

Issues and Programs List 4th Quarter, 2017

Page 1

Station: KWWW-FM

City/State: Quincy/Wenatchee, WA

The following pages list the programs and/or Public Service Announcements that the station believes provided the most significant attention to the community problems, issues and needs for the quarter listed above.

Issue:

Description:

- | | | |
|---|------------------------------|--|
| 1 | KIDS IN NEED OF WINTER COATS | KW3 HELPS COLLECT COATS FOR KIDS IN OUR COMMUNITY |
| 2 | COMMUNITY NEEDS DIAPERS | KW3 ASKS THE COMMUNITY FOR DIAPERS ON MAKE A DIFFERENCE DAY |
| 3 | COMMUNITY NEEDS WIPES | KW3 ASK FOR WIPES FOR AREA MOMS |
| 4 | HOMELESS CATS AND DOGS | KW3 PROMOTES ADOPTION OF HOMELESS DOGS AND CATS AT THE HUMANE SOCIETY. |
| 5 | FOOD BANK IN DIRE NEED | KW3 LISTENERS HELPS RAISE MONEY FOR THE SALVATION ARMY |

Issue 1**KIDS IN NEED OF WINTER COATS****4th Quarter, 2017***(Each issue should have its own page and 5 programs or PSA schedules broadcast in response to the issue.)*

| Name of Program: | Date & Time Aired: | Length of Program or Segment: | Description of Program or Segment: |
|--------------------------|-------------------------------|--------------------------------------|---|
| 1 Breakfast Burrito Show | 10/25/18, 8:10am | 3:00 minute | Connor & Nikki mentioned Connor's wife - A kindergarten teacher who notices kids in her class who come to school without coats in the Winter. |
| 2 Breakfast Burrito Show | 10/26/18, 8:10am | 3:00 minutes | We described Andrea Andrus' emotional observation to why she started the Coats for Kids coat drive years ago, here in the Wenatchee Valley |
| 3 Breakfast Burrito Show | 10/27/17, 8:10am | 3:00 minutes | Connor & Nikki describe the school aged kids who attend school without coats in the Winter |
| 4 Breakfast Burrito Show | 10/28/17, 10a-2pm | 4 hours | KW3's Connor & Nikki are at the Wenatchee Albertson's collecting Coats for Kids! |
| 5 Breakfast Burrito Show | 10/16/17 to 10/28-17 | :30 second PSA | PSA requesting help with coats for kids |

Issue 2**COMMUNITY NEEDS DIAPERS****4th Quarter, 2017***(Each issue should have its own page and 5 programs or PSA schedules broadcast in response to the issue.)*

| | Name of Program: | Date & Time Aired: | Length of Program or Segment: | Description of Program or Segment: |
|---|-----------------------------|-------------------------------|--------------------------------------|--|
| 1 | Breakfast Burrito Show | 10/23/17, 8:10am | 3:00 minutes | Linda Belton from the Junior Service League of Wenatchee talks about how they distribute diapers. |
| 2 | Breakfast Burrito Show | 10/24/17, 8:10am | 3:00 minutes | Connor & Nikki talk about how many mom's in our area need the diapers for their young families. The number is HUGE... and we need your help! |
| 3 | Breakfast Burrito Show | 10/25/17, 8:35am | 3:00 minutes | Connor & Nikki talk with Cori Bautista from the Junior Service League about the Diaper Drive |
| 4 | Nikki from the Burrito Show | 10/28/17, 7-10am | 3 hours | Nikki from the Breakfast Burrito is live at Wal-Mart with the Junior Service League of Wenatchee collecting diapers for area families |
| 5 | all dayparts | 10/16/17 to 10/28-17 | :30 seconds | PSA campaign to raise awareness for Diapers for area moms in need |

Issue 3**COMMUNITY NEEDS WIPES****4th Quarter, 2017***(Each issue should have its own page and 5 programs or PSA schedules broadcast in response to the issue.)*

| | Name of Program: | Date & Time Aired: | Length of program or segment: | Description of Program or Segment: |
|---|-------------------------|-------------------------------|--------------------------------------|--|
| 1 | Breakfast Burrito Show | 10/25/17, 8:10am | 3:00 minutes. | Linda Belton from the Junior Service League of Wenatchee talks about how they distribute wipes. |
| 2 | Breakfast Burrito Show | 10/25/17, 8:10am | 03:00 minutes | Connor & Nikki talk about how many mom's in our area need the wipes for their young families. The number is HUGE... and we need your help! |
| 3 | Breakfast Burrito Show | 10/25/17, 8:10am | 03:00 minutes | Connor & Nikki talk with Cori Bautista from the Junior Service League about the Wipes Drive |
| 4 | Nikki from the Burrito | 10/28/17, 7-10am | 03:00 minutes | Nikki from the Breakfast Burrito is live at Wal-Mart collecting wipes for area families |
| 5 | All Dayparts | 10/16/17 to 10/28-17 | 30 second PSA | PSA campaign for our Junior Service League Wipes Drive for area families |

Issue 4**Homeless dogs and cats****4th Quarter, 2017***(Each issue should have its own page and 5 programs or PSA schedules broadcast in response to the issue.)*

| | Name of Program: | Date & Time Aired: | Length of Program or Segment: | Description of Program or Segment: |
|---|-------------------------|-------------------------------|--|--|
| 1 | Breakfast Burrito Show | 10/4/17 Wednesday 8:10a | 3:00 minutes | KW3 promotes the Humane Society's Pet of the Week. Promotes fundraising for the shelter. |
| 2 | Breakfast Burrito Show | 10/11/17 Wednesday 8:10: | 3:00 minutes | KW3 promotes the Humane Society's Pet of the Week. Promotes fundraising for the shelter. |
| 3 | Breakfast Burrito Show | 10/18/17 Wednesday 8:10: | 3:00 minutes | KW3 promotes the Humane Society's Pet of the Week. Promotes fundraising for the shelter |
| 4 | Breakfast Burrito Show | 10/25/17 Wednesday 8:10: | 3:00 minutes | KW3 promotes the Humane Society's Pet of the Week. Promotes fundraising for the shelter |
| 5 | Breakfast Burrito Show | 11/1/17 Wednesday 8:10a | 3:00 minutes | KW3 promotes the Humane Society's Pet of the Week. Promotes fundraising for the shelter |

THIS SEGMENT happens each and every Wednesday throughout the quarter.

Issue 5**FOOD BANK IN DIRE NEED****4th Quarter, 2017**

(Each issue should have its own page and 5 programs or PSA schedules broadcast in response to the issue.)

| | Name of Program: | Date & Time Aired: | Length of Program or Segment: | Description of Program or Segment: |
|---|-------------------------|-------------------------------|--|--|
| 1 | Breakfast Burrito Show | 11/29/17, 8:10am | 3:00 minutes | The Breakfast Burrito share details on how our local Salvation Army help our community |
| 2 | Breakfast Burrito Show | 11/30/17, 8:10am | 3:00 minutes | The Breakfast Burrito give out figures, of just how many families rely on the local Salvation Army for food. |
| 3 | Breakfast Burrito Show | 12/1/17, 8:10am | 3:00 minutes | The Breakfast Burrito visit with Major Ralph Jiminez about how the funds will be used to help build up their Food Bank |
| 4 | Connor from the Burrito | 12/2/17, 10am-2pm | 4 hours | Connor with help from Kathy Moody, an advertising exec, help ring the bell for our area Salvation Army |
| 5 | Multiple programs | 11/20/17 - 12/02/17 | :30 PSAs | PSA to remind our listeners to give money to our local Salvation Army. |