

QUARTERLY LIST AND PROGRAM MATERIAL

CITY OF LICENSE: ___ Apple Valley, Cal. ___

DATE POSTED: 1/9/18

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) HEALTH CARE OPEN ENROLLMENT
- 2) HISPANIC HERITAGE MONTH
- 3) LOCAL VETERANS DAY EVENTS
- 4) VICTORVILLE FALL FESTIVAL
- 5) TEACHERS R HEROES
- 6) BOY SCOUT TROOP 351 JAMBOREE
- 7) SALVATION ARMY COAT DRIVE
- 8) BREAST CANCER AWARENESS
- 9) HESPERIA COMMUNITY SHRED FEST
- 10) FILE THE AMBULANCE HOLIDAY COLLECTION DRIVE

CALL LETTERS: KIXW-AM

4th Qtr 2017 Quarterly Issues and Program Report

ISSUE:

Public Information

AIR DATE & TIME

*10/01/2017

LENGTH:

30 min.
6:00AM

TOPIC OF THIS SHOW

Hi Desert Dialogue-Public Information

SHOW GUEST

Christian Guntert-City of Victorville, Hispanic Heritage Month-Highlight-Robert and Rudy Escalera

Segments for this week include-

1. City of Victorville 2017 Fall Festival
2. Hispanic Heritage Month Special Exhibit-The Art of Escalera

CALL LETTERS: KIXW-AM

4th Qtr 2017 Quarterly Issues and Program Report

ISSUE:

Public Information

AIR DATE & TIME

*10/08/2017
10/15/2017

LENGTH:

30 min.
6:00AM

TOPIC OF THIS SHOW

Hi Desert Dialogue-Public Information

SHOW GUEST

Ted Alejandre- SB County Superintendant of Schools

Segments for this week include-

1. State of Education-High Desert Information Segment

CALL LETTERS: KIXW-AM

4th Qtr 2017 Quarterly Issues and Program Report

ISSUE:

Public Information

AIR DATE & TIME

*10/22/2017
10/29/2017

LENGTH:

30 min.
6:00AM

TOPIC OF THIS SHOW

Hi Desert Dialogue-Public Information

SHOW GUEST

Rick Howells- Heritage Victor Valley Medical Group,
Hesperia Animal Shelter

Segments for this week include-

1. 2017 Open Enrollment Information Segment
2. Teachers R Heroes Award Winner Segment
3. Pet of the Week Segment

CALL LETTERS: KIXW-AM

4th Qtr 2017 Quarterly Issues and Program Report

ISSUE:

Public Information

AIR DATE & TIME

*11/05,12,
11/19/2017*

LENGTH:

30 min.
6:00AM

TOPIC OF THIS SHOW

Hi Desert Dialogue-Public Information

SHOW GUEST

Ted Alejandre-SB County Superintendant of Schools,
Ben and Alan-Reps from 20th Annual Interfaith
Council Thanksgiving Services Event

Segments for this week include-

1. State of Education-High Desert Information Segment
2. 20th Annual Interfaith Council of the High Desert Joint Thanksgiving Service
3. Teachers R Heroes Award Winner Segment

CALL LETTERS: KIXW-AM

4th Qtr 2017 Quarterly Issues and Program Report

ISSUE:

Public Information

AIR DATE & TIME

*11/26/2017

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. 2017 Open Enrollment Information Segment
2. 2017 Fill the Ambulance Holiday Collection Drive

CALL LETTERS: KIXW-AM

4th Qtr 2017 Quarterly Issues and Program Report

ISSUE:

Public Information

AIR DATE & TIME

*12/03/2017

LENGTH:

30 min.
6:00AM

TOPIC OF THIS SHOW

Hi Desert Dialogue-Public Information

SHOW GUEST

Rick Howells-Heritage Victor Valley Medical Group,
Hesperia Animal Control

Segments for this week include-

1. Teachers R Heroes Award Winner Segment
2. 2017 Open Enrollment Information Segment
3. Pet of the Week
4. 2017 Fill the Ambulance Holiday Collection Drive

CALL LETTERS: KIXW-AM

4th Qtr 2017 Quarterly Issues and Program Report

ISSUE:

Public Information

AIR DATE & TIME

*12/10/2017

LENGTH:

30 min.
6:00AM

TOPIC OF THIS SHOW

Hi Desert Dialogue-Public Information

SHOW GUEST

Hesperia Animal Control/Shelter

Segments for this week include-

1. Teachers R Heroes Award Winner Segment
2. Pet of the Week
3. 2017 Fill the Ambulance Holiday Collection Drive

CALL LETTERS: KIXW-AM

4th Qtr 2017 Quarterly Issues and Program Report

ISSUE:

Public Information

AIR DATE & TIME

*12/17,24,
12/31/2017*

LENGTH:

30 min.
6:00AM

TOPIC OF THIS SHOW

Hi Desert Dialogue-Public Information

SHOW GUEST

Special End of the Year Segment

Segments for this week include-

1. **Special Recap-2017 Annual Open House for Fill the Ambulance Holiday Collection Drive-Dec 12, 2017

CALL LETTERS: KIXW-AM

4th Qtr 2017 Quarterly Issues and Program

Community Calendar

AIR DATE

TIME

LENGTH:

10/1/17-12/31/17
(Daily)

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

60 SEC

Highlights/Featured Events:

10/1 – 10/15 = 5th Annual Woodstock Rock/Blues Festival, City of Hesperia Community Shred Fest, 1st Annual Golf Tourney, 3rd Annual Bowling for Babies, Adult Comedy Night at the VFW

10/16 – 10/31 = Town of Apple Valley Paws and Claws Fair, Halloween Spooktacular Charity Event, October Breakfast Fundraiser, Ghost Haunt-Calico Ghost Town, Boy Scout Troop 357 Jamboree, Trunk or Treat Event

11/1 – 11/15 = Pancakes for Pups Event, Salvation Army Coat Drive Distribution Event, Be a Blessing Event, 2017 Veterans Day Events, Lime Street Elem School Fundraiser

11/16 – 11/30 = Neighborhood Cleanup-Apple Valley, Spring Valley Lake Holiday Arts and Craft Show, Victor Valley Hog Chapters 11th Annual Toy Run, 2017 Fill the Ambulance Holiday Collection Drive

12/1 – 12/15 = City of Victorville Tree Lighting, A Nice Family Christmas Tag Holiday Christmas Production, Phelan Farmers Market, The Nutcracker Production, Adelanto Christmas Parade, Elves Workshop Craft and Small Business Fair

12/16 – 12/31 = Christmas at the Asylum Event, Harambee Festival, Holiday Craft Market-Redeemer Church, University Prep Junior High Holiday Event, National Wreaths Across America Day Memorial, City of Hesperia Blood Drive