



KLOB - Radio PSA 4Q2014-Oct/Nov/Dec

Title	Subject	Description	Length
HECTOR	COMMUNITIES IN SCHOOLS	THIS PSA HELPS LISTENERS WHO HAVE A LOW SELF ESTEEM TO ENCOURAGE THEM TO LOOK FOR HELP AND WILL FIND HELP IN SCHOOL. LISTENERS CAN ALSO FIND HELP BY VISITING COMMUNITIESINSCHOOLS.ORG	30
ESCAPE PROJECT - MOTHER	AD COUNCIL - DISCOVERING NATURE	THIS CAMPAIGN LETS OUR LISTENERS KNOW TO RAISE AWARENESS TO ACCESS NEAR BY NATURE FOR FAMILYS TO ENJOY THE OUTDOORS WITH THEIR CHILDREN, LISTENERS CAN GET MORE INFO BY VISITING WWW.DESCUBREELBOSQUE.ORG	30
DIFFERENT SOUNDS	AD COUNCIL - DISCOVERING NATURE	THIS CAMPAIGN LETS OUR LISTENERS KNOW TO RAISE AWARENESS TO ACCESS NEAR BY NATURE FOR FAMILYS TO ENJOY THE OUTDOORS WITH THEIR CHILDREN, LISTENERS CAN GET MORE INFO BY VISITING WWW.DESCUBREELBOSQUE.ORG	30

PUPPY	AD COUNCIL - FATHERHOOD INVOLVEMENT	THIS CAMPAIGN IS DESIGN TO HELP DADS UNDERSTAND THAT THEIR PRESENCE IS CRITICAL TO THE WELL BEING OF THEIR CHILDREN. THE PSA URGES AUDIENCE TO CALL 1-877-4DAD411 OR VISIT WWW.FATHERHOOD.GOV FOR INFORMATION ABOUT HOW TO BECOME A BETTER FATHER.	30
MAN - SPANISH	AD COUNCIL -HUNGER PR	THIS PSA ENCOURAGES LISTENERS TO HELP THEIR LOC	30
JORGE RAMOS/MARIA ELENA SALINAS SP	AD COUNCIL - HISPANIC COLLEGE ENROLLMENT	THIS PSA ENCOURAGES THE HISPANIC COMMUNITY TO PREPARE THEMSELVES AND PLAN FOR A BETTER FUTURE BY GETTING FINANCIAL HELP IN ORDER TO CONTINUE SCHOOL. LISTENERS CAN GET MORE INFO BY VISITING HSF.NET.	30
FROZEN - SPANISH	AD COUNCIL - MAKING HO	THIS PSA LETS LISTENERS KNOW THE FEDERAL GOVERNMENT MAKES FREE RESOURCES AVAILABLE FOR STRUGGLING HOMEOWNERS TO HELP LEARN ABOUT OTHER OPTIONS UNDER THE PROGRAM AND WORK WITH EXPERT AT A HUD-APPROVED COUNSELING AGENCY FOR FREE.	30

PIENSALO	AD COUNCIL - MAKING HO	THIS PSA LETS LISTENERS KNOW THE FEDERAL GOVERNMENT MAKES FREE RESOURCES AVAILABLE FOR STRUGGLING HOMEOWNERS TO HELP LEARN ABOUT OTHER OPTIONS UNDER THE PROGRAM AND WORK WITH EXPERT AT A HUD-APPROVED COUNSELING AGENCY FOR FREE.	30
SMOKEY BEAR/PLANES-WINGMAN	AD COUNCIL - WILDFIRE PREVENTION	THIS PSA PROMOTES TO BE RESPONSIBLE WHEN LIGHTING FIRE IN FOREST AND TURNING THE FIRE OFF. IT ALSO LETS VIEWERS KNOW TO BE PRECOCIOUS BY UTILIZING DISNEY ANIMATED CHARACTERS "PLANES" AND SMOKEY BAIR	30
NO SE MUERA A CAUSA DEL CALOR	UNIVERSITY OF CALIFORN	THIS PSA ENCOURAGES LISTENERS WHO WORK UNDER THE SUN , TO ALWAYS STAY HYDRATED BY DRINKING LOTS OF WATER FLUIDS, AND KEEP A STEADY WORK PACE SO THAT WAY YOU CAN KEEP AWAY FROM HEAT STROKES OR DEHYDRATION.	30
FISH - SPANISH	AD COUNCIL - CHILDHOOD ASTHMA	THIS PSA SHOW HOW CHILDREN CAN RELATE WITH ASTHMA ATTACK TO A FISH THAT IS NOT IN THE WATER. THE VIEWER CAN LEARN MORE ON HOW TO REACT IN A ASTHMA ATTACK BY VISITING WWW.NOATTACKS.ORG	30

