

ISSUES AND PROGRAMS REPORT

KWDJ 1360-AM KOOL GOLD

MAY 2015 - 2nd QUARTER

1. SOCIAL SECURITY
2. PEST MANAGEMENT
3. VETERANS
4. GOODWILL
5. EDUCATION
6. SEAT BELT SAFETY
7. SKIN CANCER
8. FORECLOSURE PREVENTION

1. SOCIAL SECURITY_Social Security Administration

- a. PSA ENCOURAGES LISTENERS TO PLAN FOR THEIR RETIREMENT
- b. PSA's LINK www.socialsecurity.gov
- c. PSA WAS COVERED ON-AIR
- d. :30 sec PSA AIR 2-3 TIMES WEEKLY
- e. MAY 2015

2. PEST MANAGEMENT_National Pest Management Association

- a. PSA CAN HELP SAFEGUARD THE HEALTH AND WELL-BEING OF FAMILIES
- b. PSA's LINK: pestworld.org
- c. PSA WAS COVERED ON-AIR
- d. :30 sec PSA AIR 2-3 TIMES WEEKLY
- e. MAY 2015

3. VETERANS_Paralyzed Veterans Of America

- a. PSA ILLUSTRATES HOW PVA WORKS TO CARE FOR OUR COUNTRIES VETERANS
- b. PSA's LINK: pva.org
- c. PSA WAS COVERED ON-AIR
- d. :30 sec PSA AIR 2-3 TIMES WEEKLY
- e. MAY 2015

4. GOODWILL

- a. YOUR DONATIONS HELP FUND JOB PLACEMENT AND TRAINING
- b. PSA's LINK: goodwill.org
- c. PSA WAS COVERED ON-AIR
- d. :30 sec PSA AIR 2-3 TIMES WEEKLY
- e. MAY 2015

5. EDUCATION_Ad Council

- a. PSA OFFERS LINK FOR PARENTS WITH CHILDREN THAT HAVE ATTENTION ISSUES
- b. PSA's LINK: understood.org
- c. PSA WAS COVERED ON-AIR
- d. :60 sec PSA AIR 2-3 TIMES WEEKLY
- e. MAY 2015

6. SEAT BELT SAFETY_National Highway and Traffic Safety Administration

- a. ENSURE CHILDREN ARE PROPERLY BUCKLED UP, EVERY TIME
- b. PSA's LINK: www.safercar.gov/kidsbuckleup
- c. PSA WAS COVERED ON-AIR
- d. :60 sec PSA AIR 2-3 TIMES WEEKLY
- e. MAY 2015

7. SKIN CANCER_American Academy of Dermatology

- a. TANNING CAUSES MORE HARM THAN GOOD
- b. PSA's LINK: www.aad.org
- c. PSA WAS COVERED ON-AIR
- d. :60 sec PSA AIR 2-3 TIMES WEEKLY
- e. MAY 2015

8. FORECLOSURE PREVENTION_Ad Council

- a. PSA OFFERS FREE ADVICE FOR THOSE WITH FORECLOSURE PROBLEMS
- b. PSA's LINK: makinghomeaffordable.gov
- c. PSA WAS COVERED ON-AIR
- d. :60 sec PSA AIR 2-3 TIMES WEEKLY
- e. MAY 2015