

QUARTERLY LIST AND PROGRAM MATERIAL

CITY OF LICENSE: Apple Valley, Cal.

DATE POSTED: 4/7/2015

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 HEROS

6) LOCAL PET ADOPTION

2) COVERED CALIFORNIA

7) DISABLED VETERANS

3) RENAS DRESSES

8) FW SHOT CLINIC

4) MAJORITY RULES <sup>YOUTH</sup> <sub>GROUP</sub>

9) HD CENTER FOR THE ARTS

5) BLACK HISTORY MONTH

10) VICTOR VALLEY WOMENS CLUB

# CALL LETTERS: KIXW-AM

## 1<sup>st</sup> Qtr 2015 Quarterly Issues and Program Report

### ISSUE:

Public Information

### AIR DATE & TIME

\*01/04/2015  
01/11/2015

### 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

## 1<sup>st</sup> Qtr 2015 Quarterly Issues and Program Report

### ISSUE:

Public Information

### AIR DATE & TIME

\*01/18/2015

### LENGTH:

30 min.  
6:00AM

### TOPIC OF THIS SHOW

Hi Desert Dialogue-Public Information

### SHOW GUEST

Regina W. Bell and Kim Fields, Pastor James Harris,  
Hesperia Animal Control

### Segments for this week include-

1. Black History Month-2015 Dreamers, Visionaries and Leaders Tribute Program and Events
2. Ascension Lutheran Church Shoe Drive Part 2 Fundraiser
3. Pet of the Week Segment

# CALL LETTERS: KIXW-AM

## 1<sup>st</sup> Qtr 2015 Quarterly Issues and Program Report

**ISSUE:**

Public Information

**AIR DATE & TIME**

\*01/25/2015

**LENGTH:**

30 min.  
6:00AM

**TOPIC OF THIS SHOW**

Hi Desert Dialogue-Public Information

**SHOW GUEST**

Regina W. Bell and Kim Fields

Segments for this week include-

1. Black History Month-2015 Dreamers, Visionaries and Leaders Tribute Program and Events

# CALL LETTERS: KIXW-AM

## 1<sup>st</sup> Qtr 2015 Quarterly Issues and Program Report

**ISSUE:**

Public Information

**AIR DATE & TIME**

\*02/01/2015

**LENGTH:**

30 min.  
6:00AM

**TOPIC OF THIS SHOW**

Hi Desert Dialogue-Public Information

**SHOW GUEST**

Regina W. Bell and Kim Fields

Segments for this week include-

1. Black History Month-2015 Dreamers, Visionaries and Leaders Tribute Program and Events
2. Teachers Are Heroes Award Winner #2 2014-2015 School Year

# CALL LETTERS: KIXW-AM

## 1<sup>st</sup> Qtr 2015 Quarterly Issues and Program Report

**ISSUE:**

Public Information

**AIR DATE & TIME**

\*02/08/2015  
02/15/2015

**LENGTH:**

30 min.  
6:00AM

**TOPIC OF THIS SHOW**

Hi Desert Dialogue-Public Information

**SHOW GUEST**

Regina W. Bell, Casey Armstrong-Fairway Armstrong  
Insurance

Segments for this week include-

1. Black History Month-2015 Dreamers, Visionaries and Leaders Tribute Program and Events
2. Covered California Information from Fairway Insurance

# CALL LETTERS: KIXW-AM

## 1<sup>st</sup> Qtr 2015 Quarterly Issues and Program Report

### ISSUE:

Public Information

### AIR DATE & TIME

\*02/22/2015

### LENGTH:

30 min.  
6:00AM

### TOPIC OF THIS SHOW

Hi Desert Dialogue-Public Information

### SHOW GUEST

Regina W. Bell and Charles Bibbs, Pastor James Harris

Segments for this week include-

1. Black History Month-2015 Dreamers, Visionaries and Leaders Tribute Program and Events
2. Ascension Lutheran Church Shoe Drive Part 2 Fundraiser

# CALL LETTERS: KIXW-AM

## 1<sup>st</sup> Qtr 2015 Quarterly Issues and Program Report

### ISSUE:

Public Information

### AIR DATE & TIME

\*03/01/2015

### LENGTH:

30 min.  
6:00AM

### TOPIC OF THIS SHOW

Hi Desert Dialogue-Public Information

### SHOW GUEST

Pastor James Harris, Hesperia Animal Control,  
Dailee Grieser

### Segments for this week include-

1. Ascension Lutheran Church Shoe Drive Part 2  
Fundraiser
2. Rena's Dresses Program
3. Pet of the Week Segment
4. Teachers Are Heroes Award Winner #3 2014-2015  
School Year



