

KLOA

QUARTERLY ISSUES & PROGRAMS

3RD QUARTER 2023

ISSUE: Earthquake Preparedness

RESPONSE: In response to the two major Ridgecrest earthquakes in July, 2019, KLOA consistently provides earthquake preparedness announcements.

ISSUE: Covid 19

RESPONSE: Ridgecrest Regional Hospital provides regular announcements regarding Covid vaccines and prevention tips.

ISSUE: Local Public Safety

RESPONSE: In association with the Ridgecrest Police Department, KLOA broadcasts regularly updated safety announcements provided by the RPD public information division.

Issue: Wildfires

RESPONSE: In association with the Kern County Fire Department, KLOA broadcasts regularly updated fire safety announcements provided by the Kern County Fire public information division.

ISSUE: Wildfire Preparedness

RESPONSE: In association with Cal Fire, KLOA is presenting an on-going campaign promoting the Ready, Set, Go Program and Wildfire Action Plan. Wildfires season is year around in Southern California. Homeowners are reminded to incorporate the 3 part program that helps them protect their property and develop a family evacuation plan. Details available at readyforwildfire.org. Campaign running 7/21/23 - TFN.