

KEPD-FM

QUARTERLY ISSUES & PROGRAMS

3RD QUARTER 2019

PSA TOPICS / DETAILS

1. Earthquake Safety

On July 4th, our service area experienced a 6.4 magnitude earthquake and on July 5th a 7.1 magnitude earthquake. KEPD aired hourly earthquake safety announcements. On the KEPD website, kepadre1049.com, links to earthquake safety information from www.ready.gov, natural gas shut off instructions from So Cal Gas Company, and proper use of the 911 system in an emergency from 911.gov, were posted. Since we have experienced dozens of aftershocks, these links to earthquake safety information will remain on the homepage of the KEPD website.

2. Bullying Prevention_ Ad Council

a. What do you witness online everyday? When someone is being bullied online what do you do? Now you can speak up with the witness emoji. Let the world know that it isn't cool. Speak up now.

b. Link to Web-Site_ <https://www.psadirector.com>

c. PSA was covered On-Air 2-3 times weekly

d. Aired July 2019

e. :30 seconds

3. Adopt a Pet_Ad Council

a. A person is the best thing to happen to a shelter pet, be that person. Adopt. Brought to you by the Ad Council and theshelterpetproject.org.

b. Link to Web-Site_ <https://www.psadirector.com>

c. PSA was covered On-Air 2-3 times weekly

d. Aired July/August 2019

e. :30 seconds

4. FDA Sunscreen_Ad Council

a. Most of us like to be in the sun, that's why sunscreen and other safety measures are key. FDA recommends we use sunscreen with a spf of 15 or higher also look for broad spectrum on the label, that means both harmful Ultraviolet rays are blocked. Visit www.fda.gov/sunscreen for more info.

b. Link to Web-Site_<https://www.psadirector.com>

c. PSA was covered On-Air 2-3 times weekly

d. Aired July/August 2019

e. :30 seconds

5. Fatherhood Guys Night Out_Ad Council

a. The smallest moments can have the biggest impact on a child's life. Take time to be a dad today. Visit Fatherhood.com

b. Link to Web-Site_<https://www.psadirector.com>

c. PSA was covered On-Air 2-3 times weekly

d. Aired July/August 2019

e. :30 seconds

6. Vision Loss_Bright Focus

a. Most people lose their vision from diseases not at birth. So many eye disorders can be treated if caught early. Visit Brightfocus.org to learn more.

b. Link to Web-Site_<https://www.psadirector.com>

c. PSA was covered On-Air 2-3 times weekly

d. Aired September 2019

e. :30 seconds

7. CDC Stop HIV_ Ad Council

a. More than a million people in the USA are living with HIV. There our family, friends, and loved ones. You can help end HIV stigma in your family and community. Visit www.cdc.gov/together to learn more.

b. Link to Web-Site_ www.cdc.gov/together

c. PSA was covered On-Air 2-3 times weekly

d. Aired September 2019

e. :30 seconds

8. YMCA Better Us_Ad Council

a. What is Us? Us is a foundation, us is a future. We can't help without Us. Support your local Y today because where there's a Y there's an us. The Y for a better us.

b. Link to Web-Site_ <https://www.psadirector.com>

c. PSA was covered On-Air 2-3 times weekly

d. Aired September 2019 e. :30 seconds

9. Tire Smart Safety Checks_US tire manufacturing association

a. Every wonder why your tires have grooves and mine don't? Good tire tread helps keep traction on the road. To check the safety, stick a penny in your tire with the head facing down, if it all of his head shows above the tread it's time to replace them.

b. Link to Web-Site_ <https://www.psadirector.com>

c. PSA was covered On-Air 2-3 times weekly

d. Aired September 2019

e. :30 seconds

10. Protect The Ocean_Ad Council

a. Most of us have a memory of being in nature will never forget. Lets protect the world's natural places. Visit WorldWildLife.Org.

b. Link to Web-Site_<https://www.psadirector.com>

c. PSA was covered On-Air 2-3 times weekly

d. Aired July/August 2019

e. :30 seconds

11. CGSC_Staircase

a. We can create a better future with the new common core state standards in our schools. So even though you can't see your child's future you can feel a lot better about it. Check out the video on it at CommonCoreWorks.org.

b. Link to Web-Site_<https://www.psadirector.com>

c. PSA was covered On-Air 2-3 times weekly

d. Aired July 2019

e. :30 seconds

12. OAC_ Health Awareness

a. Sometimes losing can be winning when it comes to your weight. Come join the your weight matters campaign being produced by the obesity action coalition. To take the your weight challenge visit yourweightmatters.org.

b. Link to Web-Site_<https://www.psadirector.com>

c. PSA was covered On-Air 2-3 times weekly

d. Aired July 2019

e. :30 seconds

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