

ISSUES/PROGRAMS 4th QUARTER 2015

KDZY 98.3 FM McCall ID

Issues: Finances, Family Issues, Health/Wellness, Life Issues, Safety

ISSUE: Health/Wellness
HOW TREATED: PSA
TITLE: Relay for Life
DATE: October 2-9
DURATION: 30 seconds
TYPE: Informational
DESCRIPTION: This psa invited listeners to an event Relay for Life of West Central Mountains. The purpose of this free event was to celebrate those who have survived cancer, to remember those who have been lost to the disease, and to raise funds for a cure.

ISSUE: Life Issues
HOW TREATED: PSA
TITLE: Food Banks
DATE: November 15-December 31, 2015
DURATION: 30 seconds
TYPE: Informational
DESCRIPTION: 1 in 5 kids in the U.S. Struggles With Hunger Help the 15 Million Kids that Face Hunger this Holiday Season Each year, billions of pounds of surplus food go to waste in America, while millions of kids struggle with hunger. Blake Shelton encourages the public to support the Feeding America nationwide network of food banks.

ISSUE: Finances
HOW TREATED: PSA
TITLE: Savings
DATE: October 15-December 31, 2015
DURATION: 30 seconds
TYPE: Informational
DESCRIPTION: Nearly half of Americans ages 25 to 34 have paid for necessities like food or utilities on credit—and only 40 percent have saved more than \$10,000 for retirement. New radio PSAs seek to help young adults create new savings habits, and build brighter futures

ISSUE: Safety
HOW TREATED: PSA
TITLE: Drunk Driving

DATE: November 15-December 31, 2015
DURATION: 30 seconds
TYPE: Informational
DESCRIPTION: Drunk driving killed someone in America every 52 minutes, representing approximately 31% of total traffic fatalities in 2013. PSAs emphasize that even consuming just a few drinks can impair driving and lead to devastating physical and financial consequences.

ISSUE: Life Issues
HOW TREATED: PSA
TITLE: Pet Adoption
DATE: November 15-December 31, 2015
DURATION: 30 seconds
TYPE: Informational
DESCRIPTION: The best way to find out how amazing shelter pets can be is to meet one. The Shelter Pet Project encourages pet lovers to make animal shelters and rescue groups the first place they go to find a new companion animal.

ISSUE: Life/Family Issues
HOW TREATED: Program
Title: Elk Creek
DATE: October-December 2015
DURATION: 29 min
TYPE: Informational
DESCRIPTION: Pastor Eric Ova delivers messages that seek to encourage people to find meaning and purpose in their lives.

Participated in the following:

- C&M Lumber remotes – November 27

Weather Reports: Monday through Friday, 6:15a, 7:15a, 8:15a, 9:15a, 10:15a, 11:15a, 12:15p, 1:15p, 2:15p, 3:15p, 4:15p, 5:15p

EAS Test: KDZY is a participating station in the Southwest Idaho Operational Area Emergency Alert System.