

High Desert Broadcasting LLC

Station Call Letters: KGMX, KKZQ, KMVE, KOSS, KQAV
4th Quarter 2013
Public Affairs Log - Public Service Announcements
Prepared By: Marissa Garcia

Program Name/Segment: "Watch Out For Mortgage Fraud"

Issue & Programs: Rotation

Issue Addressed: Mortgage Fraud

Date: October-December

Rotation Duration: 2x 60 Seconds

Mortgage fraud is becoming more prevalent as sophisticated scammers seek to take advantage of those listeners in your community who are most vulnerable – people who are refinancing or facing the prospect of foreclosure or those seeking to purchase their first home. With your help, the National Crime Prevention can alert your listeners and make them aware of these highly trained con artists.

Program Name/Segment: "Get Motivated. Get a Pep Talk"

Issue & Programs: Rotation

Issue Addressed: Your GED

Date: October-December

Rotation Duration: 2x 60 Seconds

Are you thinking about getting your GED? More than 34.6 million adults ages 18 and over do not have a high school diploma. Take the first step towards your GED diploma. We can help you here at the GED Pep Talk center.

Program Name/Segment: "You Never Know When is the Day before a Natural Disaster"

Issue & Programs: Rotation

Issue Addressed: Emergency Preparedness

Date: October-December

Rotation Duration: 2x 60 Seconds

Despite the devastation hurricanes, tornadoes, wildfires and other emergencies and disasters have caused in recent years, only 60% of Americans say preparation for natural or manmade disasters is very important to them. Prepare for tomorrow. For more information visit our website at Ready.gov/today

Program Name/Segment: "A Helping Hand for those Helping Loved Ones"

Issue & Programs: Rotation

Issue Addressed: Caregiver Assistance

Date: October-December

Rotation Duration: 2x 60 Seconds

Only those who care for others know what it's really like to care for others. That's why AARP created a community with experts and other caregivers to help us better care for ourselves and for the ones we love. Together, let's help each other better care for ourselves and the ones we love.

High Desert Broadcasting LLC

Station Call Letters: KGMX, KKZQ, KMVE, KOSS, KQAV
4th Quarter 2013
Public Affairs Log - Public Service Announcements
Prepared By: Marissa Garcia

Program Name/Segment: "I want to be a bench. Recycle me."

Issue & Programs: Rotation

Issue Addressed: Keep America Beautiful

Date: October-December

Rotation Duration: 2x 60 Seconds

Americans generated approximately 250 million tons of trash in 2011 while recycling or composting only 87 million tons of this material, equivalent to a 34.7% recycling rate. Some of the challenges Americans face are inconvenience or lack of access, lack of awareness, and modification, and general confusion about what, where and how to recycle. The goal is to transfer recycling into a daily social norm.

Program Name/Segment: "Only You Can Prevent Wildfires"

Issue & Programs: Rotation

Issue Addressed: Wildfire Prevention

Date: October-December

Rotation Duration: 2x 60 Seconds

Over the past 10 years, an average of 6.5 million acres of land was burned each year by wildfire. The principle causes of human-related wildfires are campfires left unattended, debris burning on windy days, careless discarding of smoking materials and BBQ coals, and operating equipment without spark arrestors. Only you can prevent wildfires.

Program Name/Segment: "Be Active And Eat Healthy"

Issue & Programs: Rotation

Issue Addressed: Childhood Obesity Prevention

Date: October-December

Rotation Duration: 2x 60 Seconds

As you are probably aware, nearly 1 in 3 children in America are overweight or obese and in 2009-2010, 21.2% of Hispanic children and adolescents and 24.3% of non-Hispanic children and adolescents and 24.3% of non-Hispanic black children and adolescents were obese. Concerned by this serious public health issue, parents and caregivers are looking for ways to help their children develop healthy lifestyles. For more information, please visit www.adcouncil.org.

Program Name/Segment: "You never know when the day before...is the day before a natural disaster."

Issue & Programs: Rotation

Issue Addressed: Emergency Preparedness

Date: October-December

Rotation Duration: 2x 60 Seconds

Despite the devastation hurricanes, tornadoes, wildfires, and other emergencies and disasters have caused in recent years, only 60% of Americans say preparation for natural or man-made disasters is very important to them. The Ready Campaign asks individuals to prepare for the unexpected. Prepare for tomorrow. Ready.gov/today

7

8

9

High Desert Broadcasting LLC

Station Call Letters: KGMX, KKZQ, KMVE, KOSS, KQAV
4th Quarter 2013
Public Affairs Log - Public Service Announcements
Prepared By: Marissa Garcia

Program Name/Segment: "Let's get every last American ONLINE."

Issue & Programs: Rotation

Issue Addressed: Digital Literacy

Date: October-December

Rotation Duration: 2x 60 Seconds

1 in 5 Americans don't know how to use the internet. Digital literacy is one of the top three reasons Americans don't use PC's and the internet -46% of non-internet users responded that they lack the necessary skills. See what the internet can help you do better. Call 1-855-EVERY1ON or visit EveryoneOn.org for more information.

Program Name/Segment: "Be Tire Smart"

Issue & Programs: Rotation

Issue Addressed: The importance of properly checking tires.

Date: October-December

Rotation Duration: 2x 60 Seconds

Your tires are the only thing that separates your vehicle from the road. And yet, a new national survey finds that only one in six U.S. drivers is "tire smart" when it comes to checking tire pressure, and ensuring that their tires are road worthy. Be tire smart play your part.

Program Name/Segment: "Joni and Friends"

Issue & Programs: Rotation

Issue Addressed: People and Families Affected by Disability.

Date: October-December

Rotation Duration: 2x 60 Seconds

Jon and Friends is committed to recruiting, training, and motivating a new generation of people with disabilities to become leaders in their communities. In addition, we seek to equip and mobilize churches to carry out the work of disability ministry. For more information log on to our website www.joniandfriends.org.

Program Name/Segment: "A Cure is in Sight!"

