

ISSUES AND PROGRAMS REPORT

KLOA-AM 1240 CBS SPORTS

AUGUST 2014 - 3rd QUARTER

1. FEDERAL VOTING ASSISTANCE
2. ALZHEIMERS
3. HUMAN TRAFFIKING
4. CHILDREN'S VISION
5. QUIT SMOKING
6. FIRE PREVENTION
7. CAREGIVERS ASSISTANCE
8. DISABILITY

1. FEDERAL VOTING ASSISTANCE PROGRAM_FVAP

- a. FVAP ENSURE VOTERS ARE AWARE OF THEIR RIGHTS TO VOTE.
- b. PSA'S LINK: FVAP.gov
- c. PSA WAS COVERED ON-AIR AND ON-LINE AT cbssportsradio1240.com
- d. :30 sec PSA AIR 2-3 TIMES WEEKLY
- e. AUGUST-SEPTEMBER '14

2. ALZHEIMERS_Department of Health & Human Services

- a. PSA PROVIDES A LINK FOR CAREGIVERS THAT NEED HELP OR SUPPORT.
- b. PSA'S LINK: alzheimers.gov
- c. PSA WAS COVERED ON-AIR AND ON-LINE AT cbssportsradio1240.com
- d. :30 sec PSA AIR 2-3 TIMES WEEKLY
- e. AUGUST-SEPTEMBER '14

3. HUMAN TRAFFICING_Blue Campaign

- a. PSA AIMS TO RAISE THE PUBLIC'S AWARENESS ON HUMAN TRAFFIKING
- b. PSA'S LINK: www.hds.gov/bluecampaign
- c. PSA WAS COVERED ON-AIR AND ON-LINE AT cbssportsradio1240.com
- d. :30 sec PSA AIR 2-3 TIMES WEEKLY
- e. AUGUST-SEPTEMBER '14

4. CHILDRENS VISION_Department of Health & Human Services

- a. AFTER A SUMMER OF USING DIGITAL DEVICES, PARENTS SHOULD HAVE THEIR CHILDS' EYE'S CHECKED BEFORE SCHOOL.
- b. PSA'S LINK: aoa.org
- c. PSA WAS COVERED ON-AIR AND ON-LINE AT cbssportsradio1240.com
- d. :30 sec PSA AIR 2-3 TIMES WEEKLY
- e. AUGUST-SEPTEMBER '14

5. QUIT SMOKING_Department of Health & Human Services
 - a. THREE FORMER CIGARETTE SMOKERS SHARE TIPS ON WHAT HELPED THEM QUIT SMOKING.
 - b. PSA'S HOTLINE NUMBER: 1-800-QUIT NOW
 - c. PSA WAS COVERED ON-AIR AND ON-LINE AT cbssportsradio1240.com
 - d. :60 sec PSA AIR 2-3 TIMES WEEKLY
 - e. AUGUST-SEPTEMBER '14

6. FIRE PREVENTION_US Forest Service & The AD Council
 - a. WAYS TO PREVENT A WILDFIRE EMBER FROM BURNING YOUR HOME.
 - b. PSA'S LINK: fireadapted.org
 - c. PSA WAS COVERED ON-AIR AND ON-LINE AT cbssportsradio1240.com
 - d. :60 sec PSA AIR 2-3 TIMES WEEKLY
 - e. AUGUST-SEPTEMBER '14

7. CAREGIVERS ASSISTANCE_AARP & The AD Council
 - a. BEING A CAREGIVER IS HARD, PSA PROVIDES HELPFUL TIPS
 - b. PSA'S LINK: aarp.org/caregiving
 - c. PSA WAS COVERED ON-AIR AND ON-LINE AT cbssportsradio1240.com
 - d. :60 sec PSA AIR 2-3 TIMES WEEKLY
 - e. AUGUST-SEPTEMBER '14

8. DISABILITY_Disability Campaign
 - a. PSA ENCOURAGES LISTENERS WITH DISABILITIES TO KEEP PUSHING ON.
 - b. PSA'S LINK: disabilitycampaign.org
 - c. PSA WAS COVERED ON-AIR AND ON-LINE AT cbssportsradio1240.com
 - d. :60 sec PSA AIR 2-3 TIMES WEEKLY
 - e. AUGUST-SEPTEMBER '14