



KLOB - Radio PSA 2Q2015

Title	Subject	Description	Quarter Introduced	Length	Expiration Date
1 TWO AT ONCE SPANISH	AD COUNCIL - TEXTING AND DRIVING PREVENTION	THIS PSA HELPS LISTENERS TO DON'T TEXT AND DRIVE OR TRY TO EVEN MULTI TASK ON THE PHONE WHILE DRIVING. IT CAN CAUSE A FATAL ACCIDENT.	2ND QTR 2015	30	NEVER
2 ESCAPE PROJECT - FATHER	AD COUNCIL - DISCOVERING NATURE	THIS CAMPAIGN LETS OUR LISTENERS KNOW TO RAISE AWARENESS TO ACCESS NEAR BY NATURE FOR FAMILYS TO ENJOY THE OUTDOORS WITH THEIR CHILDREN, LISTENERS CAN GET MORE INFO BY VISITING WWW.DESCUBREELBOSQUE.ORG	2ND QTR 2015	30	NEVER
3 ESCAPE PROJECT - SON	AD COUNCIL - DISCOVERING NATURE	THIS CAMPAIGN LETS OUR LISTENERS KNOW TO RAISE AWARENESS TO ACCESS NEAR BY NATURE FOR FAMILYS TO ENJOY THE OUTDOORS WITH THEIR CHILDREN, LISTENERS CAN GET MORE INFO BY VISITING WWW.DESCUBREELBOSQUE.ORG	2ND QTR 2015	30	NEVER

4	HERO	AD COUNCIL - FATHERHOOD INVOLVEMENT	THIS CAMPAIGN IS DESIGN	2ND QTR 2015	30	NEVER
6	EDWARD JAMES OLMOS SPANISH	AD COUNCIL - HISPANIC COLLEGE ENROLLMENT	THIS PSA ENCOURAGES THE HISPANIC COMMUNITY TO PREPARE THEMSELVES AND PLAN FOR A BETTER FUTURE BY GETTING FINANCIAL HELP IN ORDER TO CONTINUE SCHOOL. LISTENERS CAN GET MORE INFO BY VISITING HSF.NET.	2ND QTR 2015	30	9/15/2015
#	FUTBOL- 1 IN 68 SPAISH	AD COUNCIL - AUTISM AWARENES	THIS PSA LETS LISTENERS KNOW THAT 1 IN MILLIONS OF CHILDREN ARE DIOGNOSED WITH AUTISM IT AWARES LISTENERS TO PAY ATTENTION TO THEIR CHILDREN AND LOOK FOR SIGNS OF AUTISIM LISTENERS CAN GET INFORMTION BY CALLING 1888-772- 9050.	2ND QTR 2015	30	NEVER
4	TENGA CUIDADO AL DECALRAR SUS IMPUESTOS	UNIVERSITY OF CALIFORNIA - RADIO NOTICIAS	THIS PSA LETS LISTENERS KNOW TO BECAREFUL WHEN FILING YOUR INCOME TAX AND WHO YOU GO AND ILE THEM WITH, IT AWARES LISTENERS TO STAY PERCAUTION.	2ND QTR 2015	60	NEVER

5	MES NACIONAL DE LA NUTRICION- NO SE ESPERE PARA MEJORAR SU ALIMENTACION	UNIVERSITY OF CALIFORNIA - RADIO NOTICIAS	THIS PSA CA MPAIGN IS TO HELP LISTENERES TO EAT HEALTHY AND REDUCE EATING JUNK FOOD OR GREASY FOODS AND EAT HEALTHIER AND HAVE A HEALTHY WAY OF LIVING.	2ND QTR 2015	60	NEVER
6	CONSEJOS PARA LA DECLARACION DE IMPUESTOS	UNIVERSITY OF CALIFORNIA - RADIO NOTICIAS	THIS PSA LETS LISTENERS KNOW TO BECAREFUL WHEN FILING YOUR INCOME TAX AND WHO YOU GO AND ILE THEM WITH, IT AWARES LISTENERS TO STAY PERCAUTION.	2ND QTR 2015	60	NEVER
7	CUANTO DEBE COMER AL DIA	UNIVERSITY OF CALIFORNIA - RADIO NOTICIAS	THIS PSA CA MPAIGN IS TO HELP LISTENERES TO EAT HEALTHY AND REDUCE EATING JUNK FOOD OR GREASY FOODS AND EAT HEALTHIER AND HAVE A HEALTHY WAY OF LIVING. ALS LETS LISTENERS KNOW PORTIONS AND WAYS TO EAT HEALTHY.	2ND QTR 2015	60	NEVER

