

ISSUES AND PROGRAMS REPORT

KWDJ 1360-AM KOOL GOLD

DECEMBER 2014 - 4th QUARTER

1. US MARINES
2. SCAM ALERT
3. PEST MANAGEMENT
4. ALZHEIMERS
5. FIGHTING BLINDNESS
6. CREDIT CARDS
7. READING WITH A CHILD
8. TEACHING

1. US MARINES
 - a. CELEBRATE THE MEMORY OF A MARINE
 - b. PSA WAS COVERED ON-AIR
 - c. :30 sec PSA AIR 2-3 TIMES WEEKLY
 - d. DECEMBER '14

2. SCAM ALERT_Neighbor Works
 - a. PSA GIVES TIPS ON HOW TO SPOT A SCAM
 - b. PSA's HOT LINE # 1-888-995-HOPE
 - c. PSA's LINK: www.loanscamalert.org
 - d. PSA WAS COVERED ON-AIR
 - e. :30 sec PSA AIR 2-3 TIMES WEEKLY
 - f. DECEMBER 2014

3. PEST MANAGEMENT_National Pest Management Association
 - a. THE DANGERS HOUSEHOLD PEST CAN CAUSE
 - b. PSA's LINK: pestworld.org
 - c. PSA WAS COVERED ON-AIR
 - d. :30 sec PSA AIR 2-3 TIMES WEEKLY
 - e. DECEMBER 2014

4. ALZHEIMERS_Ad Council
 - a. PSA GIVES LINK TO HELP THOSE WITH ALZHEIMER'S
 - b. PSA's LINK: alzheimers.gov
 - c. PSA WAS COVERED ON-AIR
 - d. :30 sec PSA AIR 2-3 TIMES WEEKLY
 - e. DECEMBER 2014

5. FIGHTING BLINDNESS_Foundation of Fighting Blindness

- a. BLINDNESS CAN BE PREVENTED
- b. PSA's HOT LINE # 1-800-BLINDNESS
- c. PSA WAS COVERED ON-AIR
- d. :60 sec PSA AIR 2-3 TIMES WEEKLY
- e. DECEMBER 2014

6. CREDIT CARDS_National Foundation for Credit Counseling

- a. PSA GIVE USEFUL TIPS TO HELP KEEP YOUR CREDIT CARDS SAFE
- b. PSA's HOT LINE# 1-800-388-2229
- c. PSA's LINK: www.NFCC.org
- d. PSA WAS COVERED ON-AIR
- e. :60 sec PSA AIR 2-3 TIMES WEEKLY
- f. DECEMBER 2014

7. READING WITH A CHILD_California Teacher's Association

- a. THE IMPORTANCE OF TAKING A FEW MINUTES TO READ TO A CHILD
- b. PSA WAS COVERED ON-AIR
- c. :60 sec PSA AIR 2-3 TIMES WEEKLY
- d. DECEMBER 2014

8. TEACHING_TEACH & Ad Council

- a. GREAT THINGS CAN HAPPEN WITH TEACHING
- b. PSA's LINK: teach.org
- c. PSA WAS COVERED ON-AIR
- d. :60 sec PSA AIR 2-3 TIMES WEEKLY
- e. DECEMBER 2014