

KLOA

QUARTERLY ISSUES & PROGRAMS

4TH QUARTER 2023

ISSUE: Toys for Needy Children

RESPONSE: KLOA promoted the Chips for Kids Toy Drive. The California Highway Patrol conducts a toy collection drive at various Walmart, Sam's Club, and Walgreens locations in the Antelope Valley, during the Christmas season.

ISSUE: Toys/Food for Needy Families

RESPONSE: KLOA promoted Stuff-A-Bus. The Antelope Valley Transit Authority conducts an annual toy collection drive in the Antelope Valley and distributes toys and food for local needy families. PSA aired 12/4/23-12/10/23.

ISSUE: Toys for Needy Children

RESPONSE: KLOA promoted the toy drive at the Texas Cattle Company Restaurant. This annual toy drive collects toys for local families in association with AV Harley Davidson and Kids Charities of the Antelope Valley. PSA aired 11/28/23-12/2/23.

ISSUE: Veterans Affairs

RESPONSE: KLOA promoted a free lunch to celebrate Veterans Day, presented by the Ridgecrest Veterans Advisory Council. PSA aired 11/1/23 - 11/11/23.

ISSUE: Resources for Youth and Families

RESPONSE: KLOA promoted a free community event presented by Voices of our Youth, at the Hanger in Lancaster, featuring free toys from the CHP, free groceries, mental health resources, and help for veterans. PSA aired 11/28/23 - 11/9/23.

ISSUE: Public Safety

RESPONSE: In association with the Ridgecrest Police Department and the Kern County Office of Emergency Services, KLOA aired a 60 second PSA announcement encouraging public awareness of crime during the holidays including car break-ins because of gifts left in parked vehicles, and porch pirates stealing delivered packages from door steps. Also driving safety tips especially watching for distracted pedestrians and a reminder to celebrate with common sense and always designate a sober driver.

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 round 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.