Issue & Programs: Rotation

Issue Addressed: Fighting Blindness

Date: October-December

Rotation Duration: 2x 60 Seconds

Age-related macular degeneration (AMD) is the leading cause of blindness in people 55 and older. Help millions at risk by alerting them to the importance of early detection to save and restore sight.

f

(

(

High Desert Broadcasting LLC

Station Call Letters: KGMX, KKZQ, KMVE, KOSS, KQAV
4th Quarter 2013
Public Affairs Log - Public Service Announcements
Prepared By: Marissa Garcia

Program Name/Segment: "National Recovery Month"

Issue & Programs: Rotation

Issue Addressed: Substance Abuse and Mental Health

Date: October-December

Rotation Duration: 2x 60 Seconds

If you have an addition or mental health issue, you are not alone. With the support of others, you can find your path of recovery from mental and/or substance use disorders. This September, celebrate National Recovery Month, and help yourself or someone you love take the first step toward recovery. For more information or treatment referral, call 1-800-662-HELP.

Program Name/Segment: "A mind is a terrible thing to waste."

Issue & Programs: Rotation

Issue Addressed: Supporting Minority Education

Date: October-December

Rotation Duration: 2x 60 Seconds

Did you know only 63% of African American students who start 9th grade graduate from high school in four years and many of them need remedial education? Of all African Americans who enroll in college, only 40% finish within six years. A mind is a terrible thing to waste but a wonderful thing to invest in. UNCF.ORG/INVEST

Program Name/Segment: "Just the Facts: For young men turning 18."

Issue & Programs: Rotation

Issue Addressed: Selective Service System

Date: October-December

Rotation Duration: 2x 60 Seconds

We all have to do our part to keep America strong. Men, citizens and non-citizens living in America must register with the Selective Service System within 30 days of their 18th birthday. It's the law! It is one of the civic responsibilities every young man inherits as an adult. By registering, he stays eligible for college loans and grants, job training, and Federal jobs. Register with Selective Service today. Your future depends on it.

Program Name/Segment: "Protect Your Home From Wildfire"

Issue & Programs: Rotation

Issue Addressed: Wildfire Preparedness

Date: October-December

High Desert Broadcasting LLC

Station Call Letters: KGMX, KKZQ, KMVE, KOSS, KQAV
4th Quarter 2013
Public Affairs Log - Public Service Announcements
Prepared By: Marissa Garcia

Rotation Duration: 2x 60 Seconds
Preparing for wildfire can help minimize their impact. Over 70,000 communities nationwide are located within or near a fire-prone ecosystem. A wildfire ember can travel over a mile. Recognize wildfire hazards in your community.

Program Name/Segment: "Maybe it's autism"

Issue & Programs: Rotation

Issue Addressed: Autism awareness

Date: October-December

Rotation Duration: 2x 60 Seconds

Autism is the fastest-growing serious developmental disorder in the United States, with the life-long consequences for individuals, families and society. Many parents of young children have very little knowledge about autism. Studies show that early diagnosis can make a lifetime of difference.

Program Name/Segment: "Take The Pledge"

Issue & Programs: Rotation

Issue Addressed: Community Engagement

Date: October-December

Rotation Duration: 2x 60 Seconds

Through the work and support of the more than 1,200 local United Ways across the country, United Way is advancing the common good by focusing on the building blocks of a good life education, health and income. United Way is encouraging people to take a pledge to get involved and tutor a child who needs help, mentor a kid who needs someone on their side or volunteer to read to children.

Program Name/Segment: "You never know which pool safety step will save a life..until it does.."

Issue & Programs: Rotation

Issue Addressed: Pool Safety

Date: October-December

Rotation Duration: 2x 60 Seconds

Every year, as temperatures climb, so do the number of drowning and near drowning in backyard and community pools and spas. Nearly 400 children younger than 15 drown in pools and spas each year. These tragic incidents, which can affect families forever, are preventable. Make sure kids know how to swim.

Program Name/Segment: "Your Best Shot Is To Check For A Spot."

Issue & Programs: Rotation



High Desert Broadcasting LLC

Station Call Letters: KGMX, KKZQ, KMVE, KOSS, KQAV
4th Quarter 2013
Public Affairs Log - Public Service Announcements
Prepared By: Marissa Garcia

Issue Addressed: Skin Cancer

Date: October-December

Rotation Duration: 2x 60 Seconds

Golf courses are full of hazards. But one hazard you could miss is a spot on your skin, which could be skin cancer. If you're a man over 50, you're in a group most likely to develop skin cancer, including melanoma. The kind that kills one person every hour. Your best shot is to check for a spot. It's easy and it could be the save of a lifetime. Go to SpotSkinCancer.org to find out more.

Program Name/Segment: "Physical Activity. It's The Winning Pass In Life"

Issue & Programs: Rotation

Issue Addressed: Kids Staying Healthy

Date: October-December

Rotation Duration: 2x 60 Seconds

These spots highlight the importance of physical activity from President's Council on Fitness, Sports & Nutrition (PCFSN). Research shows that physical activity not only helps kids stay healthy, it can enhance important skills like concentration and problem solving, which can improve academic performance. These PSA's are one part of HHS's effort to educate Americans about important health issues including obesity prevention, the value of physical activity, and the importance of flu vaccinations.

Program Name/Segment: "It's Only Natural"

Issue & Programs: Rotation

Issue Addressed: Breastfeeding

Date: October-December

Rotation Duration: 2x 60 Seconds

Breastfeeding is a magical, bonding experience. It is challenging and rewarding. Know that there is support for you at Women's Health.gov/It's Only Natural. Give babies a healthy start in life. Brought to you by the U.S. Dept. Of Health & Human Services.

Program Name/Segment: "Let's Stop HIV Together"

Issue & Programs: Rotation

Issue Addressed: AIDS/HIV

Date: October-December

Rotation Duration: 2x 60 Seconds

More than three decades after the first reported AIDS cases, HIV is still a crisis in the United States. As part of an effort to put HIV back on the radar of all Americans, the Centers for Disease Control and Prevention has launched Let's Stop HIV Together. Too many Americans do not recognize the magnitude of HIV in this country and the nation's sense of urgency has waned since the early days of the epidemic.

Program Name/Segment: "Federal Student Aid" Spanish

High Desert Broadcasting LLC

Station Call Letters: KGMX, KKZQ, KMVE, KOSS, KQAV
4th Quarter 2013
Public Affairs Log - Public Service Announcements
Prepared By: Marissa Garcia

Issue & Programs: Rotation
Issue Addressed: Federal Student Aid
Date: October-December
Rotation Duration: 2x 60 Seconds
Every year the Federal Student Aid provides more than \$150 billion in grants, loans, and work-study funds that help enable university education to anyone at any time in their lives. Now the challenge is to make people aware the existence of these programs.

