



# Q1 2014 ISSUES

## KKBA – KBAY

January 1<sup>st</sup>, 2014 to March 31<sup>st</sup>, 2014

**In accordance with the commission's rules and regulations concerning each station's requirements to serve the community, the following are the issues dealt with by KKBA Corpus Christi during the previous 3 month period.**

### COASTAL BEND BLOOD CENTER ROCKIN' ROLL UP YOUR SLEEVE BLOOD DRIVE

Issue#1: KKBA recognized and brought attention to the annual blood drive during this period of time when there was a shortage of blood supply.

Date: Saturday, January 11<sup>th</sup>, 2014

Issue: Community/Non-profit

Details: KKBA supported this by interviewing Leticia Mondragon who spoke on the shortage of blood types and gave facts as to how much help blood donations really give.

### FIT FEST 2014

Issue #2: KKBA brought awareness to our community's health and fitness shortcomings and promoted various ways people could get back into shape and live a healthy lifestyle in the coastal bend Fit Fest.

Date: Sunday, January 26<sup>th</sup>

Issue: Community/Health

Details: KKBA promoted with promos, liners, website posting, on air interviews and on-site presence/participation

### THE ROAST OF CARLOS VALDEZ

Issue# 3: KKBA brought awareness to child abuse prevention by participating in "The Roast of Carlos Valdez". The event benefited the Children's Advocacy Center of the Coastal Bend.

Date: Monday, March 31<sup>st</sup>, 2014

Issue: Community/Children

Details: KKBA promoted/hosted this event with on air interviews and social media presence/participation.

### RONALD MCDONALD COLOR ME RAD 5K

Issue# 4: KKBA supported the community, promoting the 1<sup>st</sup> annual 5K race while also participating with two teams in the event. All proceeds benefited the Ronald McDonald House.

Date: Saturday, February 22<sup>nd</sup>, 2014

Issue: Community/Charity

Details: KKBA promoted/participated with on air interviews and physically running in the race.

### SINTON HIGH CAREER DAY

Issue # 5: KKBA participated in a career day for high school students at Sinton H.S. We spoke about the radio industry and the importance of education in any career field. We also answered questions in a Q&A session.

Date: Wednesday, January 22<sup>nd</sup>, 2014

Issue: Community/Education

Details: KKBA supported this event through attendance at the event.

### DRISCOLL MIDDLE SCHOOL CAREER DAY

Issue # 6: KKBA participated in a career day for high school students at Sinton H.S. We spoke about the radio industry and the importance of education in any career field. We also answered questions in a Q&A session.

Date: Thursday, March 6<sup>th</sup>, 2014

Issue: Community/Education

Details: KKBA supported this event through attendance at the event

Community/ Nonprofit	1
Community/ Health	2
Community/ Children	3
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placed in the public file this 10<sup>th</sup> day  
April, 2014.

no Flores – KKBA Program Dir.