

ISSUES AND PROGRAMS REPORT

KLOA-AM 1240 CBS SPORTS

NOVEMBER 2014 - 4th QUARTER

1. US MARINES
2. HISPANIC SCHOLARSHIP
3. HEALTH
4. EMERGENCY PREPAREDNESS
5. FAIR HOUSING
6. EMPLOYMENT
7. MAKING HOME AFFORDABLE
8. COMMUNITY

1. US MARINES

- a. EVERYDAY THE TAKE A STAND FOR OUR NATION, FOR US ALL
- b. PSA WAS COVERED ON-AIR AND ON-LINE AT cbssportsradio1240.com
- c. :30 sec PSA AIR 2-3 TIMES WEEKLY
- d. NOVEMBER '14

2. HISPANIC SCHOLARSHIP FOUNDATION_AD Council

- a. HSF HELPS YOUNG PEOPLE GET SCHOLARSHIPS
- b. PSA'S LINK: HSF.org
- c. PSA WAS COVERED ON-AIR AND ON-LINE AT cbssportsradio1240.com
- d. :30 sec PSA AIR 2-3 TIMES WEEKLY
- e. NOVEMBER '14

3. HEALTH_Get Covered America & Ad Council

- a. INFORMS LISTENERS OF AFFORDABLE WAYS TO GET HEALTH INSURANCE
- b. PSA'S LINK: getcoveredamerica.org
- c. PSA WAS COVERED ON-AIR AND ON-LINE AT cbssportsradio1240.com
- d. :30 sec PSA AIR 2-3 TIMES WEEKLY
- e. NOVEMBER '14

4. EMERGENCY PREPAREDNESS_FEMA & Ad Council

- a. PSA PROVIDES TIPS ON HOW TO PREPARE FOR AN EMERGENCY
- b. PSA'S LINK: ready.gov/kids
- c. PSA WAS COVERED ON-AIR AND ON-LINE AT cbssportsradio1240.com
- d. :30 sec PSA AIR 2-3 TIMES WEEKLY
- e. NOVEMBER '14

5. FAIR HOUSING_National Fair Housing Alliance

- a. PSA'S MESSAGE; "FAIR HOUSING IS YOUR RIGHT. USE IT"
- b. PSA'S LINK: HUD.gov/fairhousing
- c. PSA'S HOT LINE # 1-800-669-9777
- d. PSA WAS COVERED ON-AIR AND ON-LINE AT cbssportsradio1240.com
- e. :60 sec PSA AIR 2-3 TIMES WEEKLY
- d. NOVEMBER '14

6. EMPLOYMENT_Grad Of Life & Ad Council

- a. TODAY YOUNG ADULTS CAN STRENGTHEN THE ECONOMY
- b. PSA'S LINK: gradoflife.org
- c. PSA WAS COVERED ON-AIR AND ON-LINE AT cbssportsradio1240.com
- d. :60 sec PSA AIR 2-3 TIMES WEEKLY
- e. NOVEMBER '14

7. MAKING HOME AFFORDABLE_Ad Council

- a. MHA CAN HELP FAMILIES WITH THEIR MORTGAGES
- b. PSA'S LINK: makinghomeaffordable.gov
- c. PSA WAS COVERED ON-AIR AND ON-LINE AT cbssportsradio1240.com
- d. :60 sec PSA AIR 2-3 TIMES WEEKLY
- e. NOVEMBER '14

8. COMMUNITY_United Way & Ad Council

- a. GREAT THINGS CAN HAPPEN WHEN A COMMUNITY UNITES
- b. PSA'S LINK: unitedway.org
- c. PSA WAS COVERED ON-AIR AND ON-LINE AT cbssportsradio1240.com
- d. :60 sec PSA AIR 2-3 TIMES WEEKLY
- e. NOVEMBER '14