Program Name/Segment: “Women In Government”
Issue & Programs: Rotation
Issue Addressed: Public Health Education
Date: October-December
Rotation Duration: 2x 60 Seconds
Public health has greatly expanded its reach. Once dealing primarily with water sanitation and infectious diseases, public health department now treat health issues that are deeply imbedded in our lives. Women in Government is asking you to help educate your listeners on importance of public health by running the enclosed PSA’s.

Program Name/Segment: “If You See Something, Say Something”
Issue & Programs: Rotation
Issue Addressed: Homeland Security
Date: October-December
Rotation Duration: 2x 60 Seconds
The U.S. Department of Homeland Security has been working with five of the national sports leagues-Major League Baseball, Major League Soccer, National Basketball Association, National Football Association-on this campaign, which educates the public on the role they can play in helping to keep their communities and country more safe and secure. It’s important to make the public more aware of suspicious behavior, and encourage people to report suspicious activity.

Program Name/Segment: “Let’s Stop HIV Together”
Issue & Programs: Rotation
Issue Addressed: AIDS/HIV
Date: October-December
Rotation Duration: 2x 60 Seconds
More than three decades after the first reported AIDS cases, HIV is still a crisis in the United States. As part of an effort to put HIV back on the radar of all Americans, the Centers for Disease Control and Prevention has launched Let’s Stop HIV Together. Too many Americans do not recognize the magnitude of HIV in this country and the nation’s sense of urgency has waned since the early days of the epidemic.



High Desert Broadcasting LLC

Station Call Letters: KGMX, KKZQ, KMVE, KOSS, KQAV
4th Quarter 2013
Public Affairs Log - Public Service Announcements
Prepared By: Marissa Garcia

Program Name/Segment: "Al-Anon Family Groups:

Issue & Programs: PSA Rotation

Issue Addressed: Strength and hope for friends and families of problem drinkers

Date: October-December

Rotation Duration: 2x 60 Seconds

Al-Anon Family Groups are for relatives and friends affected by someone else's drinking. They will offer suggestions and support without telling anyone what to do. They meet every week in your community and provide anonymity, confidentiality, and a safe environment.

Program Name/Segment:"Own It"

Issue & Programs: PSA Rotation

Issue Addressed: ADHD

Date: October-December

Rotation Duration: 2x 60 Seconds

Attention-Deficit/Hyperactivity Disorder (ADHD) is often considered a childhood disorder, but is also affects adults. However, nearly 50% of children with ADHD may continue to have it in adulthood. There may be a perception among many young adults and adults that they have outgrown their ADHD. The purpose of this PSA is to help young adults and adults understand this important fact.

Program Name/Segment: "Warning Signs of Rosacea"

Issue & Programs: PSA Rotation

Issue Addressed: Rosacea Awareness

Date: October-December

Rotation Duration: 2x 60 Seconds

Americans know nothing about rosacea, including how to recognize it and what to do about it. The National Rosacea Society is a non-profit organization whose mission is to improve the lives of people with rosacea by raising awareness, providing public health information and supporting research

Program Name/Segment:"No Child Should Feel Like A Fish Out of Water"

Issue & Programs: PSA Rotation

Issue Addressed: Childhood Asthma

Date: October-December

Rotation Duration: 2x 60 Seconds

Seven million children in the United States are diagnosed with asthma. One in every 10 children is afflicted with this disease. Asthma is the leading cause of school absenteeism, forcing children to miss more than 10.5 million days of school per year. The goal of this campaign is to get parents to manage their children's asthma on a daily basis in order to prevent attacks from occurring.

Program Name/Segment: "Don't be shy to ask people not to smoke around your children"

Issue & Programs: PSA Rotation/Spanish

High Desert Broadcasting LLC

Station Call Letters: KGMX, KKZQ, KMVE, KOSS, KQAV
4th Quarter 2013
Public Affairs Log - Public Service Announcements
Prepared By: Marissa Garcia

Issue Addressed: Second Hand Smoking
Date: October-December
Rotation Duration: 2x 60 Second

The Center for Disease Control and Prevention of Diseases has put together this PSA. It tells the story of a mother whose son is struggling to live with the effects of tobacco/second hand smoking. Don't be shy to ask people not to ask people to smoke around your children. For further information in English call 1-800-QUIT-NOW and 855-DEJEO-YA in Spanish.

Program Name/Segment: "Stop Toxic Litter"

Issues & Programs: PSA Rotation
Issue Addressed: Cigarette Butts
Date: October-December
Rotation Duration: 2x 60 Second

Cigarette butts remain a socially acceptable form of littering in this increasingly health and environmentally conscious world. You can help encourage the general public to think about it issue in a new way; educating more people about the destructive impact that cigarette butts have on the environment, and its ecosystems. For more information call Sarah Shank at (202) 454-5561.

Program Name/Segment: "Tips From Former Smokers"

Issues & Programs: PSA Rotation

Issue Addressed: People struggling to deal with the effects of smoking.

Date: October-December

Rotation Duration: 2x 60 Second

There is still a lot to do. Each year, approximately 443,000 people die from cigarette smoking or exposure to secondhand smoke. Many Americans do not understand the full extent of the health damage that smoking can cause. The good news is that three out of four smokers say they want to quit, and half make a serious attempt every year.

Program Name/Segment: "Make The Connection"

Issues & Programs: PSA Rotation

Issue Addressed: Veteran's mental health treatment and support

Date: October-December

Rotation Duration: 2x 60 Second

These Veteran's stories are featured on MakeTheConnection.net-an online resource that links Veterans to the stories of their peers and also to VA support and reliable information about mental health and resilience. Help us make sure all Veterans know that your community and VA stand by them.

