

**ESPNLA 710 (KSPN-AM)
ISSUE/PROGRAM REPORT
4th QUARTER 2018
(October-November-December '18)**

ESPNLA 710 (KSPN-AM)
ISSUES PROGRAM REPORT
FOURTH QUARTER 2018
PART I – INTRODUCTION

KSPN (AM), licensed in Los Angeles, California, is the Los Angeles outlet for the ESPN Radio Network. At ESPNLA 710, the station carries programming from the ESPN Radio Network, in addition to live, local programs. Our local programs include The Morning Show with Keyshawn, LZ & Travis, hosted by Keyshawn Johnson, LZ Granderson and Travis Rodgers (airs Monday-Friday, 6:00am-10:00am); The Stephen A. Smith Show, hosted by Steven A. Smith (airs Monday-Friday, 10:00am -12:00pm); Mason & Ireland hosted by Steve Mason and John Ireland (airs Monday-Friday, Noon-3:30pm); The Sedano Show hosted by Jorge Sedano (airs Monday-Friday, 3:30pm-7:00pm); Weekend Warrior with Dr. Klapper (airs Saturdays, 7:00am-9:00am). KSPN is also the flagship station of the Los Angeles Lakers, the Los Angeles Rams, the Los Angeles Football Club, USC Men's Football and Basketball and carries various Angels Baseball Games.

Network programming is pre-empted to carry a one-hour local public affairs program, which airs Sunday mornings at 5:00am. This program addresses issues and problems of genuine concern to the station's target demographic, Men 25-54, with periodic emphasis on community issues pertaining to the sports industry (sports medicine, after school programs and activities, disabilities, sports, etc.).

KSPN Programming and Marketing Departments and the producer of its Public Affairs Show interact daily with non-profits and community leaders, read local newspapers, magazines and websites, and attend local government and public interest meetings in an on-going effort to ascertain issues and problems having the greatest impact on their community.

KSPN has determined that the following issues were of particular importance to its local community during this quarter: **EDUCATION & EMPLOYMENT | PERSONAL DEVELOPMENT & PUBLIC SAFETY | CULTURAL AFFAIRS & COMMUNITY | SPORTS & YOUTH | HEALTH, FITNESS & DISEASE PREVENTION**

This report features highlights of our public affairs program, *710 ESPN's Southern California Experience*, including topics covered and guests interviewed. The program focuses on charities, public service organizations, fundraisers and awareness campaigns pertaining to the issues listed above. The report also includes a sampling of KSPN's Public Service Announcements aired during the quarter that deal with the same topics. A total of **5,354** PSA's with a total value of **\$125,220** were aired. Public Service Announcements were provided by the Ad Council.

Included in this report are details of Public Service Campaigns or appearances conducted on KSPN during the quarter. The following pages summarize some of the most significant treatments of KSPN's issues of concern to the community.

PROGRAMMING SCHEDULE				
	MONDAY-FRIDAY	SATURDAY	SUNDAY	
12MID	ESPN NETWORK	ESPN NETWORK	ESPN NETWORK	12MID
1AM				1AM
2AM				2AM
3AM				3AM
4AM				4AM
5AM			SO CALIF EXPERIENCE LaFern Cusack	5AM
6AM	THE MORNING SHOW: KEYSHAWN, LZ & TRAVIS Keyshawn Johnson, LZ Granderson & Travis Rodgers	WEEKEND WARRIOR Dr. Robert Klapper	ESPN NETWORK	6AM
7AM				7AM
8AM				8AM
9AM		ESPN NETWORK		9AM
10AM	THE STEVEN A. SMITH SHOW Steven A. Smith			10AM
11AM				11AM
12 NOON	MASON & IRELAND Steve Mason and John Ireland			12 NOON
1PM				1PM
2PM				2PM
3PM	THE SEDANO SHOW Jorge Sedano			3PM
4PM				4PM
5PM				5PM
6PM				6PM
7PM	ESPN NETWORK			7PM
8PM				8PM
9PM				9PM
10PM				10PM
11PM				11PM

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PART II – THE STATION’S MOST SIGNIFICANT TREATMENT OF SELECTED ISSUES OF CONCERN

EDUCATION & EMPLOYMENT

Series Title: The Experience with LaFern Cusack
Host/Producer: LaFern Cusack
Date/Time Aired: Sunday, October 7, 2018 5-6a
Format: Public Affairs Program
Source: Produced by the station
Topic: **EDUCATION & EMPLOYMENT**
Guest(s): Jenny Darroch

Discussion: LaFern Cusack speaks with Professor Jenny Darroch about the parallels between professional development of oneself and athletes training. Educating on the similarities between the two.

