WAS COVERED ON-AIR AND ON-LINE AT 1240kloa.com
- d. :60 sec PSA AIR 2-3 TIMES WEEKLY
- e. JAN-FEB '14

6. TEACHER RECRUITMENT_TEACH & AD COUNCIL

- a. PSA IS ENCOURAGING TALENTED, ENGAGING AND INNOVATIVE STUDENT TO CONSIDER THE TEACHING PROFESSION.
- b. FOR MORE INFO VISIT TEACH.org
- c. PSA WAS COVERED ON-AIR AND ON-LINE AT 1240kloa.com
- d. :60 sec PSA AIR 2-3 TIMES WEEKLY
- e. JAN-FEB '14