

ISSUES AND PROGRAMS REPORT

KTEA 103.5

OCTOBER 2017 - 4th QUARTER

1. BRAIN HEALTH
2. EDUCATION
3. DISCOVERING NATURE
4. ALZHEIMERS
5. FIGHTING BLINDNESS
6. CREDIT CARDS
7. READING WITH A CHILD
8. TEACHING

1. BRAIN HEALTH

- a. AS WE GET OLDER OUR BRAINS CHANGE, PSA OFFERS LINK FOR TIPS
- b. PSA's LINK: brainhealth.gov
- c. PSA WAS COVERED ON-AIR AND ON-LINE AT ktea1035.com
- d. :30 sec PSA AIR 2-3 TIMES WEEKLY
- e. OCTOBER 2017

2. EDUCATION-STUDY HABITS_California Teachers Association

- a. ESTABLISHING A CONSISTENT STUD ROUTINE FOR YOUR CHILD IS KEY.
- b. PSA's LINK: CTA.org
- c. PSA WAS COVERED ON-AIR AND ON-LINE AT ktea1035.com
- d. :30 sec PSA AIR 2-3 TIMES WEEKLY
- e. OCTOBER 2017

3. DISCOVERING NATURE_AD Council & US Forest Service

- a. "EVERY NEIGHBORHOOD HAS A NATUREHOOD" VISIT PSA'S LINK TO LOCATE PARKS NEAR YOU.
- b. PSA's LINK: discovertheforest.org
- c. PSA WAS COVERED ON-AIR AND ON-LINE AT ktea1035.com
- d. :30 sec PSA AIR 2-3 TIMES WEEKLY
- e. OCTOBER 2017

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 AND ON-LINE AT ktea1035.com
- d. :30 sec PSA AIR 2-3 TIMES WEEKLY
- e. OCTOBER 2017

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 AND ON-LINE AT ktea1035.com
- d. :60 sec PSA AIR 2-3 TIMES WEEKLY
- e. OCTOBER 2017

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 AND ON-LINE AT ktea1035.com
- e. :60 sec PSA AIR 2-3 TIMES WEEKLY
- f. OCTOBER 2017

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 AND ON-LINE AT ktea1035.com
- c. :60 sec PSA AIR 2-3 TIMES WEEKLY
- d. OCTOBER 2017

8. TEACHING_TEACH & Ad Council

- a. GREAT THINGS CAN HAPPEN WITH TEACHING
- b. PSA's LINK: teach.org
- c. PSA WAS COVERED ON-AIR AND ON-LINE AT ktea1035.com

d. :60 sec PSA AIR 2-3 TIMES WEEKLY
e. OCTOBER 2017