

QUARTERLY ISSUES AND PROGRAMS

KLOA-AM 1240 KOOL GOLD

FEB-MARCH 2014

1. ADOPT US KIDS
2. SMILES
3. VOLUNTEERS
4. DIGITAL LITERACY
5. TEAM SPOTS
6. AAOS
7. BEAR SIGHTINGS

1. ADOPT US KIDS_Health and Human Services & AD Council
 - a. YOU DON'T HAVE TO BE PERFECT TO BE A PERFECT PARENT.
 - b. FOR MORE OF HOW TO BE A FOSTER PARENT VISIT adoptUSkids.org
 - c. PSA WAS COVERED ON-AIR AND ON-LINE AT 1240kloa.com
 - d. :30 sec PSA AIR 2-3 TIMES WEEKLY
 - e. FEB-MARCH '14

2. SMILES_Autism Speaks & AD Council
 - a. NO BIG OR JOYFUL SMILES BY 6 MONTHS MAY BE A SIGN OF AUTISM.
 - b. LEARN MORE AT autismspeaks.org/signs
 - c. PSA WAS COVERED ON-AIR AND ON-LINE AT 1240kloa.com
 - d. :30 sec PSA AIR 2-3 TIMES WEEKLY
 - e. FEB-MARCH '14

3. VOLUNTEERS_United Way & AD Council
 - a. THERE ARE MANY WAYS A VOLUNTEER CAN HELP KIDS STAY IN SCHOOL
 - b. FOR MORE INFO VISIT unitedway.org
 - c. PSA WAS COVERED ON-AIR AND ON-LINE AT 1240kloa.com
 - d. :30 sec PSA AIR 2-3 TIMES WEEKLY
 - e. FEB-MARCH '14

4. DIGITAL LITERACY_Conect Compete & AD Council
 - a. THERE ARE MANY SITES TO LOOK AT IF YOUR JOB SEARCHING
 - b. FOR MORE INFO CALL 1-855-387-9166 OR VISIT everyoneon.org
 - c. PSA WAS COVERED ON-AIR AND ON-LINE AT 1240kloa.com
 - d. :60 sec PSA AIR 2-3 TIMES WEEKLY
 - e. FEB-MARCH '14

5. TEAM SPORTS_AD Council

- a. THE IMPORTANCE OF TEAM IN SCHOOL SPORTS
- b. PSA WAS COVERED ON-AIR AND ON-LINE AT 1240kloa.com
- c. :60 sec PSA AIR 2-3 TIMES WEEKLY
- d. FEB-MARCH '14

6. AMERICAN ACADEMY OF ORTHOPAEDIC SURGEONS

- a. PSA INFORMS LISTENERS PATIENTS TO BECOME PARTNERS WHEN VISITING A DOCTOR
- b. FOR MORE INFO VISIT orthoinfo.org/patientsafety
- c. PSA WAS COVERED ON-AIR AND ON-LINE AT 1240kloa.com
- d. :60 sec PSA AIR 2-3 TIMES WEEKLY
- e. FEB-MARCH '14

7. BEAR SIGHTINGS_US Forester & AD Council

- a. 9 OUT OF 10 WILD FIRES ARE CAUSED BY HUMANS
- b. FOR MORE INFO VISIT smokeybear.gov
- c. PSA WAS COVERED ON-AIR AND ON-LINE AT 1240kloa.com
- d. :60 sec PSA AIR 2-3 TIMES WEEKLY
- e. FEB-MARCH '14