9	MISS COMMUNICATION	AD COUNCIL - LEARNING & ATTENTION ISSUES	THIS PSA TALKS ABOUT EMPOWERED PARENTS IS A CHILD'S BEST ADVOCATE. CHILDREN AGES 2-20 WHO STRUGGLE READING ,MATH,WRITING,OGANIZATI ON AND FOCUS ARE CONFUSED AND DON'T KNOW WHERE TO TURN FOR HELP. IT EMPOWERS PARENTS WITH RESOURCES AND SUPPORT RO HELP THEIR CHILDREN THRIVE IN SCHOOL AND IN LIFE	2ND QTR 2015	60	10/22/2015
#	MES NACIONAL DE PREVENIA DE ENVENENAMIENTO- PROTEJASE DE LOS ENVENENAMIENTO	UNIVERSITY OF CALIFORNIA - RADIO NOTICIAS	THIS PSA CAMPAIGN IS TO HELP AND BE SAFE FROM POISONINGS SUCH AS WHEN BUYING OR USING POISING FOR PESTISITE. IF YOUR ARE NOT LICENSED OR CERTIFIED. RECOMMEND WHO TO CALL IF NEEDED HELP WITH PESTISITE.	2ND QTR 2015	60	NEVER
#	COMA MENOS CALORIAS Y TENGA MAS ACTIVIDAD FISICA	UNIVERSITY OF CALIFORNIA - RADIO NOTICIAS	THIS PSA CA MPAIGN IS TO HELP LISTENERES TO EAT HEALTHY AND REDUCE EATING J AND HAVE A HEALTHY WAY OF LIVING BUY BEING MORE ACTIVE AND EXCERSIZING.	2ND QTR 2015	60	NEVER

# FROZEN SPANISH	AD COUNCIL - FORECLOSURE	THIS CAMPAIGN IS DESIGN TO HELP HOMEOWNERS KNOW THAT THERE IS HELP AND WAYS TO KEEP YOUR HOME AND NOT LOOSE IT BY MAKING IT MORE AFFORDABLE.	2ND QTR 2015	60	12/30/2015
# THIS IS WHY SPANISH	AD COUNCIL - FORECLOSURE PREVENTION	THIS CAMPAIGN IS DESIGN TO HELP HOMEOWNERS KNOW THAT THERE IS HELP AND WAYS TO KEEP YOUR HOME AND NOT LOOSE IT BY MAKING IT MORE AFFORDABLE.	2ND QTR 2015	60	9/22/2015
# ATTENTION MEN	AD COUNCIL - BUZZED DRIVING PREVENTION	THIS CAMPAIGN IS DESIGN TO HELP PEOPLE TO DON'T DRINK AND DRIVE EVEN IF YOU HAD A FEW DRINK NOT ONLY ITS EXPENSIVE WHEN YOU GET IN TROUBLE WITH THE LAW BUT CAN CAUSE FATAL ACCIDENTS.	2ND QTR 2015	60	4/16/2016
# BICYCLE	AD COUNCIL - FATHERHOOD	THIS CAMPAIGN IS DESIGN TO HELP DADS UNDERSTAND THAT THEIR PRESENCE IS CRITICAL TO THE WELL BEING OF THEIR CHILDREN. THE PSA URGES AUDIENCE TO CALL 1-877-4DAD411 OR VISIT WWW.FATHERHOOD.GOV FOR INFORMATION ABOUT HOW TO BECOME A BETTER FATHER.	2ND QTR 2015	60	NEVER

#	CUELGUE SPANISH	AD COUNCIL - CHILDREN'S ORAL HEALTH	THIS CAMPAIGN LETS OUR LISTENERS KNOW TO RAISE AWARENESS TO ACCESS NEAR BY NATURE FOR FAMILYS TO ENJOY THE OUTDOORS WITH THEIR CHILDREN, LISTENERS CAN GET MORE INFO BY VISITING WWW.DESCUBREELBOSQUE.ORG	2ND QTR 2015	60	8/21/2015
#	DUERMEN SUS NIÑOS EL TIEMPO SUFICIENTE	UNIVERSITY OF CALIFORNIA - RADIO NOTICIAS	THIS PSA ENCOURAGES LISTENERS TO LET THEIR CHILDREN SLEEP MORE THAN HAVE THEM DO ACTIVITIES THROUGH OUT THE DAY AND SLEEP IN ONE HOUR EARLY SO CHILDRENE CAN COMPLETE THEIR HOURS OF SLEEP.	2ND QTR 2015	60	NEVER
#	CLASES PARA CONSERVAR FRUTAS Y VERDURAS	UNIVERSITY OF CALIFORNIA	THIS CAMPAIGN ES DESIGNED BY THE UNIVERITY OF CALIFORNIA AND LETS LISTENERS KNOW WAYS OF HOW TO KEEP VEGTABLES VARY CONSERVATIVE AND HEALTHY.	2ND QTR 2015	60	NEVER
#	LAS FRUTAS Y VERDURAS	UNIVERSITY OF CALIFORNIA - RADIO NOTICIAS	THIS CAMPAIGN ES DESIGNED BY THE UNIVERITY OF CALIFORNIA AND LETS LISTENERS KNOW THAT KIDS SHOULD EAT HEALTHY BUY EATING LOCAL FRUITS AND VEGETABLES. ALL LOCAL FRUITS AND VEGETABLES STAY FRESH BECAUSE IT IS PRODUCED IN THE SAME AREA.	2ND QTR 2015	60	NEVER

# WOMAN SPANISH	AD COUNCIL - HUNGER PREVENTION	THIS PSA ENCOURAGES LISTENERS TO HELP THEIR LOCAL FOOD BANK SOLVE HUNGER. PEOPLE CAN LOOK UP FOR MORE INFO AT FEEDINGAMERICA.ORG , AND HELPS THE COMMUNITY TO BE MORE INVOLVE WITH FOOD	2ND QTR 2015	60	1/20/2016
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