TAKE CARE PEOPLE SP	AD COUNCIL - ENROLLME	THIS PSA ENCOURAGES FAMILIES TO ENROLL INTO MEDICAL INSURANCE PROGRAM AT GETCOVEREDAMERICA.ORG	30
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WIRELESS ALERTS - SOUNDS IN YOUR LIFE	AD COUNCIL - EMERGENC	THE EMERGENCY PREPAREDNESS CAMPAIGN EMPOWERS INDIVIDUALS,FAMILIES,SMALL BUSINESSES AND COMMUNITIES TO BE PREPARED FOR ANY EMERGENCIES INCLUDING BOTH NATURAL AND MAN DISASTERS. THIS CAMPAIGN INCLUDES ASSETS TARGETED TO THE GENERAL POPULATION, HISPANIC AMERICANS,SMALL BUSINESS OWNERS ABD PARENTS OF SCHOOL-AGED CHILDREN THAT DRIVE	60
CHAIRS - SPANISH	AD COUNCIL - CHILD PASSENGER SAFETY	THIS PSA ENCOURAGES PARENTS AND CARGIVERS WITH CHILDREN AGES 0-12 TO SECURE CHILDREN AND PREVANT FATAL CAR ACCEDENTS. IT ALSO LETS LISTENERS KNOW WHERE TO GET MORE INFORMATION BY VISITING SAFECAR.GOV/THERIGHTSEAT.	60

CHILD SPANISH	AD COUNCIL - HUNGER PREVENTION	THIS PSA ENCOURAGES LISTENERS TO HELP THEIR LOCAL FOOD BANK SOLVE HUNGER. PEOPLE CAN LOOK UP FOR MORE INFO AT FEEDINGAMERICA.ORG , AND HELPS THE COMMUNITY TO BE MORE INVOLVE WITH FOOD BANKS.	60
LAS COMIDAS HECHAS EN CASA	UNIVERSITY OF CALIFORNIA - RADIO NOTICIAS	THIS PSA LETS LISTENERS KNOW THAT EATING AT HOME IS THE BEST WAY OF COMMUNICATION AND EATING IN A BETTER NUTRITION WAY.	60
OFREZCA A SUS NIÑOS OPCIONES MAS...	UNIVERSITY OF CALIFORNIA - RADIO NOTICIAS	THIS PSA CAMPAIGN IS TO REDUCE OBESITY LETS FAMILIES KNOW WHEN THEIR CHILDREN ASK FOR SOMETHING TO DRINK GIVE THEM WATER AND LESS SODAS AND OTHER SUGAR DRINKS.	60
FIJASE CUANTA AZUCAR BEBE	UNIVERSITY OF CALIFORNIA - RADIO NOTICIAS	THIS PSA CAMPAIGN IS TO REDUCE OBESITY LETS FAMILIES KNOW WHEN THEIR CHILDREN ASK FOR SOMETHING TO DRINK GIVE THEM WATER AND LESS SODAS AND OTHER SUGAR DRINKS.	60

