

## ISSUES AND PROGRAMS REPORT

### KWDJ 1360-AM KOOL GOLD

#### JUNE 2015 - 2nd QUARTER

1. Caregiver Assistant
2. Autism Awareness
3. Financial
4. Stroke Awareness
5. Employment
6. Heart Disease
7. Oral Health
8. Foreclosure Prevention

1. Caregiver Assistant\_AARP & AD Council

- a. PSA DIRECTS LISTENERS TO A LINK TO GET TIPS, TOOLS AND RESOURCES
- b. PSA's LINK: [AARP.org/caregiving](http://AARP.org/caregiving)
- c. PSA WAS COVERED ON-AIR
- d. :30 sec PSA AIR 2-3 TIMES WEEKLY
- e. JUNE 2015

2. Autism Awareness\_Autism Speaks & AD Council

- a. 1 IN 68 KIDS ARE BORN WITH AUTISM
- b. PSA's LINK: [autismspeaks.org/signs](http://autismspeaks.org/signs)
- c. PSA WAS COVERED ON-AIR
- d. :30 sec PSA AIR 2-3 TIMES WEEKLY
- e. JUNE 2015

3. Financial\_AD Council

- a. PSA OFFERS A SIMPLE SAVINGS PLAN THAT CAN HELP SAVE YOU MONEY
- b. PSA's LINK: [feedthepig.org](http://feedthepig.org)
- c. PSA WAS COVERED ON-AIR
- d. :30 sec PSA AIR 2-3 TIMES WEEKLY
- e. JUNE 2015

4. Stroke Awareness\_American Stroke Association

- a. TIPS ON HOW TO SPOT A STROKE FAST
- b. PSA's LINK: [strokeassociation.org](http://strokeassociation.org)
- c. PSA WAS COVERED ON-AIR
- d. :30 sec PSA AIR 2-3 TIMES WEEKLY
- e. JUNE 2015

5. Employment\_Goodwill

- a. DONATIONS FROM THE COMMUNITY CAN HELP FUND JOB PLACEMENTS AND TRAINING
- b. PSA's LINK: [goodwill.org](http://goodwill.org)
- c. PSA WAS COVERED ON-AIR
- d. :60 sec PSA AIR 2-3 TIMES WEEKLY
- e. JUNE 2015

6. Heart Disease\_American Heart Association & AD Council

- a. PSA ENCOURAGES WOMEN TO GET ANNUAL SCREENINGS
- b. PSA's LINK: [goredforwomen.org](http://goredforwomen.org)
- c. PSA WAS COVERED ON-AIR
- d. :60 sec PSA AIR 2-3 TIMES WEEKLY
- e. JUNE 2015

7. Oral Health\_AD Council

- a. SPENDING 2 MINUTES TWICE A DAY WITH A CHILD WHEN BRUSHING CAN HELP PREVENT TOOTH DECAY
- b. PSA's LINK: [2min2x.org](http://2min2x.org)
- c. PSA WAS COVERED ON-AIR
- d. :60 sec PSA AIR 2-3 TIMES WEEKLY
- e. JUNE 2015

8. Foreclosure Prevention\_US Treasury & AD Council

- a. PSA CAN HELP THOSE FACING FORECLOSURE
- b. PSA's LINK: [makinghomeaffordable.gov](http://makinghomeaffordable.gov)
- c. PSA WAS COVERED ON-AIR
- d. :60 sec PSA AIR 2-3 TIMES WEEKLY
- e. JUNE 2015