

KRVR-FM 105.5

KVIN-AM 920

3rd QUARTER 2017

ISSUES LIST:

MUSIC EXPOSURE NEEDED TO UNDERPRIVELEDGED

COMPUTER ACCESS FOR CITIZENS WITHOUT

SENIOR CITIZEN OUTREACH AND HELP NEEDED

FAILING GRADES IN LOCAL SCHOOLS

MANY AREA FAMILIES HAVE LOW LITERACY RATES

HEALTH AND WELLNESS NEEDS TO BE PROMOTED TO AREA POOR
POPULATION

MUSIC EXPOSURE NEEDED TO UNDERPRIVELEDGED

DENTAL HEALTH NEEDED FOR COUNTY POOR

ASSIST POOR FAMILIES IN CENTRAL VALLEY

PROGAMS:

KRVR / KVIN RAN PUBLIC SERVICE ANNOUNCEMENTS ADDRESSING
THESE ISSUES, EACH :30 SECOND PSA WAS READ BY
ANNOUNCERS APPROXIMATELY 2 TIMES DAILY. AIRTIME GIVEN TO
EACH PSA WAS APPROXIMATELY 30 MINUTES OF AIRTIME 5AM-
12AM.

ISSUE:

In many communities, it is traditional to pay special attention to less prosperous families and individuals as the winter holidays near. The Hughson Community Project continues its commitment to this effort in 2017.

PROGRAM:

In 2016, the Hughson Community Project provided Christmas baskets to 336 households, with an even greater need forecast for 2017. The non-profit administers a drive for household necessities and food, as well as new toys for children. Through partnership with the United Samaritans Foundation, the organization also maintains an emergency food box for the community throughout the year.

Dates Announced: 10/24/17 – 10/31/17

Times Aired: 6 AM – 11 PM Tuesday - Tuesday