

KLOB-FM FCC COMMUNITY ISSUES REPORT

2ND QUARTER 2014

PREPARED BY: MERCY CASTRO

ISSUE: HEALTH CARE

DATE: 4/1/14 – 6/30/14

TITLE: RECIPES FOR DISASTER

DURATION: 60 SEC

DESCRIPTION: 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.

DATE: 4/1/14 – 6/30/14

TITLE: FISH REVISED

DURATION: 30 SEC

DESCRIPTION: THE CAMPAIGN ENCOURAGES PARENTS TO LEARN SIMPLE TIPS ON HOW TO ELIMINATE ASTHMA TRIGGERS AND PREVENT ASTHMA ATTACKS BY VISITING NOATTACKS.ORG.

DATE: 4/1/14 – 6/30/14

TITLE: COOK SPANISH

DURATION: 60 SEC

DESCRIPTION: 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.

DATE: 4/1/14 – 6/30/14

TITLE: DON'T SMOKE AND VACCUMM

DURATION: 60 SEC

DESCRIPTION: THE CAMPAIGN ENCOURAGES PARENTS TO LEARN SIMPLE TIPS ON HOW TO ELIMINATE ASTHMA TRIGGERS AND PREVENT ASTHMA ATTACKS BY VISITING NOATTACKS.ORG.

DATE: 4/1/14 – 6/30/14

TITLE: CLEAN SPANISH

DURATION: 60 SEC

DESCRIPTION: 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.

DATE: 4/1/14 – 6/30/14

TITLE: SEPARATE SPANISH

DURATION: 60 SEC

DESCRIPTION: 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.

AIR DATE: 4/1/14 – 6/30/14

TITLE: CHILL SPANISH

DURATION: 60 SEC

DESCRIPTION: 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.

ISSUE: PUBLIC SAFETY

DATE: 4/1/14 – 6/30/14

TITLE: BUZZED DRIVING PREVENTION

DURATION: 60 SEC

DESCRIPTION: THE PURPOSE OF THIS CAMPAIGN IS TO INSPIRE DIALOGUE ON AND RECOGNITION OF THE DANGERS OF “BUZZED DRIVING.”

DATE: 4/1/14 – 6/30/14

TITLE: WIRELESS ALERTS – SOUNDS IN YOUR LIFE

DURATION: 60 SEC

DESCRIPTION: 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.

DATE: 4/1/14 – 6/30/14

TITLE: ABOUT

DURATION: 30 SEC

DESCRIPTION: THE PURPOSE OF THIS CAMPAIGN IS TO INSPIRE DIALOGUE ON AND RECOGNITION OF THE DANGERS OF “BUZZED DRIVING.”

ISSUE: CHILD SAFETY

DATE: 4/1/14 – 6/30/14

TITLE: CHAIRS - SPANISH

DURATION: 60 SEC

DESCRIPTION: 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

DATE: 4/1/14 – 6/30/14

TITLE: 12 YEARS - SPANISH

DURATION: 30 SEC

DESCRIPTION: THIS CAMPAIGN SEEKS TO MOTIVATE AND INSPIRE PEOPLE FROM ALL WALKS OF LIFE TO "LIVE UNITED" BY GETTING ENGAGED AND BECOMING A PARTNER WITH THE UNITED WAY IN THEIR COMMUNITY EFFORTS. THE DIRECT CALL TO ACTION, "GIVE. ADVOCATE. VOLUNTEER." ALLOW VIEWERS TO EASILY ENVISION A ROLE FOR THEMSELVES IN MAKING A DIFFERENCE IN THEIR COMMUNITY.

DATE: 4/1/14 – 6/30/14

TITLE: 12 YEARS - SPANISH

DURATION: 60 SEC

DESCRIPTION: THIS CAMPAIGN SEEKS TO MOTIVATE AND INSPIRE PEOPLE FROM ALL WALKS OF LIFE TO "LIVE UNITED" BY GETTING ENGAGED AND BECOMING A PARTNER WITH THE UNITED WAY IN THEIR COMMUNITY EFFORTS. THE DIRECT CALL TO ACTION, "GIVE. ADVOCATE. VOLUNTEER." ALLOW VIEWERS TO EASILY ENVISION A ROLE FOR THEMSELVES IN MAKING A DIFFERENCE IN THEIR COMMUNITY.