

**KIXW AM**

**4<sup>TH</sup> Quarter 2020**

**QUARTERLY ISSUES AND PROGRAM REPORT**

**During this quarter the community needs and interests as ascertained with community leaders were addresses by significant public affairs or public service programming in response to the following:**

- 1. COVID-19 Updates**
- 2. COVID-19 Testing Sites**
- 3. Local Free Food Distribution at Schools**
- 4. Pet Adoptions During Pandemic**
- 5. Free Flu Shot locations**
- 6. Victor Valley Warming Shelter**
- 7. High Desert Homeless Services**
- 8. Annual HD Veterans Free Dinner Event**
- 9. Local Business Re Openings/Closings**
- 10. Help for the Holidays/Food/Gifts**
- 11. Donating Blood/Lifestream Events**

# CALL LETTERS: KIXW-AM

## 4th Qtr 2020 Quarterly Issues and Program

### Community Calendar

AIR DATE

TIME

LENGTH:

10/1/20-12/31/20  
(Daily)

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

30 SEC

#### Highlights/Featured Events:

10/1-12/31= **\*NOTE\* SCHEDULED EVENTS POSTPONED AND OR CANCELLED DUE TO COVID-19 PANDEMIC 2020- STATE MANDATE CANCELLING GATHERINGS DUE TO HEALTH CONCERNS**

**OUR RADIO STATIONS FEATURED PUBLIC SERVICE ANNOUNCEMENTS, HEALTH INFORMATION AND NEWS UPDATES ABOUT COVID 19 ON AIR, POSTED AND UPDATED ON OUR SOCIAL MEDIA PAGES DURING LOCKDOWN RESTRICTIONS PER STATE AND COUNTY MANDATES.**

**INFORMATION ON COUNTY COVID 19 TESTING, BLOOD DRIVES, FOOD DISTRIBUTIONS THAT WERE OPEN TO THE PUBLIC WERE ALSO POSTED FOR THE PUBLIC TO VIEW AND ON AIR.**

**AS RESTRICTIONS WERE LIFTED IN THE HIGH DESERT, WE CONTINUED TO HIGHLIGHT PUBLIC INFORMATION AND NEWS ON AIR AND ON OUR STATION SOCIAL MEDIA.**

**DURING OCTOBER-DECEMBER 2020, THESE EVENTS WERE POSTED TO OUR COMMUNITY CALENDAR-**

**LOCAL SCHOOL DISTRICTS 2020-2021 SCHOOL YEAR FOOD DISTRIBUTIONS, HIGH DESERT SECOND CHANCE WEEKLY FOOD DISTRIBUTIONS, EL DORADO BROADCASTERS TRUNK OR TREAT DRIVE THRU EVENT, CITY OF VICTORVILLE FREE REMOTE LEARNING CLASSES, HD LIFESTREAM BLOOD DRIVES, 26<sup>TH</sup> ANNUAL HD VETERANS DINNER DRIVE THRU EVENT, VVRM THANKSGIVING BASKET GIVEAWAY, VICTOR VALLEY COMMUNITY WARMING SHELTER 24 HOUR COVID COMPLIANT SHELTER, SEND A LETTER/CARD TO A VETERAN**

# CALL LETTERS: KIXW-AM

## 4th Qtr 2020 Quarterly Issues and Program Report

PUBLIC AFFAIRS PROGRAM-HIGH DESERT DIALOGUE

AIR DATE & TIME

LENGTH:

\*10/01/2020  
-12/31/2020

2-3 min.  
Segments

ISSUE: PUBLIC INFORMATION

SHOW GUEST

NON PROFIT GROUPS/ORGANIZATIONS-SERVICES,  
EVENTS/FUNDRAISERS IN THE HIGH DESERT

HIGH DESERT DIALOGUE  
2-3 MIN. SEGMENTS

1. VICTOR VALLEY ANIMAL PROTECTIVE LEAGUE- TERRI

HIGHLIGHTING THE SERVICES AND PROGRAMS AVAILABLE AT THE SHELTER.  
DONATIONS BEING ACCEPTED FOR THE ANIMALS AND HOW THE HIGH DESERT  
CAN HELP.

2. VICTORVILLE CHP- OFFICER MUMFORD

OFFICER MUMFORD PROVIDES SAFE DRIVING AND HALLOWEEN SAFETY TIPS  
FOR THE COMMUNITY.

3. READY FOR READING BOOK CLUB-LYNETTE

HIGH DESERT CLASSES INFORMING THE PUBLIC ON DIFFERENT TOPICS,  
DURING COVID AND WILL CONTINUE INTO 2021.

4. 26<sup>TH</sup> ANNUAL HIGH DESERT VETERANS DINNER-TODD ANTON

5. SAN BERNARDINO COUNTY VETERANS AFFAIRS-FRANK GUEIVARA

SB COUNTY VETERANS AFFAIRS OFFICES PROVIDING MANY SERVICES AND  
PROGRAMS FOR OUR VETERANS.

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### 6. LIFESTREAM BLOOD BANK/BLOOD DRIVES-ROBERT

HIGHLIGHTING THE REQUIREMENTS FOR BLOOD DONATIONS AND THE NEED TO DONATE BLOOD DURING THIS TIME OF COVID 19. WE DISCUSS THE MANY BLOOD DRIVES DURING NOVEMBER AND DECEMEBER 2020, IN THE HIGH DESERT.

### 7. VICTOR VALLEY RESCUE MISSION- BILL EDWARDS

VICTOR VALLEY RESCUE MISSION, THEIR SERVICES DURING COVID 19 IN THE COMMUNITY AND A HOLIDAY MESSAGE FOR THE HIGH DESERT.

### 8. VICTOR VALLEY COMMUNITY WARMING SHELTER- MONICA

WE DISCUSS THE OPENING OF THE WARMING SHELTER AT THE OLD GEORGE AIR FORCE BASE IN THE HIGH DESERT. OPEN TO THOSE IN NEED AND THE DONATIONS THAT CAN BE DONATED TO HELP THE FACILITY.