Series Title: Public Service Announcement
Date Aired: October-December 2018
Time Aired: Various
Duration: 60 seconds
Format: Pre-recorded announcement
Source: Produced by the Ad Council
Topic: **EDUCATION & EMPLOYMENT**
Sub Topic: *High School Equivalency*
Discussion: 236x PSA's: Spot focuses on the importance of finishing your high school education. Free adult education classes available in order to receive diploma.

Series Title: Public Service Announcement
Date Aired: October-December 2018
Time Aired: Various
Duration: 60 seconds
Format: Pre-recorded announcement
Source: Produced by the Ad Council
Topic: **EDUCATION & EMPLOYMENT**
Sub Topic: *Job Training/Goodwill*
Discussion: 334x PSA's: The Ad Council teamed up with Goodwill to show audiences how donations of clothing and household items can support job growth in their communities.

Series Title: Public Service Announcement
Date Aired: October-December 2018
Time Aired: Various
Duration: 60 seconds
Format: Pre-recorded announcement
Source: Produced by the Ad Council
Topic: **EDUCATION & EMPLOYMENT**
Sub Topic: *Learning & Attention Issues*
Discussion: 106x PSA's: Ad depicts what it is like for a child to have learning and attention deficit issues. Explore understood.org, a free online resource about learning and attention issues designed to help your child thrive in school and in life.

Series Title: Public Service Announcement
Date Aired: October-December 2018
Time Aired: Various
Duration: 60 seconds

Format: Pre-recorded announcement
 Source: Produced by the Ad Council
 Topic: **EDUCATION & EMPLOYMENT**
 Sub Topic: *Pathways to Employment*
 Discussion: 306x PSA's: Spot focuses on how anyone could be the right person for the job, and how important it is to be a "grad of life". Find, cultivate and train the right person beyond what is looked at on paper (resume).

Series Title: Public Service Announcement
 Date Aired: October-December 2018
 Time Aired: Various
 Duration: 60 seconds
 Format: Pre-recorded announcement
 Source: Produced by the Ad Council
 Topic: **EDUCATION & EMPLOYMENT**
 Sub Topic: *Teacher Recruitment*
 Discussion: 162x PSA's: The Ad Council spot focuses on the need for good teachers and the impact they can have on one's life.

PERSONAL DEVELOPMENT & PUBLIC SAFETY

Series Title: The Experience with LaFern Cusack
 Host/Producer: LaFern Cusack
 Date/Time Aired: Sunday, November 25, 2018 5-6a
 Format: Public Affairs Program
 Source: Produced by the station
 Topic: **PERSONAL DEVELOPMENT & PUBLIC SAFETY**
 Guest(s): Greg Hannley
 Discussion: LaFern Cusack speaks with Prince Ranch Boxing's Greg Hannley about training, boxing and the trials of being addicted.

Series Title: The Experience with LaFern Cusack
 Host/Producer: LaFern Cusack
 Date/Time Aired: Sunday, December 9, 2018 5-6a
 Format: Public Affairs Program
 Source: Produced by the station
 Topic: **PERSONAL DEVELOPMENT & PUBLIC SAFETY**
 Guest(s): Erik Bryant
 Discussion: LaFern Cusack speaks with Erik Bryant about anti-bullying techniques for young adults.

Series Title: Public Service Announcement
 Date Aired: October-December 2018
 Time Aired: Various
 Duration: 60 seconds
 Format: Pre-recorded announcement
 Source: Produced by the Ad Council
 Topic: **PERSONAL DEVELOPMENT & PUBLIC SAFETY**
 Sub Topic: *Buzzed Driving Prevention*
 Discussion: 135x PSA's: Buzzed Driving is Drunk Driving. This campaign asks listeners to think about a different set of consequences than previous drunk driving ads: the actual financial cost of being pulled over for driving buzzed.

