



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