

QUARTERLY LIST AND PROGRAM MATERIAL

CITY OF LICENSE: Apple Valley, Cal.

DATE POSTED: 4/1/14

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) HOLIDAY DRIVE WRAP UP
- 2) RANCHER RD / SANBAG
- 3) DEMENTIA HELP FOR SENIORS
- 4) BLACK HISTORY MONTH
- 5) LOCAL PET ADOPTION
- 6) TEACHERS R HEROES
- 7) TEEN ART FESTIVAL
- 8) CHRISTIAN MOTORCYCLE ASSOC.
- 9) VICTORVILLE CITY LIBRARY
- 10) COVERED CALIFORNIA

CALL LETTERS: KIXW-AM

1st Qtr 2014 Quarterly Issues and Program Report

ISSUE:

Public Information

AIR DATE & TIME

*01/05/2014

LENGTH:

30 min.
6:00AM

TOPIC OF THIS SHOW

Hi Desert Dialogue-Public Information

SHOW GUEST

2013 El Dorado Broadcasters Open House Listener Toy Drive Benefiting The Fill the Ambulance Holiday Collection Drive

Segments for this week include-

1. Special Recap/Summary Show of the 2013 El Dorado Broadcasters Open House Listener Toy Drive, Benefiting The Fill the Ambulance Holiday Collection Drive. This Event Took Place on Dec 10, 2013.

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1st Qtr 2014 Quarterly Issues and Program Report

ISSUE:

Public Information

AIR DATE & TIME

*01/12 and
01/19/2014

LENGTH:

30 min.
6:00AM

TOPIC OF THIS SHOW

Hi Desert Dialogue-Public Information

SHOW GUEST

Tim Watkins-SANBAG, Dr. Malhoutra-Board Certified
Medicine-Apple Valley Office

Segments for this week include-

1. Rancho Road Interchange Project-SanBag
2. Dementia Discussion Part 1

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1st Qtr 2014 Quarterly Issues and Program Report

ISSUE:

Public Information

AIR DATE & TIME

*01/26 and
02/2/2014

LENGTH:

30 min.
6:00AM

TOPIC OF THIS SHOW

Hi Desert Dialogue-Public Information

SHOW GUEST

Tim Watkins-SANBAG, Regina Bell-Dreamers,
Visionaries and Leaders Project

Segments for this week include-

1. Rancho Road Interchange Project-SanBag
2. Dreamers, Visionaries and Leaders Project-Black History Month High Desert Events
3. Know Your History-Black History Month Moments

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1st Qtr 2014 Quarterly Issues and Program Report

ISSUE:

Public Information

AIR DATE & TIME

*02/9 and
02/23/2014

LENGTH:

30 min.
6:00AM

TOPIC OF THIS SHOW

Hi Desert Dialogue-Public Information

SHOW GUEST

Tim Watkins-SANBAG, Regina Bell-Dreamers,
Visionaries and Leaders Project

Segments for this week include-

1. Ranchoero Road Interchange Project-SanBag
2. Dreamers, Visionaries and Leaders Project-Black History Month High Desert Events
3. Know Your History-Black History Month Moments
4. Teachers Are Heroes Award Winner-November 2013

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1st Qtr 2014 Quarterly Issues and Program Report

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AIR DATE & TIME

*02/16/2014

LENGTH:

30 min.
6:00AM

TOPIC OF THIS SHOW

Hi Desert Dialogue-Public Information

SHOW GUEST

Dr.Malhoutra-Board Certified Medicine-Apple Valley Office , Regina Bell-Dreamers, Visionaries and Leaders Project, Chris-Calvary Chapel of the HD

Segments for this week include-

1. Dementia Discussion Part 1
2. Dreamers, Visionaries and Leaders Project-Black History Month High Desert Events
3. Know Your History-Black History Month Moments
4. Teachers Are Heroes Award Winner-November 2013
5. The Gathering Event-Feb 22, 2014

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AIR DATE & TIME

*03/2/2014-
3/30/2014

LENGTH:

30 min.
6:00AM

TOPIC OF THIS SHOW

Hi Desert Dialogue-Public Information

SHOW GUEST

Jessica Garcia-Covered California and Casey
Armstrong- Armstrong Insurance

Segments for this week include-

1. Covered California/ObamaCare Information Discussion and the impacts on our High Desert Community.

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1st Qtr 2014 Quarterly Issues and Program Report

Community Calendar

AIR DATE

TIME

LENGTH:

01/1/14-03/31/14
(Daily)

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

60 SEC

Highlights/Featured Events:

1/1 – 1/15 = Salvation Army of the Victor Valley Blanket/Winter Coat/Items Drive, Ready4Reading book club, Grief Support Group, Hi Desert Challenger Little League District 49 Registration Dates

1/16 – 1/31 = AMVETS Post #2007 Meetings, LifeStream Community Blood Drives, Gods Lighthouse Church Programs, Summit Leadership Academy Donations/Fundraiser

2/1 – 2/15 = Creative Works Sought For Teen Art Festival, Cash For Grass Program, Plane Crazy Saturdays, Dreamers, Visionaries and Leaders Tribute Program-Honoring Black History Month, 1st Annual Serrano Baseball Camp

2/16 – 2/28 = Dreamers, Visionaries and Leaders Program-Black History Month Events, Widow and Widowers Club of the High Desert, Greater Hope Foundation's 3rd Annual Pajama Jam Event

3/1 – 3/15 = Christian Motorcycle Association Meetings, Hi Desert Farmers Market, 14th Annual Women's Expo, Bald Eagle Count Events, Masquerade Ball Event Benefiting the Catholic Daughters of the High Desert, KATJ's Jimmer Can Food Drive Fundraiser

3/16 – 3/31 = Victorville City Library Free Computer Classes, Victorville Cleanup Day Volunteers Wanted, Adelanto Airport Events, Phelan Certified Farmers Market, High Desert Tennis Association, Brainstorming 4US-Walk, Run or Roll For Thought Event