



Q4 2014 ISSUES KEYS –ESPN 1440

OCT. 1ST – DEC. 31ST 2014

In accordance with the commission’s rules and regulations concerning each station’s requirements to serve the community, the following are the issues dealt with by KEYS Corpus Christi during the previous 3 month period.

Community/ Nonprofit	1
Community/ Jobs	2
Community/ Nonprofit	3
Community/ Non Profit	4
Community/ Nonprofit	5
Community/Nonprofit	6
Community/Nonprofit	7
Community/ Nonprofit	8
Community/Family	9
Community/Education	10

Miles 4 Meals:

Issue#1: KEYS supports the community with a 5K run benefitting the Corpus Christi Food Bank.

Date: Sat. Nov 1st 6-9pm

Issue: Health/Community/Non-profit

Details: KEYS supported this event through PSA’s, website posting and on site presence.

Fall Job Fair

Issue #2: KEYS teams up with local businesses to provide jobs.

Date: Tues Nov 4th 2-6pm

Issue: Community/Jobs

Details: KEYS promoted with PSA’s, website posting and on-site presence/participation.

Salvation Army Golf Tournament

Issue# 3: KEYS teamed up with the Salvation Army of Corpus Christi to promote this fundraising event.

Date: Friday Nov 14th 3-6pm

Issue: Community/Non-Profit

Details: KEYS promoted this event with PSA’s, website posting, and on-site presence/participation, including a live broadcast.

Charity Gift Wrapping (Bikes for Kids)

Issue# 4: KEYS teams up with La Palmera to raise money for Bikes for Kids.

Date: Fri-Sunday Dec.5-7th

Issue: Community/Non Profit

Details: KEYS promoted/participated this event with PSA’s, website posting and on site presence.

Bikes 4 Kids: Forest of Giving

Issue # 5: KEYS teams up with La Palmera to raise money for Bikes For Kids.

Dates: Nov. 13th – Dec 10th

Issue: Community/Non-profit

Details: KEYS supported this event through PSA’s, website posting and on-site presence.

Placed in the public file on this 10th day of Jan,2015

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D. Kesterson – KEYS 1440
Program Director

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PAGE #2 OCT. 1ST – DEC. 31ST

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Rocks Extreme Fight Night 10 – Bikes for Kids Night

Issue#6: KEYS teams up with a local business to raise money for bikes for kids

Date: Sat. Dec. 5th/6th 2014

Issue: Community/Non – profit

Details: KEYS supported this event through PSA's, website posting, on-air interviews and on site broadcast/presence.

Sushi with Santa

Issue#7: KEYS teams up with the Corpus Christi Chapter of the American Advertising Federation to raise money for Bikes for Kids

Date: Thurs Dec 11th 2014 6-10pm

Issue :Community/Nonprofit

Details: KEYS supported this event through PSA's, website posting and on site presence/participation.

Jingle Bell 5K Run/ Walk

Issue#8 KEYS teams up with local businesses to raise money for Bikes for Kids

Date: Dec. 12th/13th 2014

Issue: Community/nonprofit

Details: KEYS supported this event through PSA's, website posting and on site participation/broadcast.

BIKES FOR KIDS 2014

Issue # 9- KEYS partnered with Bay Area Bicycles, C.C. Triathlon Club, J.L.C.C. and other organizations to raise money and give away 250 bikes to the needy children in the Coastal Bend.

Date: Sat. Dec 20th 6a-12pm.

Issue: Community/Family

Details: KEYS holds event and raises money year round to purchase bikes for needy children and then distributes them to selected families.

Placed in the public file on
this 10th day of Jan,2015

x 

D. Kesterson – KEYS 1440
Program Director



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Student Athlete of the Week

Issue#10: KEYS supports the community by promoting education and athletics/healthy lifestyle

Dates: Oct –Dec 2014 14 weeks

Issue: Community/Education/Health

Details: Student/Athletes were chosen from nominations and committee selections based on performance in the classroom and field of play.