

QUARTERLY LIST AND PROGRAM MATERIAL

CITY OF LICENSE: ___Apple Valley, Cal._____

DATE POSTED: 10/3/2017

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) LOCAL 4th OF JULY EVENTS
- 2) PET ADOPTION
- 3) NATIONAL NIGHT OUT
- 4) TEACHERS R HEROES
- 5) GIRL SCOUT ENROLLMENT
- 6) SUMMER MEALS PROGRAM
- 7) VICTORVILLE ROTARY
- 8) CUBS FOR A CURE
- 9) HESPERIA MOMS CLUB
- 10) FAMILY ASSISTANCE PROGRAM

CALL LETTERS: KIXW-AM

3rd Qtr 2017 Quarterly Issues and Program Report

ISSUE:

Public Information

AIR DATE & TIME

*07/02/2017

LENGTH:

30 min.
6:00AM

TOPIC OF THIS SHOW

Hi Desert Dialogue-Public Information

SHOW GUEST

City of Victorville, Hesperia Animal Control

Segments for this week include-

1. 2017 City of Victorville Fall Festival Sneak Peak
2. Pet of the Week Segment

CALL LETTERS: KIXW-AM

3rd Qtr 2017 Quarterly Issues and Program Report

ISSUE:

Public Information

AIR DATE & TIME

*07/09/2017

LENGTH:

30 min.
6:00AM

TOPIC OF THIS SHOW

Hi Desert Dialogue-Public Information

SHOW GUEST

Victorville Police Department Rep, Hesperia Animal Control

Segments for this week include-

1. National Night Out Information Segment
2. Pet of the Week Segment
3. Teachers R Heroes 2016-2017 Award Winner Recap

CALL LETTERS: KIXW-AM

3rd Qtr 2017 Quarterly Issues and Program Report

ISSUE:

Public Information

AIR DATE & TIME

*07/16/2017
07/23/2017

LENGTH:

30 min.
6:00AM

TOPIC OF THIS SHOW

Hi Desert Dialogue-Public Information

SHOW GUEST

Victorville Police Department Rep, City of
Victorville

Segments for this week include-

1. National Night Out Information Segment
2. 2017 City of Victorville Fall Festival Sneak Peak
3. Teachers R Heroes 2016-2017 Award Winner Recap

CALL LETTERS: KIXW-AM

3rd Qtr 2017 Quarterly Issues and Program Report

ISSUE:

Public Information

AIR DATE & TIME

*07/30/2017

LENGTH:

30 min.
6:00AM

TOPIC OF THIS SHOW

Hi Desert Dialogue-Public Information

SHOW GUEST

Victorville Police Department Rep, Jocelyn's
Journey Fundraiser Reps

Segments for this week include-

1. National Night Out Information Segment
2. Teachers R Heroes 2016-2017 Award Winner Recap
3. Joceyln's Journey Fundraiser

CALL LETTERS: KIXW-AM

3rd Qtr 2017 Quarterly Issues and Program Report

ISSUE:

Public Information

AIR DATE & TIME

*08/06/2017

LENGTH:

30 min.
6:00AM

TOPIC OF THIS SHOW

Hi Desert Dialogue-Public Information

SHOW GUEST

Hesperia Animal Control, Jocelyn's Journey
Fundraiser Reps, City of Victorville

Segments for this week include-

1. Pet of the Week Segment
2. Joceyln's Journey Fundraiser
3. 2017 City of Victorville Fall
Festival Sneak Peak

CALL LETTERS: KIXW-AM

3rd Qtr 2017 Quarterly Issues and Program Report

ISSUE:

Public Information

AIR DATE & TIME

*08/13/2017

LENGTH:

30 min.
6:00AM

TOPIC OF THIS SHOW

Hi Desert Dialogue-Public Information

SHOW GUEST

Laura and Iris Guiterrez, Hesperia Animal Control

Segments for this week include-

1. Pet of the Week Segment
2. 4th Annual High Desert Latina Summit
3. 2016-2017 Teachers R Heroes Award Winner Segment

CALL LETTERS: KIXW-AM

3rd Qtr 2017 Quarterly Issues and Program

ISSUE:

Public Information

AIR DATE & TIME

*08/20/2017

LENGTH:

30 min.
6:00AM

TOPIC OF THIS SHOW

Hi Desert Dialogue-Public Information

SHOW GUEST

Laura and Iris Guterrez, City of Victorville-
Christian Guntert, Joceyln's Journey Fundraiser
Reps

Segments for this week include-

1. 4th Annual High Desert Latina Summit
2. 2017 City of Victorville Fall Festival
3. Joceyln's Journey Fundraiser

CALL LETTERS: KIXW-AM

3rd Qtr 2017 Quarterly Issues and Program

ISSUE:

Public Information

AIR DATE & TIME

*08/27/2017

LENGTH:

