

## ISSUES AND PROGRAMS REPORT

### KWDJ 1360-AM KOOL GOLD

#### MARCH 2015 - 2nd QUARTER

1. IRS
2. EDUCATION
3. HUMAN TRAFFICKING
4. TEXTING
5. COMMUNITY
6. VISION
7. FOOD SAFETY
8. HIGH BLOOD PRESSURE

1. IRS
  - a. PSA INFORMS LISTENERS THEY CAN FILE THEIR TAXES FREE THROUGH IRS FREE FILE
  - b. PSA's LINK: [freefile.irs.gov](http://freefile.irs.gov)
  - c. PSA WAS COVERED ON-AIR
  - d. :30 sec PSA AIR 2-3 TIMES WEEKLY
  - e. MARCH 2015

2. EDUCATION\_Council of Greater City Schools
  - a. COMMON CORE CAN PREPARE STUDENTS FOR COLLEGE AFTER GRADUATING
  - b. PSA's LINK: [commoncore.org](http://commoncore.org)
  - c. PSA WAS COVERED ON-AIR
  - d. :30 sec PSA AIR 2-3 TIMES WEEKLY
  - e. MARCH 2015

3. HUMAN TRAFFICKING\_US Department of Homeland Security & Blue Campaign
  - a. PSA RAISES AWARENESS OF THE DANGERS AND SIGNS OF HUMAN TRAFFICKING
  - b. PSA's LINK: [www.ghs.gov/bluecampaign](http://www.ghs.gov/bluecampaign)
  - c. PSA WAS COVERED ON-AIR
  - d. :30 sec PSA AIR 2-3 TIMES WEEKLY
  - e. MARCH 2015

4. TEXTING\_AMERICAN ACADEMY OF ORTHOPAEDIC SURGEONS
  - a. YEARS OF USING HAND DEVICES CAN CAUSE NECK PROBLEMS
  - b. PSA WAS COVERED ON-AIR
  - c. :30 sec PSA AIR 2-3 TIMES WEEKLY
  - d. MARCH 2015

5. COMMUNITY\_US Department of Homeland Security
  - a. PROTECT YOUR NEIGHBORS, IF YOU SEE SOMETHING, SAY SOMETHING
  - b. PSA's LINK: [www.dhs.gov/ifyouseesomethingsaysomething](http://www.dhs.gov/ifyouseesomethingsaysomething)
  - c. PSA WAS COVERED ON-AIR
  - d. :60 sec PSA AIR 2-3 TIMES WEEKLY
  - e. MARCH 2015
  
6. VISION\_Bright Focus Foundation
  - a. GETTING YOUR VISION CHECKED CAN PREVENT VISION LOSS
  - b. PSA's LINK: [brightfocus.org](http://brightfocus.org)
  - c. PSA WAS COVERED ON-AIR
  - d. :60 sec PSA AIR 2-3 TIMES WEEKLY
  - e. MARCH 2015
  
7. FOOD SAFETY\_US Department of Health and Human Services & AD Council
  - a. WASH HANDS AND COUNTERS BEFORE SERVING FOODS
  - b. PSA's LINK: [foodsafety.gov](http://foodsafety.gov)
  - c. PSA WAS COVERED ON-AIR
  - d. :60 sec PSA AIR 2-3 TIMES WEEKLY
  - e. MARCH 2015
  
8. HIGH BLOOD PRESSURE\_America Heart Association & AD Council
  - a. HIGH BLOOD PRESSURE CAN LEAD TO A HEART ATTACK, STROKE OR DEATH
  - b. PSA's LINK: [heart.org/highbloodpressure](http://heart.org/highbloodpressure)
  - c. PSA WAS COVERED ON-AIR
  - d. :60 sec PSA AIR 2-3 TIMES WEEKLY
  - e. MARCH 2015