

ISSUES AND PROGRAMS REPORT

KWDJ 1360-AM KOOL GOLD

APRIL 2015 - 2nd QUARTER

1. HEALTH IS PRIMARY
2. HEALTH TIPS
3. MENTORING
4. ADOPTION
5. VETERANS
6. HUNGER PREVENTION
7. PRESCRIPTION DRUGS
8. LEAD PAINT POISONING

1. HEALTH IS PRIMARY_America's Family Physicians

- a. A STRONGER PRIMARY CARE SYSTEM CAN IMPROVE HEALTH WHILE REDUCING COSTS.
- b. PSA's LINK: www.healthisprimary.org
- c. PSA WAS COVERED ON-AIR
- d. :30 sec PSA AIR 2-3 TIMES WEEKLY
- e. APRIL 2015

2. HEALTH TIPS_Health & Human Services

- a. MAKE A LIST OF MEDICAL QUESTIONS & OF ALL MEDICATIONS BEFORE YOUR NEXT APPOINTMENT
- b. PSA's LINK: ahrq.gov/questions
- c. PSA WAS COVERED ON-AIR
- d. :30 sec PSA AIR 2-3 TIMES WEEKLY
- e. APRIL 2015

3. MENTORING_BigBrother BigSister, AD Council

- a. YOU CAN DO A LOT BY DONATING A LITTLE TIME
- b. PSA's LINK: bigbrotherbigsister.org
- c. PSA WAS COVERED ON-AIR
- d. :30 sec PSA AIR 2-3 TIMES WEEKLY
- e. APRIL 2015

4. ADOPTION_Adopt US Kids, AD Council

- a. YOU DON'T HAVE TO BE PERFECT TO BE A PERFECT PARENT.
- b. PSA's LINK: adoptuskids.org
- c. PSA WAS COVERED ON-AIR
- d. :30 sec PSA AIR 2-3 TIMES WEEKLY
- e. APRIL 2015

5. VETERANS

- a. PSA's GOAL IS TO INFORM VETERANS OF BENEFITS THEY'VE EARNED
- b. PSA's LINK: DAV.org
- c. PSA WAS COVERED ON-AIR
- d. :60 sec PSA AIR 2-3 TIMES WEEKLY
- e. APRIL 2015

6. HUNGER PREVENTION_Feeding America, AD Council

- a. 1 in 5 KIDS IN AMERICA STRUGGLES WITH HUNGER. YOU CAN HELP
- b. PSA's LINK: feedingamerica.org
- c. PSA WAS COVERED ON-AIR
- d. :60 sec PSA AIR 2-3 TIMES WEEKLY
- e. APRIL 2015

7. PRESCRIPTION DRUGS_Ad Council

- a. TIPS ON HOW TO PROPERLY STORE MEDICATIONS FROM CHILDREN
- b. PSA's LINK: awarerx.org
- c. PSA WAS COVERED ON-AIR
- d. :60 sec PSA AIR 2-3 TIMES WEEKLY
- e. APRIL 2015

8. LEAD PAINT POISONING_Ad Council

- a. THE LONG TIME PROBLEMS OF LEAD POISON
- b. PSA's LINK: www.epa.gov/getleadsafe
- c. PSA WAS COVERED ON-AIR
- d. :60 sec PSA AIR 2-3 TIMES WEEKLY
- e. APRIL 2015