Series Title: Public Service Announcement
 Date Aired: October-December 2018
 Time Aired: Various
 Duration: 60 seconds

Format: Pre-recorded announcement
 Source: Produced by the Ad Council
 Topic: **PERSONAL DEVELOPMENT & PUBLIC SAFETY**
 Sub Topic: *Emergency Preparedness*
 Discussion: 155x PSA's: Encourages families to talk with their loved ones to make an emergency plan in the event there is an earthquake.

Series Title: Public Service Announcement
 Date Aired: October-December 2018
 Time Aired: Various
 Duration: 30 seconds
 Format: Pre-recorded announcement
 Source: Produced by the Ad Council
 Topic: **PERSONAL DEVELOPMENT & PUBLIC SAFETY**
 Sub Topic: *Gun Safety*
 Discussion: 57x PSA's: When it comes to guns, we can all agree on the importance of preventing kids from having easy access to them. These PSAs aim to inspire gun owners to make their homes safer when it comes to the storage and handling of their guns by going to EndFamilyFire.org.

Series Title: Public Service Announcement
 Date Aired: October-December 2018
 Time Aired: Various
 Duration: 60 seconds
 Format: Pre-recorded announcement
 Source: Produced by the Ad Council
 Topic: **PERSONAL DEVELOPMENT & PUBLIC SAFETY**
 Sub Topic: *Seat Belt Safety*
 Discussion: 317x PSA's: The importance of always wearing your seat belt. Whether it is a long haul or a short trip, make sure your kids buckle up.

Series Title: Public Service Announcement
 Date Aired: October-December 2018
 Time Aired: Various
 Duration: 30 seconds
 Format: Pre-recorded announcement
 Source: Produced by the Ad Council
 Topic: **PERSONAL DEVELOPMENT & PUBLIC SAFETY**
 Sub Topic: *Suicide Prevention*
 Discussion: 36x PSA's: Suicide is the second leading cause of death amongst young adults. Young adulthood is a critical time in a person's life when they may experience great stress from multiple life changes like leaving high school, moving from home and beginning college. It is also a time when mental health issues frequently emerge. 76% of young adults will turn to a peer in a time of crisis for support. Campaign assets drive to SeizeTheAwkward.org, which provides various resources for young adults, such as tutorial videos, information on warning signs, conversation starters, and tips on how to sustain a conversation around mental health.

Series Title: Public Service Announcement
 Date Aired: October-December 2018
 Time Aired: Various
 Duration: 60 seconds
 Format: Pre-recorded announcement
 Source: Produced by the Ad Council
 Topic: **PERSONAL DEVELOPMENT & PUBLIC SAFETY**
 Sub Topic: *Texting and Driving*
 Discussion: 304x PSA's: Before you get behind the wheel, silence your phone, or better yet, designate a texter. For more text free driving tips, visit stoptextsstopwrecks.org.

Series Title: Public Service Announcement
 Date Aired: October-December 2018
 Time Aired: Various
 Duration: 30 seconds
 Format: Pre-recorded announcement
 Source: Produced by the Ad Council
 Topic: **PERSONAL DEVELOPMENT & PUBLIC SAFETY**
 Sub Topic: *Wildfire Prevention*
 Discussion: 87x PSA's: The principal causes of human-caused wildfires are BBQ's and backyard fire pits. This campaign is designed to increase public awareness and prevention of wildfires by asking people to take personal responsibility for practicing good fire safety habits and speaking up if they see someone in danger of causing a wildfire. Spark a change, not a wildfire.

CULTURAL AFFAIRS & COMMUNITY

Series Title: The Experience with LaFern Cusack
 Host/Producer: LaFern Cusack
 Date/Time Aired: Sunday, October 14, 2018 5-6a
 Format: Public Affairs Program
 Source: Produced by the station
 Topic: **CULTURAL AFFAIRS & COMMUNITY**
 Guest(s): Linda Corrente, Michelle Banks & Isaac Burks
 Discussion: LaFern Cusack speaks with Linda Corrente, Michelle Banks and Isaac Burks about the Firefighters First 'Fire It Up' BBQ Competition on October 20th.