<p>COMO HACER RENDIR EL DINERO...</p>	<p>UNIVERSITY OF CALIFORNIA - RADIO NOTICIAS</p>	<p>THIS PSA LETS LISTENERS KNOW HOW TO SAVE MONEY WHEN BUYING GROCERIES. IT OFFERS WHAT LISTENERS CAN BUY AS FARE AS HEALTHY FOODS.</p>	<p>60</p>
<p>DON'T SMOKE AND VACCUM - SPANISH</p>	<p>AD COUNCIL - CHILDHOOD ASTHMA</p>	<p>THIS PSA SHOW HOW CHILDREN CAN RELATE WITH ASTHMA ATTACK TO A FISH THAT IS NOT IN THE WATER. THE VIEWER CAN LEARN MORE ON HOW TO REACT IN A ASTHMA ATTACK BY VISITING WWW.NOATTACKS.ORG</p>	<p>60</p>
<p>FISH - REVISED SPANISH</p>	<p>AD COUNCIL - CHILDHOOD ASTHMA</p>	<p>THIS PSA SHOW HOW CHILDREN CAN RELATE WITH ASTHMA ATTACK TO A FISH THAT IS NOT IN THE WATER. THE VIEWER CAN LEARN MORE ON HOW TO REACT IN A ASTHMA ATTACK BY VISITING WWW.NOATTACKS.ORG</p>	<p>60</p>
<p>RECIPIES FOR DISASTER - PAUL</p>	<p>AD COUNCIL - FOOD SAFETY EDUCATION</p>	<p>THIS PSA GIVE'S A VIEW OF 1 IN 6 AMERICANS COULD GET SICK FROM FOOD POISONING,IT RAISES AWARENESS OF DANGEROUS FOODBORNE PATHOGENS, HIGHLIGHTING SPECIFIC ACTIONS AUDIENCES CAN TAKE TO KEEP THEIR FAMILIES SAFE.</p>	<p>60</p>

<p>COMBATE AMENAZA A LOS CITRICOS</p>	<p>CALIFORNIA DEPT OF FOOD</p>	<p>THIS PSA CAMPAIGN IS TO HELP AGRICULTURE FARMERS TO KEEP THEIR FARM AND AGRICULTURE GROW CLEAN AND SAFE ENVIRONMENT.</p>	<p>60</p>
<p>PIENSALO - UPDATED</p>	<p>AD COUNCIL - MAKING HOME AFFORDABLE</p>	<p>THIS PSA LETS LISTENERS KNOW THE FEDERAL GOVERNMENT MAKES FREE RESOURCES AVAILABLE FOR STRUGGLING HOMEOWNERS TO HELP LEARN ABOUT OTHER OPTIONS UNDER THE PROGRAM AND WORK WITH EXPERT AT A HUD-APPROVED COUNSELING AGENCY FOR FREE.</p>	<p>60</p>
<p>COMO MANTENER FRUTAS Y VERDURAS...</p>	<p>UNIVERSITY OF CALIFORNIA - RADIO NOTICIAS</p>	<p>THIS PSA LETS LISTENERS KNOW TO CONTAIN THE MAXIMUM PROTEIN AND QUALITY OF VEGETABLES AND FRUITS IS TO BUY THEM WHILE THEY ARE FRESH AND LESS TIME OF EXPIRE.</p>	<p>60</p>
<p>ASEGURESE DE COCINAR BIEN LAS...</p>	<p>UNIVERSITY OF CALIFORNIA</p>	<p>THIS PSA GIVE'S A VIEW OF 1 IN 6 AMERICANS COULD GET SICK FROM FOOD POISONING,IT RAISES AWARENESS OF DANGEROUS FOODBORNE PATHOGENS, HIGHLIGHTING SPECIFIC ACTIONS AUDIENCES CAN TAKE TO KEEP THEIR FAMILIES SAFE.</p>	<p>60</p>

QUINCEAÑERA	AD COUNCIL - FATHERHOOD INVOLVEMENT	THIS CAMPAIGN IS DESIGN TO HELP DADS UNDERSTAND THAT THEIR PRESENCE IS CRITICAL TO THE WELL BEING OF THEIR CHILDREN. THE PSA URGES AUDIENCE TO CALL 1-877-4DAD411 OR VISIT WWW.FATHERHOOD.GOV FOR INFORMATION ABOUT HOW TO BECOME A BETTER FATHER.	60
HERO - SPANISH	AD COUNCIL - FATHERHOOD INVOLVEMENT	THIS CAMPAIGN IS DESIGN TO HELP DADS UNDERSTAND THAT THEIR PRESENCE IS CRITICAL TO THE WELL BEING OF THEIR CHILDREN. THE PSA URGES AUDIENCE TO CALL 1-877-4DAD411 OR VISIT WWW.FATHERHOOD.GOV FOR INFORMATION ABOUT HOW TO BECOME A BETTER FATHER.	60
BICYCLE	AD COUNCIL - FATHERHOOD	THIS CAMPAIGN IS DESIGN TO HELP DADS UNDERSTAND THAT THEIR PRESENCE IS CRITICAL TO THE WELL BEING OF THEIR CHILDREN. THE PSA URGES AUDIENCE TO CALL 1-877-4DAD411 OR VISIT WWW.FATHERHOOD.GOV FOR INFORMATION ABOUT HOW TO BECOME A BETTER FATHER.	60
ESCAPE PROJECT - FAMILIES	AD COUNCIL - DISCOVERING NATURE	THIS CAMPAIGN LETS OUR LISTENERS KNOW TO RAISE AWARENESS TO ACCESS NEAR BY NATURE FOR FAMILYS TO ENJOY THE OUTDOORS WITH THEIR CHILDREN, LISTENERS CAN GET MORE INFO BY VISITING WWW.DESCUBREELBOSQUE.ORG	60

