

QUARTERLY ISSUES AND PROGRAMS

KLOA-AM 1240 KOOL GOLD

MARCH-APRIL 2014

1. TEXTING AND DRIVING
2. BREAST CANCER
3. STROKE AWARENESS
4. FATHERHOOD INVOLVEMENT
5. LEED PAINT POISONING
6. TIPS TO QUIT SMOKING
7. STOP ALZHEIMERZ
- 8 CHILDHOOD OBESITY

1. TEXTING AND DRIVING_AD Council

- a. IF YOU'RE IN A CAR WITH SOMEONE TEXTING AND DRIVING, TEXT FOR THEM.
- b. LEARN MORE AT stoptextspotwrecks.org
- c. PSA WAS COVERED ON-AIR AND ON-LINE AT cbssportsradio1240.com
- d. :30 sec PSA AIR 2-3 TIMES WEEKLY
- e. MARCH-APRIL '14

2. BREAST CANCER_Susan G. Komen

- a. THE MISSION TO END BREAST CANCER MUST CONTINUE.
- c. FOR MORE INFO VISIT www.komen.org
- c. PSA WAS COVERED ON-AIR AND ON-LINE AT cbssportsradio1240.com
- d. :30 sec PSA AIR 2-3 TIMES WEEKLY
- e. MARCH-APRIL '14

3. STROKE AWARENESS_Amer. Stroke Association

- a. PSA INFORMS LISTENERS ABOUT SIGNS OF A STROKE
- b. FOR MORE INFO VISIT strokeassociation.org
- c. PSA WAS COVERED ON-AIR AND ON-LINE AT cbssportsradio1240.com
- d. :30 sec PSA AIR 2-3 TIMES WEEKLY
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4. FATHERHOOD INVOLVEMENT_Office of Family Assistance

- a. THE SMALLEST MOMENTS WILL HAVE THE BIGGEST IMPACT
- b. FOR MORE INFO CALL 1-877-4DAD411 OR VISIT fatherhood.gov
- c. PSA WAS COVERED ON-AIR AND ON-LINE AT cbssportsradio1240.com
- d. :30 sec PSA AIR 2-3 TIMES WEEKLY
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5. LEED PAINT POISONING

- a. HOMES BUILT BEFORE 1970 MAY HAVE LEED PAINT
- b. FOR MORE INFO VISIT www.epa.gov/getleedsafe OR CALL 1-800-424-LEED
- c. PSA WAS COVERED ON-AIR AND ON-LINE AT cbssportsradio1240.com
- d. :60 sec PSA AIR 2-3 TIMES WEEKLY
- e. MARCH-APRIL '14

6. TIPS TO QUIT SMOKING_Human Health Services & CDC

- a. FORMER SMOKER TELLS HER STORY AND GIVES TIP ON HOW TO QUIT SMOKING
- b. FOR MORE INFO CALL 1-800-QUITNOW
- c. PSA WAS COVERED ON-AIR AND ON-LINE AT cbssportsradio1240.com
- d. :60 sec PSA AIR 2-3 TIMES WEEKLY
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7. STOP ALZHEIMERZ_Bright Focus

- a. THE IMPORTANCE OF HELPING A FAMILY MEMBER WITH ALZHEIMERS
- b. FOR MORE INFO CALL 1-855-345-6237
- c. PSA WAS COVERED ON-AIR AND ON-LINE AT cbssportsradio1240.com
- d. :60 sec PSA AIR 2-3 TIMES WEEKLY
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8. CHILDHOOD OBESITY_Women In Government

- a. WIG ARE FINDING WAYS FOR CHILDREN AND FAMILIES TO EAT HEALTHY FOODS AND BE PHYSICALLY ACTIVE AT HOME AND IN SCHOOLS.
- b. FOR MORE INFO VISIT womeningovernment.org
- c. PSA WAS COVERED ON-AIR AND ON-LINE AT cbssportsradio1240.com
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