Series Title: The Experience with LaFern Cusack
 Host/Producer: LaFern Cusack
 Date/Time Aired: Sunday, December 16, 2018 5-6a
 Format: Public Affairs Program
 Source: Produced by the station
 Topic: **CULTURAL AFFAIRS & COMMUNITY**
 Guest(s): Dr. Harding Young
 Discussion: LaFern Cusack speaks with Dr. Harding Young about mental health for athletes, stress and coping with the holiday season.

Series Title: Public Service Announcement
 Date Aired: October-December 2018
 Time Aired: Various
 Duration: 60 seconds
 Format: Pre-recorded announcement
 Source: Produced by the Ad Council
 Topic: **CULTURAL AFFAIRS & COMMUNITY**
 Sub Topic: *Adoption from Foster Care*
 Discussion: 245x PSA's: Focuses on the adoption of US children. This campaign asks prospective parents to consider adopting teens from foster care, as older youth are over represented in the foster care population, as they generally wait longer to be adopted.

Series Title: Public Service Announcement
 Date Aired: October-December 2018
 Time Aired: Various
 Duration: 30 seconds
 Format: Pre-recorded announcement
 Source: Produced by the Ad Council
 Topic: **CULTURAL AFFAIRS & COMMUNITY**
 Sub Topic: *Association of Zoos & Aquariums*

Discussion: 129x PSA's: Dedicated to the advancement of zoos and aquariums in the areas of conservation, education, science, and recreation. AZA represents more than 200 institutions, which meet the highest standards in animal care, provide a fun and educational family experience, and dedicate millions of dollars to scientific research, conservation, and education programs.

Series Title: Public Service Announcement
 Date Aired: October-December 2018
 Time Aired: Various
 Duration: 60 seconds
 Format: Pre-recorded announcement
 Source: Produced by the Ad Council
 Topic: **CULTURAL AFFAIRS & COMMUNITY**
 Sub Topic: *Caregiver Assistance*
 Discussion: 292x PSA's: Spot focuses on information available through AARP regarding dealing with aging parents and their issues.

Series Title: Public Service Announcement
 Date Aired: October-December 2018
 Time Aired: Various
 Duration: 60 seconds
 Format: Pre-recorded announcement
 Source: Produced by the Ad Council
 Topic: **CULTURAL AFFAIRS & COMMUNITY**
 Sub Topic: *Child Passenger Safety*
 Discussion: 288x PSA's: Spot focuses on how one of the leading causes of death for children is car crashes, and prevention through having proper car seats. Information available through the National Highway Traffic Safety Administration.

Series Title: Public Service Announcement
 Date Aired: October-December 2018
 Time Aired: Various
 Duration: 30 seconds
 Format: Pre-recorded announcement
 Source: Produced by the station
 Topic: **CULTURAL AFFAIRS & COMMUNITY**
 Sub Topic: *Disney Share Your Ears*
 Discussion: 78x PSA's: Join Disney in celebrating 90 years of Mickey Mouse by 'sharing your ears,' and help make life changing wishes come true for children with critical illnesses. From November 4th through November 17th, for every public post using #shareyourears, Disney will donate \$5 to Make-A-Wish, up to \$2M dollars. Learn more at shareyourears.org.

Series Title: Public Service Announcement
 Date Aired: October-December 2018
 Time Aired: Various
 Duration: 60 seconds
 Format: Pre-recorded announcement
 Source: Produced by the Ad Council
 Topic: **CULTURAL AFFAIRS & COMMUNITY**
 Sub Topic: *Fatherhood Involvement*
 Discussion: 285x PSA's: The PSAs urge audiences to call 1-877-4DAD411 or visit www.fatherhood.gov for information about how to become a better father. The campaign recently expanded its focus to specifically address the unique aspects of father absence in the underserved African-American and Hispanic communities.

