

KLOB-FM FCC COMMUNITY REPORT

3RD QUARTER 2014

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ISSUE: PUBLIC SAFETY

SMOKEY BEAR/PLANES-WINGMAN

When: 7/1/14 – 9/30/14

Program: 30-Second

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: 7/1/14 – 9/30/14

Program: 60-Second

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.

ABOUT

When: 7/1/14 – 9/30/14

Program: 30-Second

Description of Program: The purpose of this campaign is to inspire dialogue on and recognition of the dangers of "buzzed driving."

ISSUE: HEALTH CARE

RECIPES FOR DISASTER

When: 7/1/14 – 9/30/14

Program: 60-Second

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: 7/1/14 – 9/30/14

Program: 30-Second

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: 7/1/14 – 9/30/14

Program: 60-Second

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.

CONSULADO DE MEXICO HEALTH FAIR

When: 9/18/14 – 9/30/14

Program: 30-Second

Description of Program: This PSA invites listeners to attend a health fair hosted by the Mexican consulate. It is open to all residents of the Imperial Valley and attendees have the opportunity to have routine medical exams done at no cost.

ISSUE: CHILD SAFETY

CHAIRS - SPANISH

When: 7/1/14 – 9/30/14

Program: 60-Second

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: IMMIGRATION REFORM

YA ES HORA -CIUDADANIA

When: 9/18/14 – 9/28/14

Program: 30-Second

Description of Program: The PSAs encourages members of the community to attend a workshop that assists with citizenship forms and process. The workshop is open to the public and free for those who need help filling out citizenship forms.

ISSUE: ROLES OF LATINOS IN THE COMMUNITY

SMALL BUSINESS ASSOCIATION WORKSHOP

When: 8/28/14 – 9/2/14

Program: 30-Second

Description of Program: This PSA invites business owners of the community to attend a workshop in Spanish where local small business owners can get information on how to grow their businesses from the Small Business Association.