

Today's Date: 1/8/24

Name of Organization: San Joaquin Dental Society Foundation

Event Promoting: Give-Kids-a-Smile

Date of Event: February 24, 2024

Patty has approved:

:30 PSA – KJOY only

:30 PSA – Other Stations to run during Public Affairs Show

Public Affairs Show



### CUMULUS MEDIA PUBLIC SERVICE ANNOUNCEMENT QUESTIONNAIRE

Name of Non-Profit Organization \_\_\_\_\_

Contact Name \_\_\_\_\_

Address \_\_\_\_\_

Phone Number \_\_\_\_\_ E-Mail Address \_\_\_\_\_

Fax Number \_\_\_\_\_ Website Address \_\_\_\_\_

Non-Profit 501(c) 3 Number \_\_\_\_\_

Event Promoting \_\_\_\_\_

Date of Event \_\_\_\_\_

Description of Event (or attach flyer) \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Is there an Underwriter? \_\_\_\_\_

Is there a Corporate Sponsor? \_\_\_\_\_

Are you spending money for advertising in the newspaper or any other form of media? \_\_\_\_\_

Does your organization sponsor any other event during the year? \_\_\_\_\_

If yes, what event and what month? \_\_\_\_\_

Please return form to: Margaret Leggett Fax: 209-507-8612 –or– E-Mail: [margaret.leggett@cumulus.com](mailto:margaret.leggett@cumulus.com)

**\*\*Cumulus requires 30-day notice before airing Public Service Announcements**

## Margaret Leggett

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**From:** executive@sjds.org  
**Sent:** Monday, January 8, 2024 5:21 AM  
**To:** D Ferreira; Margaret Leggett  
**Subject:** RE: [EXT]PSA Request - SJDS Give-Kids-a-Smile  
**Attachments:** PSA Questionnaire.completed.pdf; GKAS Event Flyer.pdf

You don't often get email from executive@sjds.org. [Learn why this is important](#)

Got it. Attached is the completed questionnaire and the event flyer. Please let me know if you need anything else.

Thanks!

Sean

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**From:** D Ferreira <Darren.Ferreira@cumulus.com>  
**Sent:** Friday, January 05, 2024 11:55 AM  
**To:** executive@sjds.org  
**Subject:** Re: [EXT]PSA Request - SJDS Give-Kids-a-Smile

I'm sorry, but we do not have any Spanish stations in our cluster. Before we can schedule a recording session, I need you to fill out the attached PSA Request Form and return it to [Margaret.Leggett@cumulus.com](mailto:Margaret.Leggett@cumulus.com). Once it's approved, I will contact you to set up an appointment to record the PSA.

D

D. Ferreira  
99.3 KJOY Assistant Program Director / Afternoon DJ On-Air Personality 2p-7p  
Public Affairs Director Cumulus Radio Stockton/Modesto  
3127 Transworld Drive Suite 270 Stockton Ca. 95206  
209-507-8588



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**From:** [executive@sjds.org](mailto:executive@sjds.org) <[executive@sjds.org](mailto:executive@sjds.org)>  
**Sent:** Friday, January 5, 2024 6:43 AM  
**To:** D Ferreira <[Darren.Ferreira@cumulus.com](mailto:Darren.Ferreira@cumulus.com)>  
**Subject:** [EXT]PSA Request - SJDS Give-Kids-a-Smile

Hi D – happy new year!

You helped us record a PSA announcement last year for our San Joaquin Dental Society Give-Kids-a-Smile day and I'm hoping we can schedule another PSA this year. We had a record turn out last year and the PSA definitely helped. Are you available on January 26<sup>th</sup> for us to come in and record the PSA? The actual event is on Saturday, February 24, so that gives a bout a month of play.

We're also hoping to reach more Spanish speaking population this year and we have a committee member that speaks Spanish. Do you have any Spanish radio contacts that would help record/play a PSA?

Thanks,

Sean McDonald  
San Joaquin Dental Society  
7849 N. Pershing Ave  
Stockton, CA 95207  
[www.sjds.org](http://www.sjds.org)  
(209) 951-1311  
[executive@sjds.org](mailto:executive@sjds.org)



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# GIVE KIDS A SMILE

**SATURDAY, FEBRUARY 24, 2024**

**8AM-12PM**

**ST. MARY'S COMMUNITY SERVICES**

**545 W. SONORA ST.**

**STOCKTON, CA 95203**

**KIDS 1-17 YRS.**



- Dental Screenings
- X-Rays
- Cleanings
- Kids Dental Kit
- Fun Games and Activities
- Face Painting and More
- Fluoride treatment
- Fillings
- Emergency Care

**FREE**

**THANK YOU TO THE GKAS SPONSORS!**

**DENTAL CARE FOR KIDS!**



**No Appointment Required**  
**No Identification Required**

**Children must be accompanied by an adult**

**Services Provided on a First Come, First Serve Basis**

**Questions?**  
 Email [executive@sjds.org](mailto:executive@sjds.org)

