

KIXW-AM

CALL LETTERS

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QUARTERLY LIST AND PROGRAM MATERIAL

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

DATE POSTED: 4/5/2016

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) EL NINO PREP INFO
- 2) VICTORVILLE LIBRARY IMPROVEMENTS
- 3) AD HOMELESS SERVICES
- 4) DISABLED VETERANS
- 5) DREAMERS, VISIONAIRES + LEADERS
- 6) TEACHERS R HEROES
- 7) COMMUNITY CLEAN UP DAY
- 8) LOCAL PET ADOPTION
- 9) RENAS DRESSES CHARITY
- 10) LOCAL E WASTE EVENT

# CALL LETTERS: KIXW-AM

## 1<sup>st</sup> Qtr 2016 Quarterly Issues and Program Report

### ISSUE:

Public Information

### AIR DATE & TIME

\*01/03/2016

### LENGTH:

30 min.  
6:00AM

### TOPIC OF THIS SHOW

Hi Desert Dialogue-Public Information

### SHOW GUEST

Monica Peterson-City of Victorville, City of Victorville and Fire Chief, Chief Munsey

### Segments for this week include-

1. City of Victorville- Xmas Tree Pickup Service and New Year Resolutions/Programs
2. El Nino Information Segment- City of Victorville

# CALL LETTERS: KIXW-AM

## 1<sup>st</sup> Qtr 2016 Quarterly Issues and Program Report

### ISSUE:

Public Information

### AIR DATE & TIME

\*01/10/2016

### LENGTH:

30 min.  
6:00AM

### TOPIC OF THIS SHOW

Hi Desert Dialogue-Public Information

### SHOW GUEST

City of Hesperia Animal Control, Monica Peterson-  
City of Victorville, City of Victorville and Fire  
Chief, Chief Munsey

### Segments for this week include-

1. City of Victorville- Xmas Tree Pickup Service and New Year Resolutions/Programs
2. El Nino Information Segment Pt 2- City of Victorville
3. Pet of the Week Segment
4. Teachers R Heroes Award Winner Segment

# CALL LETTERS: KIXW-AM

## 1<sup>st</sup> Qtr 2016 Quarterly Issues and Program Report

### ISSUE:

Public Information

### AIR DATE & TIME

\*01/17/16-  
2/14/16\*

### LENGTH:

30 min.  
6:00AM

### TOPIC OF THIS SHOW

Hi Desert Dialogue-Public Information

### SHOW GUEST

\*Special High Desert Dialogue-5 Week Special-Dreamers, Visionaries and Leaders Program with Regina W. Bell\*

Segments for this week include-

1. Special 5 Week Segment- Highlighting Individuals from around the High Desert. Airing from Jan 17, 2016 thru Feb 14, 2016.

# CALL LETTERS: KIXW-AM

## 1<sup>st</sup> Qtr 2016 Quarterly Issues and Program Report

**ISSUE:**

Public Information

**AIR DATE & TIME**

\*02/21/2016

**LENGTH:**

30 min.  
6:00AM

**TOPIC OF THIS SHOW**

Hi Desert Dialogue-Public Information

**SHOW GUEST**

City of Victorville and Fire Chief, Chief Munsey

Segments for this week include-

1. El Nino Information Segment- City of Victorville

# CALL LETTERS: KIXW-AM

## 1<sup>st</sup> Qtr 2016 Quarterly Issues and Program Report

### ISSUE:

Public Information

### AIR DATE & TIME

\*02/28/2016

### LENGTH:

30 min.  
6:00AM

### TOPIC OF THIS SHOW

Hi Desert Dialogue-Public Information

### SHOW GUEST

Monica Peterson-City of Victorville, City of Hesperia Animal Control

### Segments for this week include-

1. Clean Sweep Weekend Events-City of Victorville
2. Pet of the Week Segment
3. Teachers R Heroes Award Winner

# CALL LETTERS: KIXW-AM

## 1<sup>st</sup> Qtr 2016 Quarterly Issues and Program Report

**ISSUE:**

Public Information

**AIR DATE & TIME**

\*03/06/2016

**LENGTH:**

30 min.  
6:00AM

**TOPIC OF THIS SHOW**

Hi Desert Dialogue-Public Information

**SHOW GUEST**

David Greiner-St. Mary Medical Center Foundation,  
Monica Peterson-City of Victorville

