

ISSUES AND PROGRAMS REPORT

KWDJ 1360-AM KOOL GOLD

OCTOBER 2014 - 4th QUARTER

1. TEXTING AND DRIVING
2. HEALTH
3. ADOPTION
4. CREDIT COUNSELING
5. GOODWILL
6. CALPLUS
7. EDUCATION
8. VETERANS
9. HALLOWEEN SAFETY TIPS

1. WHAT STOPS YOU_National Highway & Traffic Safety Ad
 - a. INFORMS LISTENERS OF THE MANY WAYS TO STOP TEXTING & DRIVING
 - b. PSA's LINK: stoptextstopwrecks.org
 - c. PSA WAS COVERED ON-AIR
 - d. :30 sec PSA AIR 2-3 TIMES WEEKLY
 - e. OCTOBER '14

2. HEALTH_United Way & Ad Council
 - a. GREAT THINGS HAPPEN WITH A HEALTH COMMUNITY
 - b. PSA's LINK: unitedway.org
 - c. PSA WAS COVERED ON-AIR
 - d. :30 sec PSA AIR 2-3 TIMES WEEKLY
 - e. OCTOBER '14

3. 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. OCTOBER '14

4. SUPPORT_National Foundation for Credit Counseling
 - a. ENCOURAGES LISTENERS TO CONTACT THE NFCC FOR TRUSTWORTHY HELP
 - b. PSA's LINK: debtadvice.org
 - c. PSA WAS COVERED ON-AIR
 - d. :30 sec PSA AIR 2-3 TIMES WEEKLY
 - e. OCTOBER '14

5. GOODWILL_Goodwill & Ad Council

- a. PSA'S MESSAGE IS "DONATE STUFF, CREATE JOBS"
- b. PSA's LINK: goodwill.org
- c. PSA WAS COVERED ON-AIR
- d. :60 sec PSA AIR 2-3 TIMES WEEKLY
- e. OCTOBER '14

6. CALPLUS_California Broadcasting Association

- a. CALPLUS CAN HELP GET HOME LOANS.
- b. PSA's HOTLINE # [1-877-9-CALFHA](tel:1-877-9-CALFHA)
- c. PSA WAS COVERED ON-AIR
- d. :60 sec PSA AIR 2-3 TIMES WEEKLY
- e. OCTOBER '14

7. EDUCATION_California Teachers Association

- a. READING WITH YOUR CHILD CAN SPARK A LIFETIME OF LEARNING
- b. PSA WAS COVERED ON-AIR
- c. :60 sec PSA AIR 2-3 TIMES WEEKLY
- d. OCTOBER '14

8. VETERANS_Paralyzed Veterans of America

- a. PVA CAN HELP VETERANS OBTAIN THE VA BENEFITS THEY HAVE EARNED
- b. PSA's LINK: PVA.ORG
- c. PSA WAS COVERED ON-AIR
- d. :60 sec PSA AIR 2-3 TIMES WEEKLY
- e. OCTOBER '14

9. HALLOWEEN SAFETY TIPS_Robert Obergfell Ridgecrest Police Department

- a. PSA OFFERS SAFETY SAFETY TIPS WHILE OUT TRICK-OR-TREATING
- b. PSA's HOTLINE # [1-760-499-5100](tel:1-760-499-5100)
- c. PSA WAS COVERED ON-AIR
- d. :60 sec PSA AIR 2-3 TIMES WEEKLY
- e. OCTOBER '14