Series Title: Public Service Announcement
 Date Aired: October-December 2018

Time Aired: Various
 Duration: 30 seconds
 Format: Pre-recorded announcement
 Source: Produced by the Ad Council
 Topic: **CULTURAL AFFAIRS & COMMUNITY**
 Sub Topic: *LGBT Acceptance*
 Discussion: 102x PSA'S: The LGBT Acceptance campaign aims to raise awareness about discrimination against LGBT Americans and promote acceptance, empathy and understanding for the millions of LGBT Americans who can be kicked out of their homes, fired from their jobs or denied services just because of their sexual orientation or gender identity.

Series Title: Public Service Announcement
 Date Aired: October-December 2018
 Time Aired: Various
 Duration: 60 seconds
 Format: Pre-recorded announcement
 Source: Produced by the Ad Council
 Topic: **CULTURAL AFFAIRS & COMMUNITY**
 Sub Topic: *Meals on Wheels*
 Discussion: 170x PSA's: Aimed to bring attention to seniors who need help with food delivery and face isolation. 1 in 6 seniors faces the threat of hunger and millions more from isolation. Provides volunteer opportunities with their "America, let's do lunch" program. Encourages food and visitation that is easy and fits into your day, but is extremely helpful to those in need.

Series Title: Public Service Announcement
 Date Aired: October-December 2018
 Time Aired: Various
 Duration: 30 seconds
 Format: Pre-recorded announcement
 Source: Produced by the Ad Council
 Topic: **CULTURAL AFFAIRS & COMMUNITY**
 Sub Topic: *Reducing Food Waste*
 Discussion: 23x PSA's: 40% of all food in the US never gets eaten. Save the food; cook it, store it, and share it, just do not waste it. For tips and recipes, visit, savethefood.com.

Series Title: Public Service Announcement
 Date Aired: October-December 2018
 Time Aired: Various
 Duration: 30 seconds
 Format: Pre-recorded announcement
 Source: Produced by the Ad Council
 Topic: **CULTURAL AFFAIRS & COMMUNITY**
 Sub Topic: *Saving for Retirement*
 Discussion: 89x PSA's: Saving for Retirement campaign to empower people to take control of their financial futures. Taking an encouraging and empowering tone, the PSA's, celebrate the financial milestones and successes these savvy consumers have already aced—from home ownership, to vacation planning, to financing a child's education. The PSA's urge them to apply that same financial knowledge to get on track with their retirement savings with tips from AceYourRetirement.org.

Series Title: Public Service Announcement
 Date Aired: October-December 2018
 Time Aired: Various
 Duration: 60 seconds
 Format: Pre-recorded announcement
 Source: Produced by the Ad Council
 Topic: **CULTURAL AFFAIRS & COMMUNITY**

Sub Topic: *Shelter Pet Adoption*
 Discussion: 313x PSA's: "The Shelter Pet Project" campaign aims to encourage millions of pet lovers to make shelters the first choice and desired way for acquiring companion animals. Campaign urges listeners to visit shelters first when looking for pets.

Series Title: Public Service Announcement
 Date Aired: October-December 2018
 Time Aired: Various
 Duration: 60 seconds
 Format: Pre-recorded announcement
 Source: Produced by the Ad Council
 Topic: **CULTURAL AFFAIRS & COMMUNITY**
 Sub Topic: *Discovering Nature*
 Discussion: 208x PSA's: Inspire tweens (aged 8-12) and their parents to re-connect with nature, experiencing it first-hand. The campaign brings to life the joy and excitement kids have when they discover the wonders of nature, helping create interest in their environment and a lifelong relationship with it.

Series Title: Public Service Announcement
 Date Aired: October-December 2018
 Time Aired: Various
 Duration: 60 seconds
 Format: Pre-recorded announcement
 Source: Produced by the Ad Council
 Topic: **CULTURAL AFFAIRS & COMMUNITY**
 Sub Topic: *Recycling*
 Discussion: 237x PSA's: Discusses the importance of recycling. Learning how at iwanttoberecycled.org. Keep America Beautiful inspires and educates people to take action every day to improve and beautify their community environment.

