

ISSUES AND PROGRAMS REPORT

KWDJ 1360-AM KOOL GOLD

SEPTEMBER 2014 - 3rd QUARTER

1. SOCIAL SECURITY
2. TIRE SMART
3. VOLUNTEERS
4. FIREARM SAFETY
5. VETERANS BENEFITS
6. ORGAN DONOR
7. RECOVERY MONTH (substance abuse)
8. DISABILITY AWARENESS

1. SOCIAL SECURITY_Social Security Administration
 - a. INFORMS LISTENERS THE IMPORTANCE OF PLANNING FOR RETIREMENT
 - b. PSA's LINK: www.socialsecurity.gov
 - c. PSA WAS COVERED ON-AIR
 - d. :30 sec PSA AIR 2-3 TIMES WEEKLY
 - e. SEPTEMBER-OCTOBER '14
2. TIRE SMART_Rubber Manufacturers Association
 - a. INFORMS LISTENERS THE IMPORTANCE OF HAVING YOUR TIRES PROPERLY INFLATED.
 - b. PSA's LINK: betiresmart.gov
 - c. PSA WAS COVERED ON-AIR
 - d. :30 sec PSA AIR 2-3 TIMES WEEKLY
 - e. SEPTEMBER-OCTOBER '14
3. VOLUNTEERS_The Prudential Spirit Of Community Awards
 - a. CONTRIBUTIONS THAT YOUNG VOLUNTEERS CAN MAKE IN THEIR COMMUNITY.
 - b. PSA's LINK: spirit.prudentail.gov
 - c. PSA WAS COVERED ON-AIR
 - d. :30 sec PSA AIR 2-3 TIMES WEEKLY
 - e. SEPTEMBER-OCTOBER '14
4. FIREARM SAFETY_National Crime Prevention Council
 - a. YOUR DUTY AS A FIREARM OWNER.
 - b. PSA's LINK: ncpc.org
 - c. PSA WAS COVERED ON-AIR
 - d. :30 sec PSA AIR 2-3 TIMES WEEKLY
 - e. SEPTEMBER-OCTOBER '14

5. VETERANS BENEFITS_DAV

- a. PSA AIMS TO EDUCATE THE PUBLIC ABOUT OUR VETERANS SACRIFICES & NEEDS
- b. PSA's LINK: DAV.gov
- c. PSA WAS COVERED ON-AIR
- d. :60 sec PSA AIR 2-3 TIMES WEEKLY
- e. SEPTEMBER-OCTOBER '14

6. ORGAN DONOR_Department of Health & Human Services

- a. INSPIRING STORIES OF AN ORGAN DONOR
- b. PSA's LINK: organdonor.gov
- c. PSA WAS COVERED ON-AIR
- d. :60 sec PSA AIR 2-3 TIMES WEEKLY
- e. SEPTEMBER-OCTOBER '14

7. RECOVERY MONTH_SAMHSA

- a. PSA ENCOURAGES INDIVIDUALS IN NEED TO SEEK HELP.
- b. PSA's HOTLINE #: [1800-622 HELP](tel:1800622HELP)
- c. PSA WAS COVERED ON-AIR
- d. :60 sec PSA AIR 2-3 TIMES WEEKLY
- e. SEPTEMBER-OCTOBER '14

8. DISABILITY AWARENESS_Accelerating Disability

- a. THE IMPORTANT ROLES CAREGIVERS HAVE
- b. PSA's LINK: disabilitycampagn.org
- c. PSA WAS COVERED ON-AIR
- d. :60 sec PSA AIR 2-3 TIMES WEEKLY
- e. SEPTEMBER-OCTOBER '14