

KIXW-AM

CALL LETTERS

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QUARTERLY LIST AND PROGRAM MATERIAL

CITY OF LICENSE: \_\_\_Apple Valley, Cal. \_\_\_

DATE POSTED: 7/1/2014

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) 18 HOLES FOR A CURE
- 2) VICTOR VALLEY WOMENS CLUB
- 3) HD HISPANIC CHAMBER
- 4) AHP SENIOR VOLUNTEERS
- 5) HESPERIA ROTARY PET WALK
- 6) TEACHERS R HEROES
- 7) NO DRUGS AMERICA DAY
- 8) MDA QMD LAWN MOWER EXCHANGE
- 9) BOYS + GIRLS CLUB VICTOR VALLEY
- 10) SBC OF AIR CONTESTS/EXHIBITS

# CALL LETTERS: KIXW-AM

## 2nd Qtr 2014 Quarterly Issues and Program

**ISSUE:**

Public Information

**AIR DATE & TIME**

\*04/06/2014

**LENGTH:**

30 min.  
6:00AM

**TOPIC OF THIS SHOW**

Hi Desert Dialogue-Public Information

**SHOW GUEST**

Patty Meinhert-Director of Community Hospice of Victor Valley, Frank Kelly-No Drugs America

Segments for this week include-

1. Community Hospice of the Victor Valley
2. No Drugs America Day Event-April 26, 2014
3. Teachers Are Heroes Award Winner- March 2014

# CALL LETTERS: KIXW-AM

## 2nd Qtr 2014 Quarterly Issues and Program

### ISSUE:

Public Information

### AIR DATE & TIME

\*04/13/2014

### LENGTH:

30 min.  
6:00AM

### TOPIC OF THIS SHOW

Hi Desert Dialogue-Public Information

### SHOW GUEST

Patty Meinhert-Director of Community Hospice of Victor Valley, Frank Kelly-No Drugs America

Segments for this week include-

1. Community Hospice of the Victor Valley
2. No Drugs America Day Event-April 26, 2014
3. Teachers Are Heroes Award Winner- March 2014

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## 2nd Qtr 2014 Quarterly Issues and Program

### ISSUE:

Public Information

### AIR DATE & TIME

\*04/20/2014

### LENGTH:

30 min.  
6:00AM

### TOPIC OF THIS SHOW

Hi Desert Dialogue-Public Information

### SHOW GUEST

Victor Valley College Representative, Frank Kelly-  
No Drugs America

Segments for this week include-

1. Cinco De Mayo Family Festival- May 2014
2. No Drugs America Day Event- April 26, 2014
3. Teachers Are Heroes Award Winner- March 2014

# CALL LETTERS: KIXW-AM

## 2nd Qtr 2014 Quarterly Issues and Program

### ISSUE:

Public Information

### AIR DATE & TIME

\*04/27/2014

### LENGTH:

30 min.  
6:00AM

### TOPIC OF THIS SHOW

Hi Desert Dialogue-Public Information

### SHOW GUEST

Victor Valley College Representative, City of  
Hesperia Animal Control

Segments for this week include-

1. Cinco De Mayo Family Festival- May 2014
2. Pet Walk Event- May 10, 2014
3. Pet of the Week Segment
4. Teachers Are Heroes Award Winner- March 2014

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## 2nd Qtr 2014 Quarterly Issues and Program

### ISSUE:

Public Information

### AIR DATE & TIME

\*05/04/2014

### LENGTH:

30 min.  
6:00AM

### TOPIC OF THIS SHOW

Hi Desert Dialogue-Public Information

### SHOW GUEST

City of Hesperia Animal Control, Boys and Girls  
Club of the Victor Valley Representatives

Segments for this week include-

1. Boys and Girls Club of the Victor Valley
2. Pet Walk Event- May 10, 2014
3. Teachers Are Heroes Award Winner- April 2014

# CALL LETTERS: KIXWAM

## 2nd Qtr 2014 Quarterly Issues and Program

### ISSUE:

Public Information

### AIR DATE & TIME

\*05/11/2014

### LENGTH:

30 min.  
6:00AM

### TOPIC OF THIS SHOW

Hi Desert Dialogue-Public Information

### SHOW GUEST

Boys and Girls Club of the Victor Valley  
Representatives, Matthew Coughlin- Moses House  
Ministries

Segments for this week include-

1. Boys and Girls Club of the Victor Valley
2. Teachers Are Heroes Award Winner- April 2014
3. Moses House Ministries

# CALL LETTERS: KIXW-AM

## 2nd Qtr 2014 Quarterly Issues and Program

### ISSUE:

Public Information

### AIR DATE & TIME

\*05/18/2014

### LENGTH:

30 min.  
6:00AM

### TOPIC OF THIS SHOW

Hi Desert Dialogue-Public Information

### SHOW GUEST

Boys and Girls Club of the Victor Valley  
Representatives, Matthew Coughlin- Moses House  
Ministries