Program Name/Segment: "If Foreclosure Seems Inevitable, Free and Trustworthy Help is Available"

Issues & Programs: PSA Rotation

Issue Addressed: Foreclosure

Date: October-December

Rotation Duration: 2X 60 Second

Millions of Americans are still dealing with the aftermath of the recent financial crisis. Countless families are facing mounting credit card debt, the loss of a job, and fighting to keep their



High Desert Broadcasting LLC

Station Call Letters: KGMX, KKZQ, KMVE, KOSS, KQAV
4th Quarter 2013
Public Affairs Log - Public Service Announcements
Prepared By: Marissa Garcia

homes. In today's tough economic times people are inundated with messages of ways to "quickly" and easily" eliminate debt. Trust the experts and save your home. Agencies provide fr and affordable help, and meet US Department of Housing & Urban Development Standards. Call 866-687-6322.

Program Name/Segment: "Tips From Former Smokers"

Issues & Programs: PSA Rotation/Spanish

Issue Addressed: People struggling to deal with the effects of smoking.

Date: October-December

Rotation Duration: 2X 60 Second

There is still a lot to do. Each year, approximately 443,000 people die from cigarette smoking or exposure to secondhand smoke. Many Americans do not understand the full extent of th health damage that smoking can cause. The good news is that three out of four smokers say they want to quit, and half make a serious attempt every year.

Program Name/Segment: "Saving Lives by Saving Land"

Issues & Programs: PSA Rotation

Issue Addressed: Wildlife Land Trust

Date: October-December

Rotation Duration: 2X 60 Second

As many as one-hundred million animals are illegally killed each year. Poaching is a major threat to our country's wildlife populations. But it's just one of the risks animals face at the hands of humanity. Combating the crime of poaching and curbing habitat loss are daunting tasks, but ones that must be undertaken to ensure that wildlife have the best chances to survive and thrive in perpetuity. For two decades, the Humane Society Wildlife Land Trust has worked with private landowners to protect wildlife by preserving natural habitats and establishing permanent sanctuaries. For more info call 800-729-SAVE

Program Name/Segment: "When should you start thinking about long-term care?"

Issues & Programs: PSA Rotation

Issue Addressed: Long-Term Care

Date: October-December

Rotation Duration: 2x 60 Second

Almost 70% of us will need some type of long-term care as we age, but less than one-third of us are currently saving for this costly need. Nationally we spend more than \$250 billion a ye on long-term care, of which more than \$125 billion is financed by taxpayers. The sooner we become informed and make plans for our later years, the better we can spare ourselves, our families and even the American economy from an unexpected and heavy financial burden.

Program Name/Segment: "Take Me Fishing"

Issues & Programs: PSA Rotation

Issue Addressed: Recreational Fishing and Boating

Date: October-December

Rotation Duration: 2x 60

Something most people don't realize is that the simple and exhilarating act of recreational boating and fishing enhances peoples 'quality of life, preserves the country's natural beauty and contributes significantly to the U.S. economy. Surveys from various sources point to the same conclusions and show just how important these two activities are.

High Desert Broadcasting LLC

Station Call Letters: KGMX, KKZQ, KMVE, KOSS, KQAV
4th Quarter 2013

Public Affairs Log - Public Service Announcements
Prepared By: Marissa Garcia

Program Name/Segment: "Hands Full"

Issues & Programs: PSA Rotation

Issue Addressed: Affordable health coverage to children and their families

Date: October-December

Rotation Duration: 2x 60

Having high quality, affordable health coverage can mean the world to children and their families. With health coverage, parents can rest easy knowing that their children can get the routine preventative care that keeps them healthy and the medical help they need if they get sick or injured. Free and low-cost health insurance is available through Medicaid and the Children's Health Insurance Program.

Program Name/Segment: "Moving Day"

Issues & Programs: PSA Rotation

Issue Addressed: Parkinson's Disease

Date: October-December

Rotation Duration: 2x 60

It's a new day for Parkinson's. Katie Couric invites you to join in "Moving Day", the National Parkinson Foundation's fundraising walk. Help us change the world for the whole Parkinson's community. For more info call the National Director of Events @ 305-243-3897.

Program Name/Segment: "Never quit trying to quit"

Issues & Programs: PSA Rotation

Issue Addressed: "Quitting Smoking"

Date: October-December

Rotation Duration: 2x 60

The American Lung Association is launching "Quitter in You," a campaign to help smokers find the motivation to try and quit again, and access the help they need to succeed. Each time they try, the American Lung Association is here to provide the tools, tips, and support they need to quit. For more information contact Mary Havell McGinty at 202-715-3459.

Program Name/Segment: "Make Every Day Count"

Issues & Programs: PSA Rotation

Issue Addressed: Focus on the Family

Date: October-December

Rotation Duration: 2x 60

The five common behaviors of healthy families are laughter, prayer, dinner, time and conversation. Small steps in these areas can lead to big rewards. The "Make Every Day Count" campaign helps families take intentional steps towards a healthy and thriving family.

Program Name/Segment: "These Hands"

Issues & Programs: PSA Rotation



High Desert Broadcasting LLC

Station Call Letters: KGMX, KKZQ, KMVE, KOSS, KQAV
4th Quarter 2013
Public Affairs Log - Public Service Announcements
Prepared By: Marissa Garcia

Issue Addressed: Veterans and their families

Date: October-December

Rotation Duration: 2x 60

Reaching out to a Veteran can make more of a difference than you might think, especially in times of crisis. Please support those who have served us so well, and their family members, airing "These Hands", a compelling PSA about the Veterans Crisis Line.

Program Name/Segment: "Lifetime of Vaccines"

Issues & Programs: PSA Rotation

Issue Addressed: Vaccines

Date: October-December

Rotation Duration: 2x 60

Parents ensure their infants and young children receive appropriate vaccinations, but it is important to realize that vaccines are recommended across a lifetime. Vaccines play an important part in helping to maintain health and wellness for people of all ages, not just children. According to the US Centers for Disease Control and Prevention, vaccination is considered one of the ten public health achievements of the last two centuries. To learn more about vaccines, talk to your health care professional today.

Program Name/Segment: "RSNA Radiological Society"

Issues & Programs: PSA Rotation

Issue Addressed: Cancer Awareness

Date: October-December

Rotation Duration: 2x 60

Ovarian, prostate, breast, lung and colorectal cancers are among the deadliest diseases in the United States, claiming the lives of thousands of men and women each year. Yet, with regular screenings, ovarian, prostate, colorectal and breast cancers can be detected early, when they are most treatable --and knowing the signs and symptoms of lung cancer can increase the chance of survival. Stroke and abdominal aortic aneurysm (triple A) are also major causes of death. Yet, with quick medical attention, death and disability due to stroke may be prevented, and triple A can be treated if detected early.