**Segments for this week include-**

1. Clean Sweep Weekend Events-City of Victorville
2. St. Mary Medical Center Foundation

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## 1<sup>st</sup> Qtr 2016 Quarterly Issues and Program Report

### ISSUE:

Public Information

### AIR DATE & TIME

\*03/13/2016

### LENGTH:

30 min.  
6:00AM

### TOPIC OF THIS SHOW

Hi Desert Dialogue-Public Information

### SHOW GUEST

David Greiner-St. Mary Medical Center Foundation,  
Hi Desert Homeless Services, Monica Peterson-City  
of Victorville

### Segments for this week include-

1. St. Mary Medical Center Foundation
2. Hi Desert Homeless Services-Casino Night  
Fundraiser
3. Spring Festival and Easter Egg Hunt Event-City of  
Victorville- March 26, 2016
4. Teachers R Heroes Award Winner



# CALL LETTERS: KIXW-AM

## 1<sup>st</sup> Qtr 2016 Quarterly Issues and Program Report

### ISSUE:

Public Information

### AIR DATE & TIME

\*03/20/2016

### LENGTH:

30 min.  
6:00AM

### TOPIC OF THIS SHOW

Hi Desert Dialogue-Public Information

### SHOW GUEST

Monica Peterson-City of Victorville, Cindy Schimdt-Happy Healthy Kids Organization/Foundation

Segments for this week include-

1. Happy Healthy Kids Day Event- April 30, 2016
2. Spring Festival and Easter Egg Hunt Event-City of Victorville-March 26, 2016

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## 1<sup>st</sup> Qtr 2016 Quarterly Issues and Program Report

### ISSUE:

Public Information

### AIR DATE & TIME

\*03/27/2016

### LENGTH:

30 min.  
6:00AM

### TOPIC OF THIS SHOW

Hi Desert Dialogue-Public Information

### SHOW GUEST

Cindy Schimdt-Happy Healthy Kids  
Organization/Foundation, Monica Peterson-City of  
Victorville

### Segments for this week include-

1. Happy Healthy Kids Day Event-April 30, 2016
2. Community Clean Up Day- City of Victorville  
Event- April 9, 2016

## CALL LETTERS: KIXW-AM

### 1st Qtr 2016 Quarterly Issues and Program Report

#### Community Calendar

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

1/1/16-3/31/16  
(Daily)

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

60 SEC

#### Highlights/Featured Events:

**1/1 – 1/15 = Christmas Tree Pickup Service-High Desert Cities, Victor Valley Chess Club, Rotary Club of Victorville, Workshop Public Outreach-Phelan, Mea Ola's Place Services, Christ the Good Shepherd Church Bingo**

**1/16 – 1/31 = Plane Crazy Saturdays, Electronic Waste Recycling Event, Mayor's Weight Loss Challenge-Town of Apple Valley, Victorville City Library-Free help with Homework services, Adelanto Branch Library Events**

**2/1 – 2/15 = 3<sup>rd</sup> Annual Baseball Clinic-Serrano High School, Dreamers, Visionaries and Leaders 8<sup>th</sup> Annual Tribute Ceremony-Hallowed Ground, DVL Black History Month Events throughout the High Desert, Shay Strong Foundation Fundraiser, Say I Do Marriage Renewal Event, Tim Donnelly Show Appearance-Regarding 2<sup>nd</sup> Amendment-Talk 960AM**

**2/16 – 2/29 = Monster Truck Event, Free Women's Heart Screening Event, Neighborhood Clean Up-Town of Apple Valley, High Desert Youth Soccer League Tryouts, Oil Filter Exchange-City of Hesperia, 2016 Low Cost Vaccine Clinics-TOAV**

**3/1 – 3/15 = Hesperia Safety Fair, Let's Move Hesperia Event, 2016 Women's Expo, Working Poets Music Event, Benefit for Pets Forever Found Fundraiser, 18<sup>th</sup> Annual Victor Valley Chamber Evening Affaire Event, Reflecting on a Century-VVHS Celebration Event**

**3/16 – 3/31 = Hi Desert Pirate Ren Faire, Walk, Run or Roll 4 Thought Event-Brainstorming 4 Us Organization, Barstow Fire Protection District SB County Emergency Cert Classes, City of VV Spring Festival and Easter Egg Hunt, Spring Valley Lake Easter Egg Hunt, Town of AV Spring Break Rec Swim**