



KLOB-FM FCC COMMUNITY REPORT

4TH QUARTER 2014

PREPARED BY: HERIBERTO DISMAYA

ISSUE: PUBLIC SAFETY

SMOKEY BEAR/PLANES-WINGMAN

When: 10/1/14 – 12/31/14

Program: 30-Second PSA

Description of Program: Renew the importance of wildfire prevention by creating awareness of the causes and consequences of wildfires, ultimately reducing the number of human-caused wildfires.

WIRELESS ALERTS – SOUNDS IN YOUR LIFE

When: 10/1/14 – 12/31/14

Program: 60-Second PSA

Description of Program: The emergency preparedness ("ready") campaign empowers individuals, families, small businesses and communities to prepare for emergencies, including both natural and man-made disasters. Everyone must play a role in emergency preparedness.

ISSUE: HEALTH CARE

RECIPES FOR DISASTER

When: 10/1/14 – 12/31/14

Program: 60-Second PSA

Description of Program: This PSA features specific safe food handling steps, communicate the risk of food poisoning, and encourage parents and caregivers to help protect their families from food poisoning by checking their food safety steps at foodsafety.gov.

FISH REVISED

When: 10/1/14 – 12/31/14

Program: 30-Second PSA

Description of Program: The campaign encourages parents to learn simple tips on how to eliminate asthma triggers and prevent asthma attacks by visiting noattacks.org.

DON'T SMOKE AND VACCUMM

When: 10/1/14 – 12/31/14

Program: 60-Second PSA

Description of Program: The campaign encourages parents to learn simple tips on how to eliminate asthma triggers and prevent asthma attacks by visiting noattacks.org.

TAKE CARE PEOPLE SPANISH

When: 10/1/14 – 12/31/14

Program: 30-Second PSA

Description of Program: This PSA encourages listeners to enroll for health insurance at low cost. It delivers a message to the community to take care and get checked, listeners also can get more info by visiting getcoveredamerica.org.

ISSUE: CHILD SAFETY

CHAIRS - SPANISH

When: 10/1/14 – 12/31/14

Program: 60-Second PSA

Description of Program: The PSAs encourage parents and caregivers with children ages 0-12 to visit safercar.gov/therightseat. The website helps parents find the right car seat for their child's age and size and also features nhtsa's best practices.

ISSUE: ROLES OF LATINOS IN THE COMMUNITY

JORGE RAMOS/MARIA ELENA SALINAS - SPANISH

When: 10/1/14 – 12/31/14

Program: 60-Second PSA

Description of Program: The PSAs encourage hispanic community to prepare and and plan for a better future and that there is help with financial funds for those who can't afford to continue school by visiting hsf.net.