

ISSUES AND PROGRAMS REPORT

KWDJ 1360-AM KOOL GOLD

FEBRUARY 2015 - 1st QUARTER

1. FOOD ALLERGY
2. FRUITS AND VEGGIES
3. HEALTH AWARENESS
4. ENDANGERED ANIMALS
5. PROSTATE CANCER
6. CHILD PASSENGER SAFETY
7. RECYCLING
8. MARCH OF DIMES

1. FOOD ALLERGY_FARE (food allergy research & education)

- a. PSA OFFERS TIPS AND ADVICE WHEN HAVING FOOD ALLERGIES WHILE AT A RESTAURANT.
- b. PSA's LINK: www.safeFARE.org
- c. PSA WAS COVERED ON-AIR
- d. :30 sec PSA AIR 2-3 TIMES WEEKLY
- e. FEBRUARY 2015

2. FRUITS & VEGGIES_Academy of Nutrition & Dietetics

- a. WHEN KIDS HAVE A SNAKE ATTACK, GIVE THEM SOMETHING HEALTHY
- b. PSA's LINK: www.eatright.org
- c. PSA WAS COVERED ON-AIR
- d. :30 sec PSA AIR 2-3 TIMES WEEKLY
- e. FEBRUARY 2015

3. HEALTH AWARENESS_OAC

- a. PSA'S GOAL IT TO RAISE AWARENESS AND PROVIDE INFO TO PREVENT OBESITY
- b. PSA's LINK: www.obesityactioncoalition.com
- c. PSA WAS COVERED ON-AIR
- d. :30 sec PSA AIR 2-3 TIMES WEEKLY
- e. FEBRUARY 2015

4. SAN DIEGO ZOO GLOBAL

- a. SDZG HAS PROGRAMS FOR ENDANGERED SPECIES
- b. PSA's LINK: www.sandiegozooglobal.org
- c. PSA WAS COVERED ON-AIR
- d. :30 sec PSA AIR 2-3 TIMES WEEKLY
- e. FEBRUARY 2015

5. PROSTATE CANCER_Your Prostate Your Decision

- a. THE IMPORTANCE OF MAKING AN INFORMED DECISION ABOUT THEIR TREATMENT
- b. PSA's LINK: www.yourprostateyourdecision.com
- c. PSA WAS COVERED ON-AIR
- d. :60 sec PSA AIR 2-3 TIMES WEEKLY
- e. FEBRUARY 2015

6. CHILD PASSENGER SAFETY_Ad Council

- a. ITS IMPORTANT TO GET THE RIGHT SEAT FOR YOUR CHILD, BY AGE, SIZE AND WEIGHT
- b. PSA's LINK: safercar.gov/therightseat
- c. PSA WAS COVERED ON-AIR
- d. :60 sec PSA AIR 2-3 TIMES WEEKLY
- e. FEBRUARY 2015

7. RECYCLING_Ad Council

- a. PSA'S PROMOTES RECYCLING AS A WAY TO GIVE MATERIALS ANOTHER LIFE.
- b. PSA's LINK: www.iwanttoberecycled.org
- c. PSA WAS COVERED ON-AIR
- d. :60 sec PSA AIR 2-3 TIMES WEEKLY
- e. FEBRUARY 2015

8. MARCH OF DIMES

- a. THE FUNDS YOU HELP RAISE GOES TO PROGRAMS FOR BABIES
- b. PSA's LINK: www.marchforbabies.org
- c. PSA WAS COVERED ON-AIR
- d. :60 sec PSA AIR 2-3 TIMES WEEKLY
- e. FEBRUARY 2015