

# KLOA

## QUARTERLY ISSUES & PROGRAMS

### 1ST QUARTER 2024

ISSUE: Homeless Animals

RESPONSE: Classic Burgers 4th Annual Classic Car Show to benefit the Ridgecrest Animal Shelter. Event was held Saturday, 3/16/24. Announcements ran from 1/10/24 - 3/16/24.

ISSUE: Local Charity Funding

RESPONSE: Local Jersey Mike's locations joined forces with locations nationwide to donate to more than 200 local charities during the month of March, 2024 during Jersey Mike's Month of Giving. Charities included hospitals, youth organizations, and food banks. The event culminated with a nationwide day of giving, March 27, 2024, where local Jersey Mike's locations donated their resources and every single dollar to local charities. PSA aired 3/15/24 - 3/27/24.

ISSUE: Earthquake Preparedness

RESPONSE: In response to the two major Ridgecrest earthquakes in July, 2019, KLOA consistently provides earthquake preparedness announcements.

ISSUE: Covid 19

RESPONSE: Ridgecrest Regional Hospital provides regular announcements regarding Covid vaccines and prevention tips.

ISSUE: Local Public Safety

RESPONSE: In association with the Ridgecrest Police Department, KLOA broadcasts regularly updated safety announcements provided by the RPD public information division.

ISSUE: Wildfires

RESPONSE: In association with the Kern County Fire Department, KLOA broadcasts regularly updated fire safety announcements provided by the Kern County Fire public information division.

ISSUE: Wildfire Preparedness

RESPONSE: In association with Cal Fire, KLOA is presenting an on-going campaign promoting the Ready, Set, Go Program and Wildfire Action Plan. Wildfires season is year round in Southern California. Homeowners are reminded to incorporate the 3 part program that helps them protect their property and develop a family evacuation plan. Details available at [readyforwildfire.org](https://readyforwildfire.org). Campaign running 7/21/23 - TFN.