Program Name/Segment: "Know Your Options"

Issues & Programs: PSA Rotation

Issue Addressed: Foreclosure Prevention

Date: October-December

Rotation Duration: 2x 60

Did you know that foreclosures remain a very serious problem in our country? An estimated 1.5 million families are currently facing foreclosure. Not only do foreclosures have a financial impact on a family, but they also have harsh consequences for communities. Just one or two abandoned homes can send a residential block into a downward spiral, driving down property values and leading to increased crime, run-down schools, and flagging economic growth. By calling 1-888-995-HOPE, homeowners will find quality counseling and refinancing.



High Desert Broadcasting LLC Public Affairs Programming Log

**Station Call Letters: KGMMX
3rd Quarter 2013**

Prepared By: Kenneth J. Guzman

<p>Program Name/Segment Scheduled Programming Issues & Programs-- The Beacon</p>	<p>Date 7/7/2013</p>	<p>Program Format/Content Description – Please Be Specific Interviews focused on individuals sharing personal insight and real life experiences impacting their lives regarding.</p> <ul style="list-style-type: none"> • Encouragement that trails/adversity build character. • Patience an important factor in effective parenting. • Maintaining a positive attitude in the midst of adversity • Patience as a character trait that needs practice to develop • Importance of allowing children to learn by doing/experiencing • Role modeling patience • Practicing delaying gratification
<p>Issue Addressed- Theme of the program is Patience The program also carried uplifting commentary, and observations from nationally syndicated host Austin Harris.</p>	<p>Time Between 6:00a & 9:00a</p> <p>Duration 3 Hours</p>	<p>Compliance issues include patient parenting, never giving up, overcoming adversity, patience as an important component family dynamics, and usefulness of patience in character building.</p>
<p>Program Name/Segment Scheduled Programming Issues & Programs – The Beacon</p>	<p>Date 7/14/2013</p>	<p>Program Format/Content Description – Please Be Specific Interviews with individuals sharing their thoughts and real life that impacted their lives. Positive influences include:</p> <ul style="list-style-type: none"> • Importance of faith, friends and family

High Desert Broadcasting LLC Public Affairs Programming Log

Station Call Letters: KGMMX
3rd Quarter 2013
Prepared By: Kenneth J. Guzman

<p>Issue Addressed-</p> <p>Theme of the program is Inspiration</p> <p>The program also carried intermittent uplifting commentary, relevant quotations, factoids and observations from nationally syndicated host Austin Harris.</p>	<p>Time</p> <p>6:00a & 9:00a</p> <p>Duration</p> <p>3 Hours</p>	<ul style="list-style-type: none"> • Respect for the amazing things accomplished by those considered 'Disabled' • Parental support of children • Encouragement to exercise • Overcoming overwhelming difficulties • Support of spouse as a factor in strong marriages. • Encouragement to help the poor • Importance of giving blood <p>Compliancy issues carried included overcoming adversity, strengthening marriage, community service to the poor, importance of exercise and having the courage to stand up for what is right.</p>
<p>Program Name / Segment</p> <p>Scheduled Programming</p> <p>Issues & Programs--</p> <p>The Beacon</p>	<p>Date</p> <p>7/21/2013</p>	<p>Program Format/Content Description - Please Be Specific</p> <p>Interviews focused on the personal insights and real-life experiences of individuals impacting their lives regarding:</p> <ul style="list-style-type: none"> • Importance of effective communication and patience

High Desert Broadcasting LLC Public Affairs Programming Log

Station Call Letters: KGMMX
3rd Quarter 2013
Prepared By: Kenneth J. Guzman

<p>Issue Addressed-</p> <p>Theme of the program is Marriage The programming included intermittent uplifting commentary, relevant quotations & factoids, and observations from nationally syndicated host Austin Harris.</p>	<p>Time Between 6:00a & 9:00a</p> <p>Duration 3 Hours</p>	<p>in a marriage</p> <ul style="list-style-type: none"> • Fidelity • Importance of commitment & trust • Modeling a successful marriage to children • A strong family as a building block of society • Integrity: honoring commitments • Making wise choices in the choice of a spouse • Truthfulness as a basis for trust in a relationship <p>Compliance issues carried include effective communication, positive marital dynamics, role modeling for children, selflessness, and integrity.</p> <p>In addition, PSAs aired on the program concerning Hunger Awareness, Foreclosure Prevention and Adoption Awareness.</p>
<p>Program Name/Segment Scheduled Programming Issues & Programs - The Beacon</p>	<p>Date 7/28/2013</p>	<p>Program Format/Content Description - Please Be Specific Interviews focused on the personal insights and real-life experiences of individuals impacting their lives regarding:</p> <ul style="list-style-type: none"> • Importance of teaching children independence

High Desert Broadcasting LLC Public Affairs Programming Log

Station Call Letters: KGMX
 3rd Quarter 2013
 Prepared By: Kenneth J. Guzman

<p>Issue Addressed- Theme of the program is Trust The programming included intermittent uplifting commentary, relevant quotations & factoids, and observations from nationally syndicated host Austin Harris.</p>	<p>Time 6:00a & 9:00a Duration 3 Minutes</p>	<ul style="list-style-type: none"> • Reliance on one's faith • Difficulty associated with rebuilding trust • Trust as an essential component of a successful marriage • Learning to trust through life experiences • Integrity: keeping one's word/promises • Elements of building trust in a successful relationship <p>Compliancy issues carried include integrity, character, a positives attitude in personal, professional, and spirit relationships, and value of trust in marriages.</p>
---	--	---

<p>Program Name / Segment Scheduled Programming Issues & Programs- View Points</p>	<p>Date 8/4/2013</p>	<p>Program Format/Content Description - Please Be Specific SEGMENT #1 - Deserters of WWII: Untold stories</p>
---	--	---

