

QUARTERLY LIST AND PROGRAM MATERIAL

CITY OF LICENSE: Apple Valley, Cal.

DATE POSTED: 1/5/16

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) APPLE VALLEY RANCHOS WATER
- 2) TEACHERS R HEROES
- 3) VICTORVILLE FALL FESTIVAL
- 4) VETERANS DAY EVENTS
- 5) LOCAL PET ADOPTION
- 6) MEDICARE OPEN ENROLLMENT
- 7) DESERT ROCKS FILM & MUSIC FEST
- 8) EL NINO PREPAREDNESS
- 9) SAN BERNARDINO TRAGEDY
- 10) FILL THE AMBULANCE DRIVE

CALL LETTERS: KIXW-AM

4th Qtr 2015 Quarterly Issues and Program Report

ISSUE:

Public Information

AIR DATE & TIME

*10/04/2015

LENGTH:

30 min.
6:00AM

TOPIC OF THIS SHOW

Hi Desert Dialogue-Public Information

SHOW GUEST

Tony and Carol- Apple Valley Ranchos Water Company

Segments for this week include-

1. 2015-2016 Teachers Are Heroes Award Winner
2. Apple Valley Ranchos Water Company
Information/Conservation Update Segment

CALL LETTERS: KIXW-AM

4th Qtr 2015 Quarterly Issues and Program Report

ISSUE:

Public Information

AIR DATE & TIME

*10/11/2015

LENGTH:

30 min.
6:00AM

TOPIC OF THIS SHOW

Hi Desert Dialogue-Public Information

SHOW GUEST

Representatives-Desert Rocks Film and Music
Festival

Segments for this week include-

1. 2015-2016 Teachers Are Heroes Award Winner
2. 2015 Desert Rocks Film and Music Festival
Segment

CALL LETTERS: KIXW-AM

4th Qtr 2015 Quarterly Issues and Program Report

ISSUE:

Public Information

AIR DATE & TIME

*10/18/2015
10/25/2015

LENGTH:

30 min.
6:00AM

TOPIC OF THIS SHOW

Hi Desert Dialogue-Public Information

SHOW GUEST

Rick Howells- Heritage Victor Valley Medical Group

Segments for this week include-

1. 2015-2016 Teachers Are Heroes Award Winner
2. Medicare Open Enrollment Period Segment-
Heritage Victor Valley Medical Group

CALL LETTERS: KIXW-AM

4th Qtr 2015 Quarterly Issues and Program Report

ISSUE:

Public Information

AIR DATE & TIME

*11/01/2015
11/08/2015

LENGTH:

30 min.
6:00AM

TOPIC OF THIS SHOW

Hi Desert Dialogue-Public Information

SHOW GUEST

Monica Peterson-City of Victorville, Thomas-
Representative from Home Depot-Victorville,
Hesperia Animal Control

Segments for this week include-

1. 2015-2016 Teachers Are Heroes Award Winner
2. City of Victorville Veterans Day Memorial Parade and Celebration Events, and the Disabled American Veterans Healing Garden Unveiling Ceremony
3. Pet of the Week Segment
4. City of Victorville Shred Fest

CALL LETTERS: KIXW-AM

4th Qtr 2015 Quarterly Issues and Program Report

ISSUE:

Public Information

AIR DATE & TIME

*11/15/2015

LENGTH:

30 min.
6:00AM

TOPIC OF THIS SHOW

Hi Desert Dialogue-Public Information

SHOW GUEST

Rick Howells- Heritage Victor Valley Medical Group

Segments for this week include-

1. 2015-2016 Teachers Are Heroes Award Winner
2. Medicare Open Enrollment Period Segment-
Heritage Victor Valley Medical Group

CALL LETTERS: KIXW-AM

4th Qtr 2015 Quarterly Issues and Program Report

ISSUE:

Public Information

AIR DATE & TIME

*11/22/2015
11/29/2015

LENGTH:

30 min.
6:00AM

TOPIC OF THIS SHOW

Hi Desert Dialogue-Public Information

SHOW GUEST

Monica Peterson-City of Victorville, Michael and Gabriel-American Medical Response

Segments for this week include-

1. 2015 City of Victorville Christmas Tree Lighting Ceremony
2. 2015 Fill the Ambulance Holiday Campaign Segment

CALL LETTERS: KIXW-AM

4th Qtr 2015 Quarterly Issues and Program Report

ISSUE:

Public Information

AIR DATE & TIME

*12/06/2015

LENGTH:

30 min.
6:00AM

TOPIC OF THIS SHOW

Hi Desert Dialogue-Public Information

SHOW GUEST

Michael and Gabriel-American Medical Response,
Hesperia Animal Control, Sandra- Stop Texting and
Driving Today Organization

Segments for this week include-

1. 2015 Fill the Ambulance Holiday Campaign Segment
2. Pet of the Week Segment
3. Stop Texting and Driving Today Organization
4. 2015-2016 Teachers Are Heroes Award Winner

CALL LETTERS: KIXW-AM

4th Qtr 2015 Quarterly Issues and Program Report

ISSUE:

Public Information

AIR DATE & TIME

*12/13/2015

LENGTH:

30 min.
6:00AM

TOPIC OF THIS SHOW

Hi Desert Dialogue-Public Information

SHOW GUEST

1st District County Supervisor of SB County Robert Lovingood, Michael and Gabriel-American Medical Response, Hesperia Animal Control

Segments for this week include-

1. 2015 Fill the Ambulance Holiday Campaign Segment
2. Pet of the Week Segment
3. 2015-2016 Teachers Are Heroes Award Winner
4. 1st District County Supervisor- Robert Lovingood- SB Tragedy December 2, 2015

CALL LETTERS: KIXW-AM

4th Qtr 2015 Quarterly Issues and Program Report

ISSUE:

Public Information

AIR DATE & TIME

*12/20/2015

LENGTH:

30 min.
6:00AM

TOPIC OF THIS SHOW

Hi Desert Dialogue-Public Information

SHOW GUEST

1st District County Supervisor of SB County Robert Lovingood, City of Victorville and Fire Chief-Chief Munsey

Segments for this week include-

1. 2015-2016 Teachers Are Heroes Award Winner
2. 1st District County Supervisor- Robert Lovingood- SB Tragedy December 2, 2015
3. El Nino Information Segment- City of Victorville

CALL LETTERS: KIXW-AM

4th Qtr 2015 Quarterly Issues and Program Report

ISSUE:

Public Information

AIR DATE & TIME

*12/27/2015

LENGTH:

30 min.
6:00AM

TOPIC OF THIS SHOW

Hi Desert Dialogue-Public Information

SHOW GUEST

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

Segments for this week include-

1. 2015-2016 Teachers Are Heroes Award Winner
2. El Nino Information Segment- City of Victorville
3. City of Victorville Christmas Tree Pickup Service and New Year Resolutions-New City Classes/Programs Information Segment

CALL LETTERS: KIXW-AM

4th Qtr 2015 Quarterly Issues and Program Report

Community Calendar

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

10/1/15-12/31/15
(Daily)

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

60 SEC

Highlights/Featured Events:

10/1 – 10/15 = No Drugs America All You Can Eat Breakfast Fundraiser, Apple Valley Fall Garden Workshop, 3rd Annual Woodstock Festival, Apple Valley Air Show, Happy Trails Chili Cook Off, Victor Valley Chess Club, City of Victorville Fall Festival

10/16 – 10/31 = 25th Annual Fall Festival, 2015 Health and Resource Fair, Desert Rocks Film and Music Festival, 2015 Trunk or Treat Classic Car Show and Trick or Treating Event, City of Victorville Dog License and Vaccination Clinic, Orchard Youth Fall Festival

11/1 – 11/15 = 18th Annual Pistachio Festival, Free Health Services Clinic, Recycling and Shred Fest Event, CPR Training and Certification Classes, The High Desert Home Improvement and Lifestyle Show, 1st Annual Victorville Family Play Day Event, City of Victorville Veterans Day Memorial Parade and Dedication of Disabled American Veterans Healing Garden

11/16 – 11/30 = Food Distribution-Phelan, Gem and Mineral Show, Holiday Celebration in Wrightwood, Movement 2 Movement Meditation Workshop Events, Salvation Army Thanksgiving Dinner Events and Victor Valley Rescue Mission Thanksgiving Dinner Event, 2015 Fill the Ambulance Holiday Collection Drive

12/1 – 12/15 = Fire and Dance Show-Victor Valley College, City of Victorville Christmas Tree Lighting Ceremony and Annual Parade, Town of Apple Valley Winter Wonderland Event, Veterans Holiday Tribute Event, 2015 Elves Workshop

12/16 – 12/31 = Spark of Love Event-Phelan, Cocoa and Carols with Santa-Town Hall Apple Valley, VVAPL Holiday Dog and Cat Food Drive and Free Pet Adoptions