Series Title: Public Service Announcement
 Date Aired: October-December 2018
 Time Aired: Various
 Duration: 30 seconds
 Format: Pre-recorded announcement
 Source: Produced by the station
 Topic: **CULTURAL AFFAIRS & COMMUNITY**
 Sub Topic: *Veteran's Day/Help A Hero*
 Discussion: 26x PSA's: From October 15 through Veterans Day, November 11, Sport Clips locations around the country want you to help us "Help A Hero" by donating to the VFW's Sport Clips Help A Hero Scholarship program. To date, more than 1,100 scholarships have been awarded and \$4.9 million in scholarships.

SPORTS & YOUTH

Series Title: The Experience with LaFern Cusack
 Host/Producer: LaFern Cusack
 Date/Time Aired: Sunday, October 28, 2018 5-6a
 Format: Public Affairs Program
 Source: Produced by the station
 Topic: **SPORTS & YOUTH**
 Guest(s): Hollywood High School Volleyball Team
 Discussion: LaFern Cusack speaks Hollywood High Volleyball champions: Beverly Kilpatrick, Ali Jensen, Toni Jaramilla, Alexah Monabat, Alexis Ibrahim and Christine Morales.

Series Title: The Experience with LaFern Cusack

Host/Producer: LaFern Cusack
 Date/Time Aired: Sunday, November 18, 2018 5-6a
 Format: Public Affairs Program
 Source: Produced by the station
 Topic: **SPORTS & YOUTH**
 Guest(s): Jason Thalken
 Discussion: LaFern Speaks with Jason Thalken about sports safety on the field and in the ring.

Series Title: The Experience with LaFern Cusack
 Host/Producer: LaFern Cusack
 Date/Time Aired: Sunday, December 2, 2018 5-6a
 Format: Public Affairs Program
 Source: Produced by the station
 Topic: **SPORTS & YOUTH**
 Guest(s): Jim DiCarli
 Discussion: LaFern Cusack speaks with Jim DiCarli, PhD, MPH, PgDip, MPA, CPST, about safety with outdoor sports during the winter months

Series Title: The Experience with LaFern Cusack
 Host/Producer: LaFern Cusack
 Date/Time Aired: Sunday, December 23, 2018 5-6a
 Date/Time Aired: Sunday, December 30, 2018 5-6a (repeat)
 Format: Public Affairs Program
 Source: Produced by the station
 Topic: **SPORTS & YOUTH**
 Guest(s): Derek Matthews, Kai Matthews, Nick Cyd & Sam Middlesworth
 Discussion: LaFern Cusack talks youth football safety, mentorship and sports with Derek Matthews, Kai Matthews, Nick, Cyd and Sam Middlesworth.

HEALTH, FITNESS & DISEASE PREVENTION

Series Title: The Experience with LaFern Cusack
 Host/Producer: LaFern Cusack
 Date/Time Aired: Sunday, October 21, 2018 5-6a
 Format: Public Affairs Program
 Source: Produced by the station
 Topic: **HEALTH, FITNESS & DISEASE PREVENTION**
 Guest(s): Dr. Nermine Morcos-Clark
 Discussion: LaFern Cusack speaks with Dr. Nermine Morcos-Clark about flu prevention and the importance of elder care.

Series Title: The Experience with LaFern Cusack
 Host/Producer: LaFern Cusack
 Date/Time Aired: Sunday, November 4, 2018 5-6a
 Format: Public Affairs Program
 Source: Produced by the station
 Topic: **HEALTH, FITNESS & DISEASE PREVENTION**
 Guest(s): Genevieve Riutort
 Discussion: LaFern Cusack speaks with Genevieve Riutort, Chief Development Officer of Westside Food Bank, about the nutrition programs, food drive and the Santa Monica Pub Crawl on December 8th.

Series Title: The Experience with LaFern Cusack
 Host/Producer: LaFern Cusack
 Date/Time Aired: Sunday, November 11, 2018 5-6a
 Format: Public Affairs Program
 Source: Produced by the station

Topic: **HEALTH, FITNESS & DISEASE PREVENTION**
 Guest(s): Dr. Archna Chaudary
 Discussion: LaFern Cusack speaks with Dr. Archna Chaudhary about the Great American Smokeout, vaping and the athlete's cardiovascular system.

