

KZIQ

QUARTERLY ISSUES & PROGRAMS



3rd. Quarter, 2018 92.7 QLITE

PSA Topics:

1. Community
2. Underage Drinking and Driving
3. Employment
4. Family
5. RCPD 4th of July Safety Tips
6. Bullying Prevention
7. Financial
8. Wildfire Prevention
9. Pool Safety
10. Child Passenger
11. RCPD summer Safety Tip
12. Tire Smart

PSA Topics:

1. **Community_Keeping American Beautiful**
 - a. Everyone deserves to live in a clean and green community
 - b. Link to Web-Site_ kab.org
 - c. PSA was covered On-Air and on-line 927qlite.com 2-3 times weekly
 - d. Aired July 2018
 - e. :30 seconds
2. **Underage Drinking & Driving_National Traffic & highway Safety Administration**
 - a. You can lose your license and freedom when you drink and drive
 - b. Link to Web-Site_ ultamitpartyfoul.org
 - c. PSA was covered On-Air and on-line 927qlite.com 2-3 times weekly
 - d. Aired July 2018
 - e. :30 seconds

3. Employment__Grads of Life & Ad Council

- a. There's more to a person than what's on their resume
- b. Link to Web-Site_gradsoflife.org
- c. PSA was covered On-Air and on-line 927qlite.com 2-3 times weekly
- d. Aired July 2018
- e. :30 seconds

4. Fatherhood_Ad Council

- a. The smallest moments can have the biggest impacts on a child's life.
- b. Link to Web-Site_fatherhood.gov
- c. PSA was covered On-Air and on-line 927qlite.com 2-3 times weekly
- d. Aired July 2018
- e. :30 seconds

5. Ridgecrest Police Department_4th of July Safety Tips

- a. Safety tips to be safe with fireworks!
- b. PSA's Phone _# 760-499-5100
- c. PSA was covered On-Air and on-line 927qlite.com 2-3 times weekly
- d. Aired July 1-July 4th 2018
- e. :60 seconds

6. Bullying Prevention

- a. PSA offers tips on how the stop bullying
- b. Link to Web-Site_familydoctor.org
- c. PSA was covered On-Air and on-line 927qlite.com 2-3 times weekly
- d. Aired August 2018
- e. :30 seconds

7. Financial_Feed the Pig

- a. Put away a few bucks, feel like a million bucks. For easy ways to save visit...
- b. Link to Web-Site_feedthepig.org
- c. PSA was covered On-Air and on-line 927qlite.com 2-3 times weekly
- d. Aired August 2018
- e. :30 seconds

8. Wildfire Prevention_State Forester & Ad Council

- a. There are many ways to start a fire and only 1 sure way to put it out.
- b. Link to Web-Site_smokeybear.gov
- c. PSA was covered On-Air and on-line 927qlite.com 2-3 times weekly
- d. Aired August 2018
- e. :30 seconds

9. Pool Safety_U.S Consumer Products Safety Commision

- a. Simple Safety Tips; fence all pools, teach kids to swim & always watch kids around water
- b. Link to Web-Site poolsafety.gov
- c. PSA was covered On-Air and on-line 927qlite.com 2-3 times weekly
- d. Aired August 2018
- e. :30 seconds

10. Child Passenger_National Highway & Safety Commision

- a. Get the right seat for the right age
- b. Link to Web-Site safercar.gov/therightseat
- c. PSA was covered On-Air and on-line 927qlite.com 2-3 times weekly
- d. Aired September 2018
- e. :30 seconds

11. Ridgecrest Police Department

- a. Summer safety tips, Stay hydrated and if you see something say something
- b. RCPD's Hot-Line # 760-499-5100
- c. PSA was covered On-Air and on-line 927qlite.com 2-3 times weekly
- d. Aired September 2018
- e. :60 seconds

12. Tire Smart_Rubber Manufacturers Association

- a. Use a penny to check your tire's tread, visit PSA's link for more safety tips
- b. Link to Web-Site betiresmart.org
- c. PSA was covered On-Air and on-line 927qlite.com 2-3 times weekly
- d. Aired September 2018
- a. :30 seconds

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