

ISSUES AND PROGRAMS REPORT

KLOA-AM 1240 CBS SPORTS

JUNE 2015 - 2nd QUARTER

1. Caregiver Assistant
2. Autism Awareness
3. Financial
4. Stroke Awareness
5. Employment
6. Heart Disease
7. Oral Health
8. Foreclosure Prevention

1. Caregiver Assistant_AARP & AD Council

- a. PSA DIRECTS LISTENERS TO A LINK TO GET TIPS, TOOLS AND RESOURCES
- b. PSA's LINK: AARP.org/caregiving
- c. PSA WAS COVERED ON-AIR AND ON-LINE AT cbssportsradio1240.com
- d. :30 sec PSA AIR 2-3 TIMES WEEKLY
- e. JUNE 2015

2. Autism Awareness_Autism Speaks & AD Council

- a. 1 IN 68 KIDS ARE BORN WITH AUTISM
- b. PSA's LINK: autismspeaks.org/signs
- c. PSA WAS COVERED ON-AIR AND ON-LINE AT cbssportsradio1240.com
- d. :30 sec PSA AIR 2-3 TIMES WEEKLY
- e. JUNE 2015

3. Financial_AD Council

- a. PSA OFFERS A SIMPLE SAVINGS PLAN THAT CAN HELP SAVE YOU MONEY
- b. PSA's LINK: feedthepig.org
- c. PSA WAS COVERED ON-AIR AND ON-LINE AT cbssportsradio1240.com
- d. :30 sec PSA AIR 2-3 TIMES WEEKLY
- e. JUNE 2015

4. Stroke Awareness_American Stroke Association

- a. TIPS ON HOW TO SPOT A STROKE FAST
- b. PSA's LINK: strokeassociation.org
- c. PSA WAS COVERED ON-AIR AND ON-LINE AT cbssportsradio1240.com
- d. :30 sec PSA AIR 2-3 TIMES WEEKLY
- e. JUNE 2015

5. Employment_Goodwill

- a. DONATIONS FROM THE COMMUNITY CAN HELP FUND JOB PLACEMENTS AND TRAINING
- b. PSA's LINK: goodwill.org
- c. PSA WAS COVERED ON-AIR AND ON-LINE AT cbssportsradio1240.com
- d. :60 sec PSA AIR 2-3 TIMES WEEKLY
- e. JUNE 2015

6. Heart Disease_American Heart Association & AD Council

- a. PSA ENCOURAGES WOMEN TO GET ANNUAL SCREENINGS
- b. PSA's LINK: goredforwomen.org
- c. PSA WAS COVERED ON-AIR AND ON-LINE AT cbssportsradio1240.com
- d. :60 sec PSA AIR 2-3 TIMES WEEKLY
- e. JUNE 2015

7. Oral Health_AD Council

- a. SPENDING 2 MINUTES TWICE A DAY WITH A CHILD WHEN BRUSHING CAN HELP PREVENT TOOTH DECAY
- b. PSA's LINK: 2min2x.org
- c. PSA WAS COVERED ON-AIR AND ON-LINE AT cbssportsradio1240.com
- d. :60 sec PSA AIR 2-3 TIMES WEEKLY
- e. JUNE 2015

8. Foreclosure Prevention_US Treasury & AD Council

- a. PSA CAN HELP THOSE FACING FORECLOSURE
- 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. JUNE 2015