

KIXW-AM

CALL LETTERS

QUARTERLY LIST AND PROGRAM MATERIAL

CITY OF LICENSE: ___Apple Valley, Cal._____

DATE POSTED: 11/6/15

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) HISPANIC HERITAGE MONTH
- 2) BREAST CANCER AWARENESS
- 3) DOMESTIC VIOLENCE
- 4) EASTER SEALS - ^{SAFE} HALLOWEEN
- 5) ENVIRONMENTAL AWARENESS
- 6) MEDICARE OPEN ENROLLMENT
- 7) FLU SHOT CLINIC
- 8) VV RIBBONS LITTLE LEAGUE
- 9) VICTOR VALLEY WOMEN'S CLUB
- 10) FILL THE AMBULANCE

CALL LETTERS: KIXW-AM

4th Qtr 2014 Quarterly Issues and Program Report

ISSUE:

Public Information

AIR DATE & TIME

*10/5/2014

LENGTH:

30 min.
6:00AM

TOPIC OF THIS SHOW

Hi Desert Dialogue-Public Information

SHOW GUEST

Anita Gomez-A Better Way, Easter Seals-Inland Empire, High Desert Hispanic Chamber

Segments for this week include-

1. A Better Way Domestic Violence Shelter and Outreach-Domestic Violence Awareness Month
2. Easter Seals-Safe Halloween Campaign
3. High Desert Hispanic Chamber
4. Teachers Are Heroes September 2014 Winner

CALL LETTERS: KIXW-AM

4th Qtr 2014 Quarterly Issues and Program Report

ISSUE:

Public Information

AIR DATE & TIME

*10/12/2014

LENGTH:

30 min.
6:00AM

TOPIC OF THIS SHOW

Hi Desert Dialogue-Public Information

SHOW GUEST

Anita Gomez-A Better Way, Easter Seals-Inland Empire, City of Victorville

Segments for this week include-

1. A Better Way Domestic Violence Shelter and Outreach-Domestic Violence Awareness Month
2. Easter Seals-Safe Halloween Campaign
3. City of Victorville- Victor Valley Environmental Awareness Day-October 17, 2014

CALL LETTERS: KIXW-AM

4th Qtr 2014 Quarterly Issues and Program Report

ISSUE:

Public Information

AIR DATE & TIME

*10/19/2014
10/26/2014

LENGTH:

30 min.
6:00AM

TOPIC OF THIS SHOW

Hi Desert Dialogue-Public Information

SHOW GUEST

Anita Gomez-A Better Way, Easter Seals-Inland
Empire

Segments for this week include-

1. A Better Way Domestic Violence Shelter and Outreach-
Domestic Violence Awareness Month
2. Easter Seals-Safe Halloween Campaign

CALL LETTERS: KIXW-AM

4th Qtr 2014 Quarterly Issues and Program Report

ISSUE:

Public Information

AIR DATE & TIME

*11/02/2014
11/30/2014

LENGTH:

30 min.
6:00AM

TOPIC OF THIS SHOW

Hi Desert Dialogue-Public Information

SHOW GUEST

Rick Howells-Heritage Victor Valley Medical Group-
Medicare Open Enrollment Period

Segments for this week include-

1. Heritage Victor Valley Medical Group-Medicare Open Enrollment Period

CALL LETTERS: KIXW-AM

4th Qtr 2014 Quarterly Issues and Program Report

ISSUE:

Public Information

AIR DATE & TIME

*11/9/2014-
11/23/2014

LENGTH:

30 min.
6:00AM

TOPIC OF THIS SHOW

Hi Desert Dialogue-Public Information

SHOW GUEST

Rick Howells-Heritage Victor Valley Medical Group-Medicare Open Enrollment Period, Alex Brandon-Interfaith Council of the High Desert Thanksgiving

Segments for this week include-

1. Heritage Victor Valley Medical Group-Medicare Open Enrollment Period
2. Interfaith Council of the High Desert Thanksgiving 2014 Event

CALL LETTERS: KIXW-AM

4th Qtr 2014 Quarterly Issues and Program Report

ISSUE:

Public Information

AIR DATE & TIME

*12/7/2014
12/14/2014

LENGTH:

30 min.
6:00AM

TOPIC OF THIS SHOW

Hi Desert Dialogue-Public Information

SHOW GUEST

2014 Fill the Ambulance Holiday Collection Drive
Information with Libby-AMR-American Medical
Response Victorville

Segments for this week include-

1. 2014 Fill the Ambulance Holiday Collection Drive
2. Teachers Are Heroes October 2014 Winner

CALL LETTERS: KIXW-AM

4th Qtr 2014 Quarterly Issues and Program Report

ISSUE:

Public Information

AIR DATE & TIME

*12/21/2014
12/28/2014

LENGTH:

30 min.
6:00AM

TOPIC OF THIS SHOW

Hi Desert Dialogue-Public Information

SHOW GUEST

2014 Fill the Ambulance Holiday Collection Drive
Holiday Recap Show

Segments for this week include-

1. 2014 Fill the Ambulance Holiday Collection Drive
Holiday Recap Show of Open House Listener Toy Drive-
December 9, 2014

CALL LETTERS: KIXW-AM

4th Qtr 2014 Quarterly Issues and Program Report

Community Calendar

AIR DATE

TIME

LENGTH:

10/1/14-12/31/14
(Daily)

12:10, 4:10, 7:10PM

60 SEC

9:10AM (SAT & SUN)

Highlights/Featured Events:

10/1 – 10/15 = Church of the Valley Rummage Sale, Barstow Fire District Open House, Mojave Trail Days, City of Victorville Fall Festival, Apple Valley Community Clean Up Day, Mavericks No Guts No Glory Event, Serrano FFA Pumpkin Festival

10/16 – 10/31 = Book Sale-Hesperia Library, Heritage Games, Southwest Gas 16th Annual Coat Drive, The Victor Valley College Foundation-Great Alumni Hunt, Drive for the Kids-Heritage School, Haunted Hayride Event-Fairgrounds, 6th Annual Hesperia Haunted House Event, Trunk or Treat Classic Car Show-El Dorado Broadcasters

11/1 – 11/15 = 2014 Pistachio Festival, Recycling and Shred Fest, 8th Annual Family Spagetti Dinner and Dance-Knights of Columbus, American Care Veteran Celebration, Veterans Day Parade-Victorville, Swapping Mama's Clothing Drive

11/16 – 11/30 = Medicare Enrollment Information Meetings, A Winter Wonderland Toy Drive, Clothing and Textile Fundraiser, Applebee's Flapjack Fundraiser-Dance Dynamics, Adelanto Airport Events, Mistletoe Light Show-Phelan, 2014 Interfaith Council of the HD Thanksgiving Event

12/1 – 12/15 = 2014 Fill the Ambulance Holiday Collection Drive, City of Victorville and Hesperia Christmas Tree Lighting Ceremonies, Victorville Christmas Parade-12/6/2014, Town of Apple Valley Winter Wonderland Event, Don Ferrarse Veterans Holiday Tribute Event

12/16 – 12/31 = VVC Music Program Events-Holiday, Frost Fest Winter Wonderland and Ice Skating Rink, Rotary Club of Victorville Meetings, Hi Desert Farmers Market, Grief Support Group