

## ISSUES AND PROGRAMS REPORT

### KLOA-AM 1240 CBS SPORTS

#### OCTOBER 2014 - 4th QUARTER

1. TEXTING AND DRIVING
2. HEALTH
3. ADOPTION
4. CREDIT COUNSELING
5. GOODWILL
6. CALPLUS
7. EDUCATION
8. VETERANS

1. WHAT STOPS YOU\_National Highway & Traffic Safety Ad
  - a. INFORMS LISTENERS OF THE MANY WAYS TO STOP TEXTING & DRIVING
  - b. PSA's LINK: [stoptextstopwrecks.org](http://stoptextstopwrecks.org)
  - c. PSA WAS COVERED ON-AIR AND ON-LINE AT [cbssportsradio1240.com](http://cbssportsradio1240.com)
  - d. :30 sec PSA AIR 2-3 TIMES WEEKLY
  - e. OCTOBER '14

2. HEALTH\_United Way & Ad Council
  - a. GREAT THINGS HAPPEN WITH A HEALTH COMMUNITY
  - b. PSA's LINK: [unitedway.org](http://unitedway.org)
  - c. PSA WAS COVERED ON-AIR AND ON-LINE AT [cbssportsradio1240.com](http://cbssportsradio1240.com)
  - d. :30 sec PSA AIR 2-3 TIMES WEEKLY
  - e. OCTOBER '14

3. ADOPTION\_Adopt US Kids & Ad Council
  - a. YOU DON'T HAVE TO BE PERFECT TO BE A PERFECT PARENT
  - b. PSA's LINK: [adoptUSkids.org](http://adoptUSkids.org)
  - c. PSA WAS COVERED ON-AIR AND ON-LINE AT [cbssportsradio1240.com](http://cbssportsradio1240.com)
  - d. :30 sec PSA AIR 2-3 TIMES WEEKLY
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4. SUPPORT\_National Foundation for Credit Counseling
  - a. ENCOURAGES LISTENERS TO CONTACT THE NFCC FOR TRUSTWORTHY HELP
  - b. PSA's LINK: [debtadvice.org](http://debtadvice.org)
  - c. PSA WAS COVERED ON-AIR AND ON-LINE AT [cbssportsradio1240.com](http://cbssportsradio1240.com)
  - d. :30 sec PSA AIR 2-3 TIMES WEEKLY
  - e. OCTOBER '14

5. GOODWILL\_Goodwill & Ad Council

- a. PSA'S MESSAGE IS "DONATE STUFF, CREATE JOBS"
- b. PSA's LINK: [goodwill.org](http://goodwill.org)
- c. PSA WAS COVERED ON-AIR AND ON-LINE AT [cbssportsradio1240.com](http://cbssportsradio1240.com)
- d. :60 sec PSA AIR 2-3 TIMES WEEKLY
- e. OCTOBER '14

6. CALPLUS\_California Broadcasting Association

- a. CALPLUS CAN HELP GET HOME LOANS.
- b. PSA's HOTLINE # 1-877-9-CALFHA
- c. PSA WAS COVERED ON-AIR AND ON-LINE AT [cbssportsradio1240.com](http://cbssportsradio1240.com)
- d. :60 sec PSA AIR 2-3 TIMES WEEKLY
- e. OCTOBER '14

7. EDUCATION\_California Teachers Association

- a. READING WITH YOUR CHILD CAN SPARK A LIFETIME OF LEARNING
- b. PSA WAS COVERED ON-AIR AND ON-LINE AT [cbssportsradio1240.com](http://cbssportsradio1240.com)
- c. :60 sec PSA AIR 2-3 TIMES WEEKLY
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8. VETERANS\_Paralyzed Veterans of America

- a. PVA CAN HELP VETERANS OBTAIN THE VA BENEFITS THEY HAVE EARNED
- b. PSA's LINK: [PVA.ORG](http://PVA.ORG)
- c. PSA WAS COVERED ON-AIR AND ON-LINE AT [cbssportsradio1240.com](http://cbssportsradio1240.com)
- d. :60 sec PSA AIR 2-3 TIMES WEEKLY
- e. OCTOBER '14