Series Title: Public Service Announcement
 Date Aired: October-December 2018
 Time Aired: Various
 Duration: 30 seconds
 Format: Pre-recorded announcement
 Source: Produced by the station
 Topic: **HEALTH, FITNESS & DISEASE PREVENTION**
 Sub Topic: *Alzheimer's Association*
 Discussion: 8x PSA's: Help us serve the more than 250,000 people in our community suffering from Alzheimer's today and the thousands more who will tomorrow. We provide care and support for families in Los Angeles County & the Inland Empire.

Series Title: Public Service Announcement
 Date Aired: October-December 2018
 Time Aired: Various
 Duration: 30 seconds
 Format: Pre-recorded announcement
 Source: Produced by the station
 Topic: **HEALTH, FITNESS & DISEASE PREVENTION**
 Sub Topic: *Autism Speaks Walk*
 Discussion: 25x PSA's: Autism Speaks Walk is the world's largest autism fundraising event dedicated to improving the lives of people with autism. The funds raised help ensure people of all abilities have access to the tools needed to lead 'their best lives'.

Series Title: Public Service Announcement
 Date Aired: October-December 2018
 Time Aired: Various
 Duration: 60 seconds
 Format: Pre-recorded announcement
 Source: Produced by the Ad Council
 Topic: **HEALTH, FITNESS & DISEASE PREVENTION**
 Sub Topic: *High Blood Pressure*
 Discussion: 203x PSA's: Maintaining healthy blood pressure is a vital component of cardiovascular health. Untreated high blood pressure puts adults at high risk for stroke and heart attack. Education and support can help millions of Americans avoid the serious and often fatal consequences of high blood pressure.

Series Title: Public Service Announcement
 Date Aired: October-December 2018
 Time Aired: Various
 Duration: 30 seconds
 Format: Pre-recorded announcement
 Source: Produced by the Ad Council
 Topic: **HEALTH, FITNESS & DISEASE PREVENTION**
 Sub Topic: *Lung Cancer Scan*
 Discussion: 114x PSA's: Campaign to educate Americans about a lung cancer screening for those at high risk. This potentially lifesaving low-dose CT scan can detect lung cancer in the early stages, before symptoms arise, when more treatment options are available and the chances of survival are higher.

Series Title: Public Service Announcement

Date Aired: October-December 2018
 Time Aired: Various
 Duration: 30 seconds
 Format: Pre-recorded announcement
 Source: Produced by the Ad Council
 Topic: **HEALTH, FITNESS & DISEASE PREVENTION**
 Sub Topic: *St. Jude Children's Research*
 Discussion: 89x PSA's: St. Jude is leading the way the world understands, treats and defeats childhood cancer and other life-threatening diseases.

Series Title: Public Service Announcement
 Date Aired: October-December 2018
 Time Aired: Various
 Duration: 60 seconds
 Format: Pre-recorded announcement
 Source: Produced by the Ad Council
 Topic: **HEALTH, FITNESS & DISEASE PREVENTION**
 Sub Topic: *Type 2 Diabetes*
 Discussion: 195x PSA's: More than one in three American adults have prediabetes and are at high risk of developing type 2 diabetes, a serious health condition that can lead to heart attack and stroke. The campaign encourages people to learn their risk of type 2 diabetes by taking a short online test at DolHavePrediabetes.org, which also features information about prediabetes as well as lifestyle programs and tips to help people reverse their risk.

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FOURTH QUARTER 2018
PART III – COMMUNITY SERVICE PROJECTS

The following are details of Community Service Projects conducted by KSPN-AM during the quarter:
 ABC 7 Spark of Love Toy Drive
 Friday, December 7th

ESPNLA supported ABC 7's 26th Annual Spark of Love Toy Drive on Friday, December 7th at the Walmart in Glendora, CA. Event featured a Live Broadcast from 6:00am-10:00am with our Morning Show – Keyshawn Johnson, LZ Granderson and Travis Rodgers.