<p>LA IMPORTANCIA DEL HIGIENE AL GUARDAR...</p>	<p>UNIVERSITY OF CALIFORNIA - RADIO NOTICIAS</p>	<p>THIS PSA ENCOURAGES LISTENERS TO CLEAN THEIR REFRIDGERATORS FROM HOMES ONCE A WEEK, SO THAT THEY WILL BE SAFE FROM BACTERIA BEING CREATED. IT ALSO LETS LISTENERS KNOW TO ALWAYS WASH CLEAN VEGGIES AND FRUITS BEFORE EATING AND STORING THEM AWAY.</p>	<p>60</p>
<p>APROVECHEMEJOR EL REIGO EN SU JARDIN</p>	<p>UNIVERSITY OF CALIFORNIA</p>	<p>THIS CAMPAIGN ES DESIGNED BY THE UNIVERITY OF CALIFORNIA AND LETS LISTENERS KNOW WAYS OF WATERING THEIR PLANTS AND LETTING LISTENERS KNOW WAYS TO GROW PLANTS SO THEY CAN SAVE WATER.</p>	<p>60</p>
<p>LA COMUNICACION EN EL HOGAR DEBE...</p>	<p>UNIVERSITY OF CALIFORNIA - RADIO NOTICIAS</p>	<p>THIS CAMPAIGN ES DESIGNED BY THE UNIVERITY OF CALIFORNIA AND LETS LISTENERS KNOW THAT COMMUNICATION IS VARY IMPORTANT AT HOME. IT IS A WAY TO HELP CHILDREN TO GROW, AND HEAD TO A POSITIVE PATH.</p>	<p>60</p>
<p>HEARING HEALTH</p>	<p>HEARING LOSS ASSOCIATION OF AMERICA</p>	<p>THIS PSA ENCOURAGES LISTENERS TO GET CHECKED IF ANYONE WITH HEARING PROBLEMS OR LOSS OF HEARING. IT LETS THE AUDIENCE KNOW WHEN YOU HAVE SYMPTONS OF LOSSING HEARING. THE HEARING LOSS ASSOCIATION OF AMERICA ENCOURAGES LISTENERS TO GET MORE INFO BY VISTING A DOCTOR OR VISIT WWW.HEARINGLOSS.ORG</p>	<p>60</p>

FISH REVISED	AD COUNCIL	THIS PSA SHOW HOW CHILDREN CAN RELATE WITH ASTHMA ATTACK TO A FISH THAT IS NOT IN THE WATER. THE VIEWER CAN LEARN MORE ON HOW TO REACT IN A ASTHMA ATTACK BY VISITING WWW.NOATTACKS.ORG	20
I GOT THE JOB SPANISH	AD COUNCIL - JOB TRAINI	THIS PSA CAMPAIGN IS TO INCREASE GOODS DONATION TO GOODWILL, HELP OUT MORE AROUND THE COMMUNITY, AND INSPIRE AN EMOTIONAL CONNECTION TO THE GOODWILL BRAND AND ELEVATE PREFERENCE FOR GOODWILL.	15
RECIPIES FOR DISASTER	AD COUNCIL	THIS PSA GIVE'S A VIEW OF 1 IN 6 AMERICANS COULD GET SICK FROM FOOD POISONING,IT RAISES AWARENESS OF DANGEROUS FOODBORNE PATHOGENS, HIGHLIGHTING SPECIFIC ACTIONS AUDIENCES CAN TAKE TO KEEP THEIR FAMILIES SAFE.	15