



Reporting Period for the 1<sup>st</sup> Quarter of 2021 for Station KWSW-AM  
(Simulcast on KEJY – AM)

Description of Issue	Program	Date Aired	Time(s) Aired	Duration	Description of Program
Public Health: Blood Donation(s)	Informational segments	Mar 10 <sup>th</sup> through Mar 22 <sup>nd</sup>	12a to 12a	30 – second messages	Reaching out for more Blood O <sup>+</sup> donation needs
Public Safety: Tsunami Awareness Week & Test	Educational segments	Mar 17 <sup>th</sup> through Mar 24 <sup>th</sup>	12:00a – 12:00a	30-second messages + 60-second messages	Advisory notices as well as “explanations” on what to expect
Public Health: Parenting Tips for At-Home Students	Educational messages	Jan. 22 <sup>nd</sup> through Mar 5 <sup>th</sup>	12:00a – 12:00a	30-second + 60 second segments	Tips voiced by School Psychiatrists
Public Health: Youth Non-Profits	Informational segments	Jan 1 <sup>st</sup> through Mar 31 <sup>st</sup>	12:00a – 12:00a	30 second messaging	Messages provided for Big Bros/Big Sisters + Food Bank + Boys and Girls Club
Public Health: Insurance Fraud	Informational segments	Mar 19 <sup>th</sup> through Mar 31 <sup>st</sup>	5:00a – 12:00a	30-second messages	Informing about the penalties associated with insurance fraud
Public Health: Anti-Bullying Coping Tips	Educational messages	Jan 1 <sup>st</sup> through Jan 21 <sup>st</sup>	12:00a – 12:00a	30-second + 60 second segments	Voiced by local Mental Health professionals



Prepared by Brian Papstein

Dated: 4/6/21