



Reporting Period for the 1<sup>st</sup> Quarter (2016) for Station KEKA-FM

Description of Issue	Program	Date Aired	Time(s) Aired	Duration	Description of Program
<b>Economic Development: Agriculture</b>	North Coast Ag Report –	<b>1/1 – 3/31 weekdays</b>	6:35a; 1:35p; 5:35p	<b>2:00</b>	Overview of the regional ag business with industry updates
<b>Economic Development: Impact of the Drug Culture</b>	Special news programming segments	<b>Mon in Jan for News</b>	12a – 12a	<b>Each program segment is 60-seconds</b>	Impacts of the on-going drug culture located and flourishes in our area.
<b>Public Health and Safety: Driving Reminders</b>	Safety messages	<b>1/1 – 3/31</b>	12a – 12a	<b>30 second long messages</b>	Voiced by County Deputies: “No texting”, “Drive slow with Winter weather”, etc.
<b>Economic Health: Last Chance Grade</b>	Series of commercials	<b>3/20 – 3/24</b>	12a – 12a	<b>30 second messages</b>	Meetings on Highway 101 staying open
<b>Economic Development: Status of Aging infra-structure in region</b>	Local News Community Focus Series	<b>Mondays 3/7 – 3/28</b>	12:00a – 12:00a (8/day)	<b>60 second vignettes</b>	Updates on: Roads; Airports; Harbor; Internet; etc.

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

Prepared by Brian Papstein