High Desert Broadcasting LLC Public Affairs Programming Log

Station Call Letters: KGMMX
3rd Quarter 2013
Prepared By: Kenneth J. Guzman

Issue Addressed-	Time	Synopsis/Description
<p>Time Between 6:00a & 9:00a</p> <p>Duration 27:57</p>	<p>SYNOPSIS: With all of the films, books and tributes to the brave men and women who fought in World War II, no one has addressed the topic of the thousands of Allied soldiers who deserted during that war. Why did they leave their units? Where did they go? What happened to them if they were caught? We talk to an author who brings the stories of the deserters to light, and discusses how these men were most often not cowards, but brave combat fighters who were mentally drained after months or years in combat.</p> <p>Host: Christopher Michael. Guests: Charles Glass, author of "The Deserters: A hidden history of World War II," (www.charlesglass.net).</p> <p>COMPLIANCE ISSUES COVERED: war, mental health, prisons, the military, government, crime</p> <p>SEGMENT #2 - Science Fiction: What makes it so popular?</p> <p>SYNOPSIS: Everywhere you look, there are sci-fi movies, books, games and television shows. Why is this genre so popular now? What is it that makes the characters of shows and films such as "Star Trek," "Battlestar Galactica," and "Star Wars" so beloved and enduring? We talk to two authors and a film critic about the resurgence of sci-fi, and what it takes to write a good science fiction story.</p> <p>Host: Marty Peterson. Guests: D.J. MacHale, author of the young adult sci-fi novel, "Sylo," (www.djmachalebooks.com); Dann Gire, film critic for the Chicago Daily Herald (www.dailyherald.com); Jeffrey Brown, author of the illustrated children's book, "Vader's Little Princess," (www.chroniclebooks.com).</p> <p>COMPLIANCE ISSUES COVERED: literature, media, popular culture, science & technology, parenting</p>	

High Desert Broadcasting LLC Public Affairs Programming Log

Station Call Letters: KGMX
 3rd Quarter 2013
 Prepared By: Kenneth J. Guzman

Program Name/Segment	Date	Program Format/Content Description - Please Be Specific
Scheduled Programming Issues & Programs - View Points	8/11/2013	SEGMENT #1 - Entrepreneurs: How to get a leg up in small business SYNOPSIS: Starting a small business is a lot of work, and many of them fail - or never get off

High Desert Broadcasting LLC Public Affairs Programming Log

Station Call Letters: KGMX
3rd Quarter 2013
Prepared By: Kenneth J. Guzman

<p>Issue Addressed-</p>	<p>Time 6:00a. & 9:00a</p> <p>Duration 27:57</p>	<p>the ground in the first place. We talk to two entrepreneur specialists about some of the important points that need to be considered when you're thinking of starting your own business, and how to avoid some of the pitfalls of going out on your own.</p> <p>Host: Christopher Michael. Guests: Elizabeth U, author of the book, "Raising Dough: The complete guide to financing a socially responsible food business," (www.financeforfood.com); Patrick J. Murphy, Professor of Management in the Dreierhaus College of Business, DePaul University, Chicago, IL (commerce.depaul.edu).</p> <p>COMPLIANCY ISSUES COVERED: business, banking & finance, education, family</p> <p>SEGMENT #2- Beach Reads: What makes a good guilty pleasure book?</p> <p>SYNOPSIS: As summer winds down, the days of leisure at the beach reading a book are numbered. Many people take their "guilty pleasure" books – the ones they hide under a plain cover – to read on vacation or just sitting around on a warm day. But what makes a book a good "beach read"? We talk to four best-selling authors of fiction about how they create their books to hook the reader from the beginning chapter to the final word, and keep them coming back for more.</p> <p>Host: Marty Peterson. Guests: Philippa Gregory, best-selling author of "The White Princess," (www.philippagregory.com); Matt Hilton, best-selling author of "Blood and Ashes," from the Joe Hunter series (www.matthiltonbooks.com); Bella Andre, best-selling author of the Sullivan Series of romance novels, including "The Look of Love," and "From This Moment On," (www.bellaandre.com); Lisa Renée Jones, best-selling author of the Inside Out Trilogy, including "If I Were You," (www.lisareneejones.com).</p> <p>COMPLIANCY ISSUES COVERED: recreation and leisure, literature, history, popular culture</p>
--------------------------------	--	---

High Desert Broadcasting LLC Public Affairs Programming Log

Station Call Letters: KGMX
 3rd Quarter 2013
 Prepared By: Kenneth J. Guzman

Program Name / Segment	Date	Program Format/Content Description - Please Be Specific
Scheduled Programming Issues & Programs-	8/18/2013	SEGMENT #1 - Co-ops: Can they help rescue the economy? SYNOPSIS: Cooperatives are everywhere - from credit unions to farmers' markets to hardware

High Desert Broadcasting LLC Public Affairs Programming Log

Station Call Letters: KGMX
3rd Quarter 2013
Prepared By: Kenneth J. Guzman

Issue Addressed-	Time	stores -- but do they have enough muscle to really change our economy? We talk to three co-op specialists about the history of these business models, how they compete in the world of corporations and small business, and how they offer a unique alternative to commerce that can not only make money and employ workers, but also bring communities together.
	<p>Between 6:00a & 9:00a</p> <p>Duration 27:57</p>	<p>Host: Christopher Michael. Guests: Gar Alperovitz, Lionel R. Bauman Professor of Political Economy, University of Maryland, author of the book, "What Then Must We Do? Straight talk about the next American Revolution," (www.garalperovitz.com); Brent Hueth, Assoc. Prof. and Agricultural and Applied Economics Director, Center for Cooperatives, University of Wisconsin, Madison (www.wisc.edu); Dr. Gregory McKee, Assoc. Prof. and Director of the Quentin Burdick Center for Cooperatives, North Dakota State University (www.ndsu.edu).</p> <p>COMPLIANCE ISSUES COVERED: large & small business, labor unions, economy, social/political movements, cooperatives, banking</p> <p>SEGMENT #2- Office Idiots: Working with difficult people</p> <p>SYNOPSIS: Anyone who's worked in a business knows that there are people at the office or plant who are almost impossible to get along with. Why do these workers make it a misery to come to work each day? What pleasure do they get from harassing you? And why do women bosses sometimes try to derail other women's careers? We talk to a psychologist and a business expert about these difficult people, why they do what they do and how to work with -- or around -- them.</p> <p>Host: Marty Peterson. Guests: Meredith Fuller, psychologist in Melbourne, Australia, author of the book, "Working with Bitches: Identify the eight types of office mean girls and rise above workplace nastiness," (www.meredithfuller.com.au); Dr. Kenneth Lloyd, management consultant and author of "Office Idiots: What to do if your workplace is a jerkplace," (www.jerksatwork.com).</p> <p>COMPLIANCE ISSUES COVERED: employment, sexual harassment, career planning, women's issues</p>