30 min.
6:00AM

TOPIC OF THIS SHOW

Hi Desert Dialogue-Public Information

SHOW GUEST

Robert and Rudy Escalera, Regina W. Bell-DVL

Segments for this week include-

1. Hispanic Heritage Month- The Art of Escalera Information Segment

CALL LETTERS: KIXW-AM

3rd Qtr 2017 Quarterly Issues and Program Report

ISSUE:

Public Information

AIR DATE & TIME

*09/03/2017

LENGTH:

30 min.
6:00AM

TOPIC OF THIS SHOW

Hi Desert Dialogue-Public Information

SHOW GUEST

Christian Guntert-City of Victorville, Robert and
Rudy Escalera, Regina Bell-DVL

Segments for this week include-

1. 2017 City of Victorville Fall Festival
2. Hispanic Heritage Month Spotlight -Art
of Escalera

CALL LETTERS: KIXW-AM

3rd Qtr 2017 Quarterly Issues and Program Report

ISSUE:

Public Information

AIR DATE & TIME

*09/10/2017

LENGTH:

30 min.
6:00AM

TOPIC OF THIS SHOW

Hi Desert Dialogue-Public Information

SHOW GUEST

Robert and Rudy Escalera, Regina Bell-DVL

Segments for this week include-

1. Hispanic Heritage Month Spotlight -Art of Escalera

CALL LETTERS: KIXW-AM

3rd Qtr 2017 Quarterly Issues and Program Report

ISSUE:

Public Information

AIR DATE & TIME

*09/17/2017

LENGTH:

30 min.
6:00AM

TOPIC OF THIS SHOW

Hi Desert Dialogue-Public Information

SHOW GUEST

Robert and Rudy Escalera, Regina Bell-DVL
Christian Guntert-City of Victorville, Jewel-Girl
Scouts Rep

Segments for this week include-

1. Hispanic Heritage Month Spotlight -Art of Escalera
2. 2017 City of Victorville Fall Festival
3. Girl Scouts Information Meeting

CALL LETTERS: KIXW-AM

3rd Qtr 2017 Quarterly Issues and Program Report

ISSUE:

Public Information

AIR DATE & TIME

*09/24/2017

LENGTH:

30 min.
6:00AM

TOPIC OF THIS SHOW

Hi Desert Dialogue-Public Information

SHOW GUEST

Robert and Rudy Escalera, Regina Bell-DVL
Christian Guntert-City of Victorville

Segments for this week include-

1. Hispanic Heritage Month Spotlight -Art of Escalera
2. 2017 City of Victorville Fall Festival

CALL LETTERS: KIXW-AM

3rd Qtr 2017 Quarterly Issues and Program

Community Calendar

AIR DATE

TIME

LENGTH:

7/1/17-09/30/17
(Daily)

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

60 SEC

Highlights/Featured Events:

7/1 – 7/15 = FIREWORKS IN THE HIGH DESERT LOCATIONS/EVENTS, APPLE VALLEY VANTASTIC EVENTS, APPLE VALLEY STORM SOCCER TEAM FUNDRAISERS, KIDS CRAFTS-PHELAN/PINON HILLS, ADELANTO ELEM SCHOOL DISTRICT SUMMER MEAL PROGRAM

7/16 – 7/30 = ADELANTO FREE DUMP DAY, FAMILY ASSISTANCE PROGRAM WALK ON TRAFFICKING INFO MEETING, 1ST ANNUAL SULTANA BAND CAR AND MOTORCYCLE SHOW, TOWN OF APPLE VALLEY POOL OPEN EVENTS

8/1 – 8/15 = CITY OF VICTORVILLE SHRED AND MULCH GIVEAWAY, OUR LADY OF THE DESERT CATHOLIC CHURCH RUMMAGE SALE, INSECTIVAL-VICTOR VALLEY MUSEUM, GALA RING RAFFLE-ST JOSEPH HEALTH, FAMILY TO FAMILY CLASS-12 WEEK SESSION

8/16 – 8/31 = REDEMPTION RIDERS CAR AND BIKE SHOW, WRIGHTWOOD MOUNTAIN CLASSIC CAR SHOW, VVAPL CLEAR THE SHELTERS DAY, JOCEYCLN'S JOURNEY EVENT FUNDRAISER

9/1 – 9/15 = STICK IT TO CANCER-CUES FOR A CURE EVENTS, CONCERTS IN THE COURTYARD-APPLE VALLEY, HOME FOR DOGS ADOPTION EVENT, HI DESERT FITNESS CHALLENGE, VICTORVILLE GUN SHOW

9/16 – 9/30 = HISPANIC HERITAGE MONTH EVENTS INCLUDING- THE ART OF ESCALERA, HI DESERT LATINA SUMMIT, COME FLY INTO OUTER SPACE-GIRL SCOUT PUBLIC INFORMATION MEETING, 17TH ANNUAL WINE JAZZ AND MORE EVENT, REPUBLICAN PATRIOTIC FAMILY PICNIC