

QUARTERLY LIST AND PROGRAM MATERIAL

CITY OF LICENSE: Apple Valley, Cal.

DATE POSTED: 4/5/17

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 CHRISTMAS TREE DISPOSAL
- 2) FAMILY ASSISTANCE PROGRAM
- 3) TEACHERS R HEROES
- 4) VICTOR VALLEY RESCUE MISSION
- 5) LOCAL PET ADOPTION
- 6) CITY OF VICTORVILLE SHARE FEST
- 7) VICTOR VALLEY MUSEUM
- 8) WM MASONIC LODGE
- 9) BRAINSTORMING 4 US
- 10) GO RED FOR WOMEN

CALL LETTERS: KIXW-AM

1st Qtr 2017 Quarterly Issues and Program Report

ISSUE:

Public Information

AIR DATE & TIME

*01/01/2017

LENGTH:

30 min.
6:00AM

TOPIC OF THIS SHOW

Hi Desert Dialogue-Public Information

SHOW GUEST

El Dorado Broadcasters 2016 Fill the Ambulance
Holiday Collection Drive/Open House Event Recap

Segments for this week include-

1. El Dorado Broadcasters 2016 Fill the Ambulance
Holiday Collection Drive/Open House Event Recap

CALL LETTERS: KIXW-AM

1st Qtr 2017 Quarterly Issues and Program Report

ISSUE:

Public Information

AIR DATE & TIME

*01/08/2017
01/15/2017

LENGTH:

30 min.
6:00AM

TOPIC OF THIS SHOW

Hi Desert Dialogue-Public Information

SHOW GUEST

Monica Peterson-City of Victorville, Hesperia
Animal Control

Segments for this week include-

1. City of Victorville Information Segments-
Shred Fest and More
2. Pet of the Week Segment
3. Teachers R Heroes Award Winner Interview

CALL LETTERS: KIXW-AM

1st Qtr 2017 Quarterly Issues and Program Report

ISSUE:

Public Information

AIR DATE & TIME

*01/22/2017

LENGTH:

30 min.
6:00AM

TOPIC OF THIS SHOW

Hi Desert Dialogue-Public Information

SHOW GUEST

Monica Peterson-City of Victorville, Hesperia
Animal Control

Segments for this week include-

1. City of Victorville Information Segments-Shred Fest and More
2. Pet of the Week Segment

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1st Qtr 2017 Quarterly Issues and Program Report

ISSUE:

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AIR DATE & TIME

*01/29/2017

LENGTH:

30 min.
6:00AM

TOPIC OF THIS SHOW

Hi Desert Dialogue-Public Information

SHOW GUEST

CJ-Community Health Action Network, Hesperia Animal Control, Monica Peterson-City of Victorville

Segments for this week include-

1. City of Victorville Information Segments-Shred Fest and More
2. Pet of the Week Segment
3. Teachers R Heroes Award Winner Interview
4. Community Health Action Network Information Segment-March Health Classes and Services

CALL LETTERS: KIXW-AM

1st Qtr 2017 Quarterly Issues and Program Report

ISSUE:

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AIR DATE & TIME

*02/05/2017

LENGTH:

30 min.
6:00AM

TOPIC OF THIS SHOW

Hi Desert Dialogue-Public Information

SHOW GUEST

CJ-Community Health Action Network, Hesperia Animal Control

Segments for this week include-

1. Pet of the Week Segment
2. Community Health Action Network Information Segment-March Health Classes and Services
3. Teachers R Heroes Award Winner Interview

CALL LETTERS: KIXW-AM

1st Qtr 2017 Quarterly Issues and Program Report

ISSUE:

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AIR DATE & TIME

*02/12/2017

LENGTH:

30 min.
6:00AM

TOPIC OF THIS SHOW

Hi Desert Dialogue-Public Information

SHOW GUEST

CJ-Community Health Action Network, Hesperia Animal Control, Hi Desert Harmoniers Special Segment-Valentine's Day

Segments for this week include-

1. Pet of the Week Segment
2. Community Health Action Network Information Segment-March Health Classes and Services
3. High Desert Harmoniers Special-Valentine's Day

CALL LETTERS: KIXW-AM

1st Qtr 2017 Quarterly Issues and Program Report

ISSUE:

Public Information

AIR DATE & TIME

*02/19/2017
02/26/2017

LENGTH:

30 min.
6:00AM

TOPIC OF THIS SHOW

Hi Desert Dialogue-Public Information

SHOW GUEST

Evelyn and Melissa-Family Assistance Program,
Hesperia Animal Control, Barbara James

Segments for this week include-

1. Pet of the Week Segment
2. Family Assistance Program Information Segment-
Services and Programs
3. Black History Month-High Desert Event

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1st Qtr 2017 Quarterly Issues and Program Report

ISSUE:

Public Information

AIR DATE & TIME

*03/05/2017

LENGTH:

30 min.
6:00AM

TOPIC OF THIS SHOW

Hi Desert Dialogue-Public Information

SHOW GUEST

Evelyn and Melissa-Family Assistance Program, Lisa Moss-Brainstorming 4us Organization

Segments for this week include-

1. Teachers R Heroes Award Winner Interview
2. Family Assistance Program Information Segment-Services and Programs
3. Brainstorming 4us Organization and Walk, Run or Roll 4 Thought Event-March 25, 2017

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*03/12/2017

LENGTH:

30 min.
6:00AM

TOPIC OF THIS SHOW

Hi Desert Dialogue-Public Information

SHOW GUEST

Regina and Barbara-Women Over 50/Victor Valley
Museum, Scott-VV Masonic Lodge

Segments for this week include-

1. Women Over 50 Special Screening and Panel
Event-Victor Valley Museum and Women's History
Month
2. VV Masonic Lodge Breakfast Fundraiser Event

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TOPIC OF THIS SHOW

Hi Desert Dialogue-Public Information

SHOW GUEST

Regina and Barbara-Women Over 50/Victor Valley Museum, Lisa Moss-Brainstorming 4us Organization

Segments for this week include-

1. Women Over 50 Special Screening and Panel Event-Victor Valley Museum and Women's History Month
2. Brainstorming 4us Organization and Walk, Run or Roll 4 Thought Event-March 25, 2017

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TOPIC OF THIS SHOW

Hi Desert Dialogue-Public Information

SHOW GUEST

Evelyn and Melissa-Family Assistance Program

Segments for this week include-

1. Teachers R Heroes Award Winner Interview
2. Family Assistance Program Information Segment-Services and Programs

CALL LETTERS: KIXW-AM

1st Qtr 2017 Quarterly Issues and Program Report

Community Calendar

AIR DATE

TIME

LENGTH:

1/1/17-03/31/17
(Daily)

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

60 SEC

Highlights/Featured Events:

1/1 – 1/15 = Tacos for Treatment Fundraiser, Community Blood Drive-Jan 5, Michael H. Martin Gym Dedication Event, Grief Support Group, Lifeguard Training Course, Adelanto Grand Prix, 2017 Relay for Life Breakfast Fundraiser

1/16 – 1/31 = Trump Inauguration Community Event, Blood Pressure Mondays, Free Arts Workshop, Town of Apple Valley Spring Hafla Event, Good Times at the League Dance, Phelan/Pinon Hills Community Services District Cooking Demonstrations

2/1 – 2/15 = Brainstorming 4us Support Group, City of Victorville Shred Fest, Black History Month Events, Martin Luther King Jr. City of Victorville Event, High Desert Center for the Arts Presents Odd Couple, VV library-Preschool Computer Class

2/16 – 2/28 = Calico Ghost Town-Civil War Days, Water Safety Instructor Course, Game and Hobby Day, Plane Crazy Saturdays, IF-683 Pancake Fundraiser Event, VVC Foundation Award Ceremony, American Legion Post 725 Meetings

3/1 – 3/15 =2017 Women's Expo, VV Masonic Lodge Pancake Breakfast Fundraiser, Go Red for Women Event, March Microchip Madness-VVAPL Victor Valley Church of Christ 5k Event, Suessical-Oak Hills High School

3/16 – 3/31 = 2017 High Desert Pirate Ren Faire, March of Dimes Yard Sale, 15th Annual Dumont Dunes Cleanup, Lions Club Eyeglass Collection Event, TOAV Ladies Golf Clinic, Homebuyers Workshop, City of Barstow Shred Fest, 2017 Brainstorming 4us-Walk, Run or Roll 4 Thought Event