Segments for this week include-

1. Boys and Girls Club of the Victor Valley
2. Teachers Are Heroes Award Winner- April 2014
3. Moses House Ministries



# CALL LETTERS: KIXW-AM

## 2nd Qtr 2014 Quarterly Issues and Program

### ISSUE:

Public Information

### AIR DATE & TIME

\*05/25/2014

### LENGTH:

30 min.  
6:00AM

### TOPIC OF THIS SHOW

Hi Desert Dialogue-Public Information

### SHOW GUEST

Boys and Girls Club of the Victor Valley  
Representatives, Craig Cassidy- High Desert Classic  
Golf Tournament

Segments for this week include-

1. Boys and Girls Club of the Victor Valley
2. 2014 High Desert Classic Golf Tournament- June 20-22,  
2014

## CALL LETTERS: KIXW-AM

### 2nd Qtr 2014 Quarterly Issues and Program

**ISSUE:**

Public Information

**AIR DATE & TIME**

\*06/01/2014

**LENGTH:**

30 min.  
6:00AM

**TOPIC OF THIS SHOW**

Hi Desert Dialogue-Public Information

**SHOW GUEST**

Craig Cassidy- High Desert Classic Golf Tournament,  
City of Hesperia Animal Control

**Segments for this week include-**

1. 2014 High Desert Classic Golf Tournament- June 20-22, 2014
2. 2013-2014 Teachers Are Heroes Year In Review Segment
3. Pet of the Week Segment

## CALL LETTERS: KIXW-AM

### 2nd Qtr 2014 Quarterly Issues and Program

**ISSUE:**

Public Information

**AIR DATE & TIME**

\*06/08/2014

**LENGTH:**

30 min.  
6:00AM

**TOPIC OF THIS SHOW**

Hi Desert Dialogue-Public Information

**SHOW GUEST**

Phyliss, Melody and Eric Schmidt-Mayor ProTem- City of Hesperia and Desert Rocks Film and Music Event Festival Representatives

Segments for this week include-

1. Desert Rocks Film and Music Event Festival- September 6, 2014
2. 2013-2014 Teachers Are Heroes Year In Review Segment

# CALL LETTERS: KIXW-AM

## 2nd Qtr 2014 Quarterly Issues and Program

**ISSUE:**

Public Information

**AIR DATE & TIME**

\*06/15/2014

**LENGTH:**

30 min.  
6:00AM

**TOPIC OF THIS SHOW**

Hi Desert Dialogue-Public Information

**SHOW GUEST**

Craig Cassidy- High Desert Classic Golf Tournament,  
City of Hesperia Animal Control

Segments for this week include-

1. 2014 High Desert Classic Golf Tournament- June 20-22, 2014
2. 2013-2014 Teachers Are Heroes Year In Review Segment
3. Pet of the Week Segment

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## 2nd Qtr 2014 Quarterly Issues and Program

### ISSUE:

Public Information

### AIR DATE & TIME

\*06/22/2014  
and 6/29/14

### LENGTH:

30 min.  
6:00AM

### TOPIC OF THIS SHOW

Hi Desert Dialogue-Public Information

### SHOW GUEST

Phyliss, Melody and Eric Schmidt-Mayor ProTem- City of Hesperia and Desert Rocks Film and Music Event Festival Representatives

Segments for this week include-

1. Desert Rocks Film and Music Event Festival- September 6, 2014
2. 2013-2014 Teachers Are Heroes Year In Review Segment

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## 2nd Qtr 2014 Quarterly Issues and Program

### Community Calendar

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

04/1/14-06/30/14  
(Daily)

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

60 SEC

#### Highlights/Featured Events:

**4/1 – 4/15 = United Way Diaper Drive, Summit Leadership Academy Competition 2014 Donations, Victorville City Library Free Computer Classes, Victorville Community Clean Up Day, VVGMC March Of Dimes Event**

**4/16 – 4/30 = Shoe Collection Fundraiser, Cars, Cures and Kids Event, No Drugs America Day Event, Walk for Water Event, Widow and Widowers Club of the High Desert, Kids Fishing Clinic**

**5/1 – 5/15 = Concerts in The Courtyard-Apple Valley Commons, Lifestream Mobile Blood Drives, 6<sup>th</sup> Annual Healthy Spirit Festival, Adelanto Airport Events**

**5/16 – 5/31 = 2014 San Bernardino County Fair-Believe in Fairy Tales, Dog Vaccination and Licensing Clinic, SOS Save Our Skyline Event, Skill USA National Competition Event-Victorville, Night at the Victor Valley Museum Event, Boys and Girls Club of the Victor Valley Grand Opening Event**

**6/1 – 6/15 = Fall Registration Victorville Youth Soccer League, Doris Davies Park Pool Opens, Car Wash Fundraisers, Hi Desert Tennis Association, AVFPD Blood Pressure Monday Events, Celebrate Recovery Meetings-Fridays**

**6/16 – 6/30 = The Music Man Production Marches Into Town, 2014 High Desert Classic Golf Tournament, Wheel2Wheel Raceway Events, Sunset Concert Series-Apple Valley, Vantastic Event- Mobile Play Van Events**