

ISSUES AND PROGRAMS REPORT

KWDJ 1360-AM KOOL GOLD

NOVEMBER 2014 - 4th QUARTER

1. US MARINES
2. HISPANIC SCHOLARSHIP
3. HEALTH
4. EMERGENCY PREPAREDNESS
5. FAIR HOUSING
6. EMPLOYMENT
7. MAKING HOME AFFORDABLE
8. COMMUNITY

1. US MARINES
 - a. EVERYDAY THE TAKE A STAND FOR OUR NATION, FOR US ALL
 - b. PSA WAS COVERED ON-AIR
 - c. :30 sec PSA AIR 2-3 TIMES WEEKLY
 - d. NOVEMBER '14

2. HISPANIC SCHOLARSHIP FOUNDATION_AD Council
 - a. HSF HELPS YOUNG PEOPLE GET SCHOLARSHIPS
 - b. PSA'S LINK: HSF.org
 - c. PSA WAS COVERED ON-AIR
 - d. :30 sec PSA AIR 2-3 TIMES WEEKLY
 - e. NOVEMBER '14

3. HEALTH_Get Covered America & Ad Council
 - a. INFORMS LISTENERS OF AFFORDABLE WAYS TO GET HEALTH INSURANCE
 - b. PSA'S LINK: getcoveredamerica.org
 - c. PSA WAS COVERED ON-AIR
 - d. :30 sec PSA AIR 2-3 TIMES WEEKLY
 - e. NOVEMBER '14

4. EMERGENCY PREPAREDNESS_FEMA & Ad Council
 - a. PSA PROVIDES TIPS ON HOW TO PREPARE FOR AN EMERGENCY
 - b. PSA'S LINK: ready.gov/kids
 - c. PSA WAS COVERED ON-AIR
 - d. :30 sec PSA AIR 2-3 TIMES WEEKLY
 - e. NOVEMBER '14

5. FAIR HOUSING_National Fair Housing Alliance
 - a. PSA'S MESSAGE; "FAIR HOUSING IS YOUR RIGHT. USE IT"
 - b. PSA'S LINK: HUD.gov/fairhousing
 - c. PSA'S HOT LINE # 1-800-669-9777
 - d. PSA WAS COVERED ON-AIR
 - e. :60 sec PSA AIR 2-3 TIMES WEEKLY
 - d. NOVEMBER '14

6. EMPLOYMENT_Grad Of Life & Ad Council
 - a. TODAY YOUNG ADULTS CAN STRENGTHEN THE ECONOMY
 - b. PSA'S LINK: gradoflife.org
 - c. PSA WAS COVERED ON-AIR
 - d. :60 sec PSA AIR 2-3 TIMES WEEKLY
 - e. NOVEMBER '14

7. MAKING HOME AFFORDABLE_Ad Council
 - a. MHA CAN HELP FAMILIES WITH THEIR MORTGAGES
 - b. PSA'S LINK: makinghomeaffordable.gov
 - c. PSA WAS COVERED ON-AIR
 - d. :60 sec PSA AIR 2-3 TIMES WEEKLY
 - e. NOVEMBER '14

8. COMMUNITY_United Way & Ad Council
 - a. GREAT THINGS CAN HAPPEN WHEN A COMMUNITY UNITES
 - b. PSA'S LINK: unitedway.org
 - c. PSA WAS COVERED ON-AIR
 - d. :60 sec PSA AIR 2-3 TIMES WEEKLY
 - e. NOVEMBER '14