

QUARTERLY LIST AND PROGRAM MATERIAL

CITY OF LICENSE: ___Apple Valley, Cal._____

DATE POSTED: 10/1/14

PERIOD (CIRCLE MONTHS)

JAN/FEB/MAR

APR/MAY/JUNE

JULY/AUG/SEPT

OCT/NOV/DEC

DURING THIS MONTHLY QUARTER THE COMMUNITY NEEDS AND INTERESTS AS ASCERTAINED WITH COMMUNITY LEADERS WERE ADDRESSED BY SIGNIFICANT PUBLIC AFFAIRS AND OR PUBLIC SERVICE PROGRAMMING IN RESPONSE TO THE FOLLOWING:

- 1) TEACHERS R HEROES
- 2) HD FILM FESTIVAL
- 3) SB COUNTY WORKFORCE
- 4) HD CHURCH FOR WHOSEVER
- 5) HESP. ANIMAL CONTROL
PET OF THE WEEK
- 6) NIFTY FIFTY EXPO
- 7) H.D. KIDNEY HOPE FOUNDATION
- 8) AAUW VICTOR VALLEY
- 9) IN IT TO WIN IT PROGRAM
- 10) ST. JUDE / CHIL'S ANNUAL
FUNDRAISER

CALL LETTERS: KIXW-AM

3rd Qtr 2014 Quarterly Issues and Program Report

ISSUE:

Public Information

AIR DATE & TIME

*07/06/2014
07/13/2014

LENGTH:

30 min.
6:00AM

TOPIC OF THIS SHOW

Hi Desert Dialogue-Public Information

SHOW GUEST

Hi Desert Kidney Hope Representatives

Segments for this week include-

1. Hi Desert Kidney Hope Organization
2. 2013-2014 Teachers Are Heroes Year In Review Segment

CALL LETTERS: KIXW-AM

3rd Qtr 2014 Quarterly Issues and Program Report

ISSUE:

Public Information

AIR DATE & TIME

*07/20/2014

LENGTH:

30 min.
6:00AM

TOPIC OF THIS SHOW

Hi Desert Dialogue-Public Information

SHOW GUEST

Heritage Victor Valley Medical Group-Dr. G
In It to Thin It Program

Segments for this week include-

1. Heritage Victor Valley Medical Group-In It To Thin It Program
2. 2013-2014 Teachers Are Heroes Year In Review Segment

CALL LETTERS: KIXW-AM

3rd Qtr 2014 Quarterly Issues and Program Report

ISSUE:

Public Information

AIR DATE & TIME

*07/27/2014

LENGTH:

30 min.
6:00AM

TOPIC OF THIS SHOW

Hi Desert Dialogue-Public Information

SHOW GUEST

Heritage Victor Valley Medical Group-Dr. G
In It to Thin It Program, San Bernardino County
Workforce Investment Board

Segments for this week include-

1. Heritage Victor Valley Medical Group-In It To Thin It Program
2. 2013-2014 Teachers Are Heroes Year In Review Segment
3. San Bernardino County Workforce Investment Board-High Desert Regional Job Fair-August 13, 2014

CALL LETTERS: KIXW-AM

3rd Qtr 2014 Quarterly Issues and Program Report

ISSUE:

Public Information

AIR DATE & TIME

*08/03/2014
08/10/2014

LENGTH:

30 min.
6:00AM

TOPIC OF THIS SHOW

Hi Desert Dialogue-Public Information

SHOW GUEST

Heritage Victor Valley Medical Group-Dr. G
In It to Thin It Program, San Bernardino County
Workforce Investment Board

Segments for this week include-

1. Heritage Victor Valley Medical Group-In It To Thin It Program
2. 2013-2014 Teachers Are Heroes Year In Review Segment
3. San Bernardino County Workforce Investment Board-High Desert Regional Job Fair-August 13, 2014

CALL LETTERS: KIXW-AM

3rd Qtr 2014 Quarterly Issues and Program Report

ISSUE:

Public Information

AIR DATE & TIME

*08/17/2014
08/24/2014

LENGTH:

30 min.
6:00AM

TOPIC OF THIS SHOW

Hi Desert Dialogue-Public Information

SHOW GUEST

Heritage Victor Valley Medical Group-Dr. G
In It to Thin It Program, Phyliss-Director-Desert
Rocks Film and Music Festival

Segments for this week include-

1. Heritage Victor Valley Medical Group-In It To Thin It Program
2. Desert Rocks Film and Music Festival Update-September 6, 2014

CALL LETTERS: KIXW-AM

3rd Qtr 2014 Quarterly Issues and Program Report

ISSUE:

Public Information

AIR DATE & TIME

*08/31/2014

LENGTH:

30 min.
6:00AM

TOPIC OF THIS SHOW

Hi Desert Dialogue-Public Information

SHOW GUEST

Phyliss-Director-Desert Rocks Film and Music Festival, Hesperia Animal Control, High Desert Church For Whosoever- Pastor Royce Becera

Segments for this week include-

1. Desert Rocks Film and Music Festival Update-September 6, 2014
2. Pet of the Week Segment
3. Hi Desert Church For Whosoever-7th Annual CFW Golf Tournament

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3rd Qtr 2014 Quarterly Issues and Program Report

ISSUE:

Public Information

AIR DATE & TIME

*09/07/2014

LENGTH:

30 min.
6:00AM

TOPIC OF THIS SHOW

Hi Desert Dialogue-Public Information

SHOW GUEST

High Desert Church For Whosoever- Pastor Royce Becera, AAUW Victor Valley Branch Guests- Sylvia, Loraine and Donna Siegal

Segments for this week include-

1. Hi Desert Church For Whosoever-7th Annual CFW Golf Tournament
2. AAUW Victor Valley Branch Organization and Art Show Event October 2014

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3rd Qtr 2014 Quarterly Issues and Program Report

ISSUE:

Public Information

AIR DATE & TIME

*09/14/2014

LENGTH:

30 min.
6:00AM

TOPIC OF THIS SHOW

Hi Desert Dialogue-Public Information

SHOW GUEST

High Desert Church For Whosoever- Pastor Royce B.,
City of Victorville-Christian Gunter-Director of
Community Services, Hesperia Animal Control

Segments for this week include-

1. Hi Desert Church For Whosoever-7th Annual CFW Golf Tournament
2. Pet of the Week Segment
3. City of Victorville- Fall Festival October 4, 2014
4. Teachers Are Heroes Award Winner Segment- September 2014

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3rd Qtr 2014 Quarterly Issues and Program Report

ISSUE:

Public Information

AIR DATE & TIME

*09/21/2014
09/28/2014

LENGTH:

30 min.
6:00AM

TOPIC OF THIS SHOW

Hi Desert Dialogue-Public Information

SHOW GUEST

City of Victorville-Christian Gunter-Director of
Community Services, Dan Quail-Easter Seals-Inland
Empire, HD Hispanic Chamber-Eric and Regina W. Bell

Segments for this week include-

1. City of Victorville- Fall Festival October 4, 2014
2. Teachers Are Heroes Award Winner Segment- September 2014
3. 2014 Easter Seals and Bakers Safe Halloween Campaign September 25-October 31, 2014
4. High Desert Hispanic Chamber- 2014 Dreamers, Visionaries and Leaders-Hispanic Heritage

CALL LETTERS: KIXW-AM

3rd Qtr 2014 Quarterly Issues and Program Report

Community Calendar

AIR DATE**TIME****LENGTH :**

07/1/14-09/30/14
(Daily)

12:10, 4:10, 7:10PM
9:10AM (SAT & SUN)

60 SEC

Highlights/Featured Events:

7/1 – 7/15 = Vantastic Event-Mobile Play Van Events, Fees Reduced in honor of Adopt a Cat Month, Dories Davies Park Pool Swimming, AVFPD Blood Pressure Mondays, Apple Valley Soccer Club Fundraisers, Phelan Pinon Hills AGLOW Community Lighthouse HD Event

7/16 – 7/31 = High Desert Kidney Hope First Annual Car Show and Health Fair, Eagle Scouts Memorial Dedication Event, We Win for Health Medical Group Event, Sunset Concert Series- Apple Valley

8/1 – 8/15 = Hesperia Tire Amnesty Event, Victorville City Library Goes Live-Public Wireless Access Open for Residents, Free Confidential Document Shredding Event- Victor Valley MRF, Day of Resistance II Rally- Apple Valley

8/16 – 8/31 = 4th Annual Nifty Fifty Senior Expo, Fill a Backpack and Fill a Need, Family Fun Day-Celebrating Hometown Heroes Event, St. John of God Health Care Services- 7th Annual Luau, Events at High Desert Book Oasis

9/1 – 9/15 = September Courtyard Concerts- Apple Valley, Rotary Club of Victorville Annual Wine, Jazz and More Auction Event, Desert Rocks Film and Music Festival, Annual Girl Scout Recruitment Roundup Event, High Desert Fitness Challenge

9/16 – 9/30 = 2014 Hesperia Days Celebration and Events, 7th Annual CFW Golf Tournament, 7th Annual Walk Across America Event, Baking for Charities Culinary Arts Studio Fundraiser, Save Money-Save Water Event, High Desert Center for Spiritual Living 7th Semi Annual Healthy Spirit Festival, City of Victorville Fall Festival, CR Oasis Church Friday Events and Fellowship