



Reporting Period for the 4<sup>th</sup> Quarter (2017) for Station KEKA-FM

Description of Issue	Program	Date Aired	Time(s) Aired	Duration	Description of Program
<b>Economic Development</b>	North Coast Ag Report	<b>10/1 – 12/31</b>	6:35a; 1:35p; 5:35p	<b>2:00</b>	Overview of the regional ag business with industry updates and commentary
<b>Economic Development</b>	Informational commercials	<b>9/9 – 11/15</b>	12:00a – 12:00a	<b>30-second messages</b>	Keeping HSU Football funded
<b>Public Health</b>	Our Community	<b>October and December</b>	12:00a – 12:00a	<b>30-second promos</b>	Sharing positive actions that don't make the regular news
<b>Public Safety</b>	Public Service Campaign (s)	<b>11/25 – 12/25</b>	12a – 12a	<b>30-second reminders</b>	Christmas decoration safety tips voiced by Humboldt Bay Fire
<b>Animal Control</b>	Dogs (and Cats) on Death Row	<b>10/1 – 12/31</b>	7a & 4p hours Monday thru Saturday	<b>Two minute segments</b>	Highlighted animals available for adoption @ County shelter

Dated: \_\_\_\_\_

Prepared by Brian Papstein