



Reporting Period for the (2nd) Quarter of (2014) for Station KWSW-AM

| Description of Issue | Program | Date Aired | Time(s) Aired | Duration | Description of Program |
|---|-------------------------------|--|---------------|-------------------------|---|
| Economic Development: Tourism | News Feature Series | Mondays in April (8/day) | 5a – 12a | 60 second features | T/economic impact of Tourism in our region |
| Public Health | PSA | Week of May 18 th | 5a – 12a | 30 second length promos | Educational message about current needs for blood and plasma in area. |
| Economic Development: Lemonade Day | Bonus of advertising schedule | Month of May | 5a – 12a | 30 second length ads | A part of the Decade of Difference series |
| Public Safety: Safe Driving | PSA | April 1 st – April 30 th | 5a – 12a | 30 second length promos | Voiced by CHP officers, <i>Distracted Driver Safety Month</i> |
| Economic Development: Entrepreneurship | News Feature Series | Mondays in June | 5a – 12a | 60 second length promos | The challenges of being in business |

Dated: _____

Prepared by Brian Papstein