High Desert Broadcasting LLC Public Affairs Programming Log

Station Call Letters: KGMX
3rd Quarter 2013

Prepared By: Kenneth J. Guzman

Program Name/Segment Scheduled Programming Issues & Programs - View Points	Date 8/25/2013	Program Format/Content Description - Please Be Specific
Issue Addressed- Theme of the program	Time 6:00a & 9:00a Duration 27:57	<p>SEGMENT #1 – Infrastructure: How bad is it? Why can't we fix it?</p> <p>SYNOPSIS: The roads, bridges and other infrastructure in the U.S. are in a sad state with bridges collapsing and roads crumbling under our feet. What needs to be done to fix them? And why can't we seem to fight a fire under the government to get the job done? We talk to two infrastructure specialists about the situation and hear their opinions on how to deal with the problem.</p> <p>Host: Christopher Michael. Guests: Donald MacDonald, architect and co-author of the book, "Bay Bridge: History and design of a new icon," (www.donaldmacdonaldarchitects.com); Joe Schwietzman, professor in DePaul University's Graduate School of Public Service, and Director of the Chaddick Institute for Metropolitan Development (as.depaul.edu/chaddick).</p> <p>COMPLIANCE ISSUES COVERED: urban and rural infrastructure, government, public safety, transportation, economy</p> <p>SEGMENT #2 – Flirting: New techniques for a new millennium</p> <p>SYNOPSIS: Does anyone really flirt anymore? Or is that a throwback to the "Mad Men" days of the 50's and 60's? According to our two guests, flirting is alive, and well in the new millennium, but young women are often unsure of just how to do it effectively. Our guests discuss the new "rules" for flirting, how to get out there and find someone to have fun with, and how to extricate yourself from someone who infringes on your space.</p> <p>Host: Marty Peterson. Guests: Ariel Kiley and Simone Kornfeld, co-authors of the book, "Smitten: The way of the brilliant flirt," www.smittenbook.com; (twitter: @smittenbook).</p> <p>COMPLIANCE ISSUES COVERED: women's issues, inter-personal relationships, popular culture</p>

High Desert Broadcasting LLC Public Affairs Programming Log

Station Call Letters: KGMMX
 3rd Quarter 2013
 Prepared By: Kenneth J. Guzman

Program Name/Segment Scheduled Programming Issues & Programs- View Points	Date	Program Format/Content Description - Please Be Specific
	9/1/2013	SEGMENT #1 - John Quincy Adams: One of our greatest patriots SYNOPSIS: SYNOPSIS: When someone asks "who's your favorite president?" most people

High Desert Broadcasting LLC Public Affairs Programming Log

Station Call Letters: KGMMX
3rd Quarter 2013
Prepared By: Kenneth J. Guzman

<p>Issue Addressed-</p>	<p>Time Between 6:00a & 9:00a</p> <p>Duration 27:57</p>	<p>say Lincoln or Washington or Jefferson or Reagan or Clinton, or some other famous commander-in-chief. The name John Quincy Adams rarely makes anyone's top 3 list. But that's because what he did as president pales in comparison to what he did before and after he had the top job. We talk to John Quincy's biographer about the triumphs of liberty, equality, peace and justice our sixth president won not as president, but as a true patriot outside the White House.</p> <p>Host: Christopher Michael. Guests: Harlow Giles Unger, author of "John Quincy Adams," (www.harlowgilesunger.com).</p> <p>COMPLIANCE ISSUES COVERED: slavery, racial issues, law, presidency, international affairs and politics</p> <p>SEGMENT #2- Reality vs. Your Brain's View of the World</p> <p>SYNOPSIS: We walk around in our world, thinking that we have a good grasp on what's happening around us and how we fit into it. But, do we? Does our view of the world and our place in it jibe with reality? Or do we fudge the facts to make ourselves look better and our enemies look worse? Can we admit our mistakes? Or do we make up stories that justify our actions? We talk to an author and a psychologist about the "heuristics" – or shortcuts – and the fallacies that we use every day to make sense of our world.</p> <p>Host: Marty Peterson. Guests: David McRaney, author of "You Are Now Less Dumb," (www.youarenotsoSMART.com); Mark Pezzo, Associate Prof. of Psychology, University of South Florida, St. Petersburg (www.usfsp.edu).</p> <p>COMPLIANCE ISSUES COVERED: mental health, superstitions, prejudice, science, evolution</p>
--------------------------------	---	--

High Desert Broadcasting LLC Public Affairs Programming Log

Station Call Letters: KGMX
3rd Quarter 2013
Prepared By: Kenneth J. Guzman

Program Name/Segment Scheduled Programming Issues & Programs- View Points	Date 9/8/2013	Program Format/Content Description – Please Be Specific SEGMENT #1 – Comfort Foods: How they help us through hard times
<p>Issue Addressed-</p>	<p>Time Between 6:00a & 9:00a</p> <p>Duration 27:57</p>	<p>SYNOPSIS: Why do we often turn to certain foods when we experience a trauma or a loss? What is it about the mac and cheese or the ice cream that makes us feel better? We talk to a psychologist, a New Orleans writer/filmmaker and a Boston restaurateur about the lure of comfort food, and their culinary experiences during times of sadness and disaster in their cities.</p> <p>Host: Christopher Michael. Guests: Jordan Troisi, Visiting Asst. Prof. of Psychology, Widener University, Chester, PA (www.widener.edu); Lolis Eric Elie, writer, filmmaker and author of the book, "Treme: Stories and Recipes from the Heart of New Orleans," (www.loliselie.com); Joanne Chang, owner of Flour Bakery Cafés in Boston, author of the cookbook, "Flour, too: Indispensable recipes for the café's most loved sweets and savories," (www.flourbakery.com).</p> <p>COMPLIANCE ISSUES COVERED: natural and manmade disasters, commerce, mental health, family issues</p> <p>SEGMENT #2- Women's Safety: Using injury to avoid harm</p> <p>SYNOPSIS: Safety is a concern that's always on the minds of women – it's like they have a sixth sense for knowing when a person or group isn't safe. Yet, because of socialization, many women will get on the elevator alone with a strange man, despite the alarm bells going off in their heads; or she'll walk alone to her car in a dark parking garage so she doesn't inconvenience the other women in the group. We talk to a self-protection expert about why it's not wrong to listen to your "gut," and why any woman – or man – should be able to lash out and injure an attacker in order to avoid being seriously harmed.</p> <p>Host: Marty Peterson. Guests: Tim Larkin, Self-protection expert, author of the book, "Survive the Unthinkable: A total guide to women's self-protection," (www.timlarkin.com).</p> <p>COMPLIANCE ISSUES COVERED: crime, women's issues, education, public health</p>