# CALL LETTERS: KIXW-AM

## 1<sup>st</sup> Qtr 2015 Quarterly Issues and Program Report

### ISSUE:

Public Information

### AIR DATE & TIME

\*03/08/2015

### LENGTH:

30 min.  
6:00AM

### TOPIC OF THIS SHOW

Hi Desert Dialogue-Public Information

### SHOW GUEST

Pastor James Harris, Dailee Grieser, Students  
Representing-Majority Rules Group-Lucerne Valley

### Segments for this week include-

1. Ascension Lutheran Church Shoe Drive Part 2  
Fundraiser
2. Rena's Dresses Program
3. Majority Rules Group/Event-Lucerne Valley, CA
4. Teachers Are Heroes Award Winner #3 2014-2015  
School Year

# CALL LETTERS: KIXW-AM

## 1<sup>st</sup> Qtr 2015 Quarterly Issues and Program Report

### ISSUE:

Public Information

### AIR DATE & TIME

\*03/15/2015

### LENGTH:

30 min.  
6:00AM

### TOPIC OF THIS SHOW

Hi Desert Dialogue-Public Information

### SHOW GUEST

Pastor James Harris, Dailee Grieser, Hesperia  
Animal Control

### Segments for this week include-

1. Ascension Lutheran Church Shoe Drive Part 2  
Fundraiser
2. Rena's Dresses Program
3. Pet of the Week Segment
4. Teachers Are Heroes Award Winner #3 2014-2015  
School Year

# CALL LETTERS: KIXW-AM

## 1<sup>st</sup> Qtr 2015 Quarterly Issues and Program Report

### ISSUE:

Public Information

### AIR DATE & TIME

\*03/22/2015  
03/29/2015

### LENGTH:

30 min.  
6:00AM

### TOPIC OF THIS SHOW

Hi Desert Dialogue-Public Information

### SHOW GUEST

Veronica Manriquez and Jason Judkins-Victor Valley College, Donna Siegel and Cheryl Thompson-Lewis Center

Segments for this week include-

1. Teachers Are Heroes Award Winner #3 2014-2015 School Year
2. Victor Valley College and El Dorado Broadcasters 2015 Community Job Fair
3. 2015 Lewis Center-Festival of the Arts

# CALL LETTERS: KIXW-AM

## 1st Qtr 2015 Quarterly Issues and Program Report

### Community Calendar

AIR DATE

TIME

LENGTH :

01/1/15-03/31/15  
(Daily)

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

60 SEC

#### Highlights/Featured Events:

**1/1 – 1/15 = Frost Fest-VV Fairgrounds, AVFPD Blood Pressure Mondays, Grief Support Group, Phelan Certified Farmers Market, High Desert Tennis Association, The Rotary Club of Victorville Meetings**

**1/16 – 1/31 = Bible Study at Phelan, Grief Support Group-Thursdays, Hi Desert Farmers Market, Gods Lighthouse Church Programs, SWIM-Seniors With Inquiring Minds Events and Meetings, Ascension Lutheran Church Shoe Drive Part 2 Fundraiser**

**2/1 – 2/15 = Good Times at the League Dance Events, Widow and Widowers Club of the High Desert, Plane Crazy Saturdays, Adelanto Airport Events, Celebrate Recovery Meetings, Christian Motorcycle Association Meetings, Lifestream Community Blood Drives, Victor Valley College Events, DVL Tribute Program-Black History Month**

**2/16 – 2/28 = Black History Month Events Throughout the Month and In the High Desert, Bald Eagle Barge Tours, CR Oasis Church Friday Events, California Writers Club Meetings**

**3/1 – 3/15 = 2015 Womens Expo, Victorville Gun Show, Win the Mayors Mayor's Money Event, South Pacific Performance-VVC, Monte Carlo Casino Night Fundraiser, Pancake Fundraiser for Lucerne Valley School District**

**3/16 – 3/31 = Christ the Good Shepherd Church Bingo, Hesperia Lakes Trout Derby, Hi Desert Pirate Renaissance Faire, Bunco Night Event, Swapping Mamas Clothing Drives**