

## ISSUES AND PROGRAMS REPORT

### KWDJ 1360-AM KOOL GOLD

#### AUGUST 2014 - 3rd QUARTER

1. FEDERAL VOTING ASSISTANCE
2. ALZHEIMERS
3. HUMAN TRAFFIKING
4. CHILDREN'S VISION
5. QUIT SMOKING
6. FIRE PREVENTION
7. CAREGIVERS ASSISTANCE
8. DISABILITY

#### 1. FEDERAL VOTING ASSISTANCE PROGRAM\_FVAP

- a. FVAP ENSURE VOTERS ARE AWARE OF THEIR RIGHTS TO VOTE.
- b. PSA'S LINK: [FVAP.gov](http://FVAP.gov)
- c. PSA WAS COVERED ON-AIR
- d. :30 sec PSA AIR 2-3 TIMES WEEKLY
- e. AUGUST-SEPTEMBER '14

#### 2. ALZHEIMERS\_Department of Health & Human Services

- a. PSA PROVIDES A LINK FOR CAREGIVERS THAT NEED HELP OR SUPPORT.
- b. PSA'S LINK: [alzheimers.gov](http://alzheimers.gov)
- c. PSA WAS COVERED ON-AIR
- d. :30 sec PSA AIR 2-3 TIMES WEEKLY
- e. AUGUST-SEPTEMBER '14

#### 3. HUMAN TRAFFICING\_Blue Campaign

- a. PSA AIMS TO RAISE THE PUBLIC'S AWARENESS ON HUMAN TRAFFIKING
- b. PSA'S LINK: [www.hds.gov/bluecampaign](http://www.hds.gov/bluecampaign)
- c. PSA WAS COVERED ON-AIR
- d. :30 sec PSA AIR 2-3 TIMES WEEKLY
- e. AUGUST-SEPTEMBER '14

#### 4. CHILDRENS VISION\_Department of Health & Human Services

- a. AFTER A SUMMER OF USING DIGITAL DEVICES, PARENTS SHOULD HAVE THEIR CHILDS' EYE'S CHECKED BEFORE SCHOOL.
- b. PSA'S LINK: [aoa.org](http://aoa.org)
- c. PSA WAS COVERED ON-AIR
- d. :30 sec PSA AIR 2-3 TIMES WEEKLY
- e. AUGUST-SEPTEMBER '14

5. QUIT SMOKING\_Department of Health & Human Services
  - a. THREE FORMER CIGARETTE SMOKERS SHARE TIPS ON WHAT HELPED THEM QUIT SMOKING.
  - b. PSA'S HOTLINE NUMBER: 1-800-QUIT NOW
  - c. PSA WAS COVERED ON-AIR
  - d. :60 sec PSA AIR 2-3 TIMES WEEKLY
  - e. AUGUST-SEPTEMBER '14
  
6. FIRE PREVENTION\_US Forest Service & The AD Council
  - a. WAYS TO PREVENT A WILDFIRE EMBER FROM BURNING YOUR HOME.
  - b. PSA'S LINK: [fireadapted.org](http://fireadapted.org)
  - c. PSA WAS COVERED ON-AIR
  - d. :60 sec PSA AIR 2-3 TIMES WEEKLY
  - e. AUGUST-SEPTEMBER '14
  
7. CAREGIVERS ASSISTANCE\_AARP & The AD Council
  - a. BEING A CAREGIVER IS HARD, PSA PROVIDES HELPFUL TIPS
  - b. PSA'S LINK: [aarp.org/caregiving](http://aarp.org/caregiving)
  - c. PSA WAS COVERED ON-AIR
  - d. :60 sec PSA AIR 2-3 TIMES WEEKLY
  - e. AUGUST-SEPTEMBER '14
  
8. DISABILITY\_Disability Campaign
  - a. PSA ENCOURAGES LISTENERS WITH DISABILITIES TO KEEP PUSHING ON.
  - b. PSA'S LINK: [disabilitycampaign.org](http://disabilitycampaign.org)
  - c. PSA WAS COVERED ON-AIR
  - d. :60 sec PSA AIR 2-3 TIMES WEEKLY
  - e. AUGUST-SEPTEMBER '14