High Desert Broadcasting LLC Public Affairs Programming Log

Station Call Letters: KGMX
3rd Quarter 2013

Prepared By: Kenneth J. Guzman

Program Name/Segment	Date	Program Format/Content Description - Please Be Specific
Scheduled Programming Issues & Programs- View Points	9/15/2013	SEGMENT #1 -- Bullying and Ostracism: Social slights can have long-term effects SYNOPSIS: With the beginning of the school year comes the beginning of bullying for some

High Desert Broadcasting LLC Public Affairs Programming Log

Station Call Letters: KGMMX
3rd Quarter 2013
Prepared By: Kenneth J. Guzman

Issue Addressed-	Time	kids and ostracism for others. But why do kids do it? How does it really affect the victim – and the tormenter? Does bullying have long-lasting effects for some kids? How can parents and schools work to make the school experience a good one for all kids? We talk to two behavior specialists about the issues of ostracism and bullying and find out why they happen and what can be done to stop these behaviors.
	<p>Between 6:00a & 9:00a</p> <p>Duration 27:57</p>	<p>Host: Christopher Michael. Guests: Bill Copeland, Assoc. Prof. at Duke University Medical Center, Dept. of Psychiatry and Behavioral Sciences (www.duke.edu); Kipling Williams, Prof. of Psychological Sciences, Purdue University and a specialist in ostracism (http://williams.socialpsychology.org) (www.purdue.edu) (www.stopbullying.gov).</p> <p>COMPLIANCE ISSUES COVERED: mental & physical health, children and family issues, schools, employment, addition</p> <p>SEGMENT #2- The Man Who Quit Money</p> <p>SYNOPSIS: Do you think you could give up money – ALL money – and live by yourself off the land? Do you think you'd be welcomed by friends and family if you did? We talk to an author whose friend did give up money and we find out how it affected him socially, physically and spiritually.</p> <p>Host: Marty Peterson. Guests: Mark Sundeen, author of "The Man Who Quit Money," (www.marksundeen.com).</p> <p>COMPLIANCE ISSUES COVERED: consumerism, religion, family issues, poverty & homelessness, volunteerism</p>

High Desert Broadcasting LLC Public Affairs Programming Log

Station Call Letters: KGMX
3rd Quarter 2013

Prepared By: Kenneth J. Guzman

Program Name / Segment Scheduled Programming Issues & Programs- View Points	Date	Program Format/Content Description - Please Be Specific
	9/22/2013	SEGMENT #1 - Promote Yourself: Advice for Gen-Yers in the workplace SYNOPSIS: Gen-Yers are entering the workplace in droves, but they're sometimes fish out of

High Desert Broadcasting LLC Public Affairs Programming Log

Station Call Letters: KGMX
3rd Quarter 2013

Prepared By: Kenneth J. Guzman

<p>Issue Addressed-</p>	<p>Time Between 6:00a & 9:00a</p> <p>Duration 27:57</p>	<p>water in an office where Baby Boomers are in authority. We talk to two workplace gurus about how young people need more than tech skills to advance in their careers once they get that first job; how to learn and sharpen "soft skills" in communication and work style, and how Gen-Yers can Boomers can "cross-mentor" each other to create a more productive and happier workplace.</p> <p>Host: Christopher Michael. Guests: Dan Schawbel, business journalist, consultant, author of the book, "Promote Yourself: The new rules for career success," (www.danshawbel.com); Gloria Petersen, founder and president of Global Protocol, Inc., author of series of books, "The Art of Professional Connections," (www.gloriapetersen.com) (www.globalbusinessprotocol.com).</p> <p>COMPLIANCE ISSUES COVERED: employment, business, technology & social media, education</p> <p>SEGMENT #2- Spy the Lie: The art of deception detection</p> <p>SYNOPSIS: Everyone has told a lie, but not everyone can get away with it -- especially if they come up against a group of CIA officers who have spent their careers ferreting out the truth. We talk to one former CIA lie detector about the verbal and non-verbal signs of lying, how to spot someone who might be lying, and why it's so difficult for the vast majority of people to lie and get away with it.</p> <p>Host: Marty Peterson. Guests: Phillip Houston, former CIA officer specializing in lie detection, co-author with Michael Floyd and Susan Carnicero of "Spy the Lie: Former CIA officers teach you how to detect deception," (www.amazon.com) (www.twitter.com/spythelie).</p> <p>COMPLIANCE ISSUES COVERED: psychology, crime, politics, transportation, public safety & security</p>
--------------------------------	---	---

High Desert Broadcasting LLC Public Affairs Programming Log

Station Call Letters: KGMX
3rd Quarter 2013
Prepared By: Kenneth J. Guzman

Program Name/Segment Scheduled Programming Issues & Programs- View Points	Date	Program Format/Content Description - Please Be Specific
<p>Issue Addressed-</p>	<p>Time Between 6:00a & 9:00a</p> <p>Duration 27:57</p>	<p>SEGMENT #1 - Boy on the Wooden Box: A Schindler's List Memoir</p> <p>SYNOPSIS: Anyone who saw the movie, "Schindler's List," can't help but be moved by the heroism of Oskar Schindler, the factory owner and war profiteer who saved scores of Jews from certain death in the Nazi concentration camps of World War II. We talk to the son of one of the survivors of the real Schindler's List, about his father's time in the camp and factory, and his life in America after the war.</p> <p>Host: Christopher Michael. Guests: Daniel Leyson, son of Leon Leyson, author of "The Boy on the Wooden Box: How the impossible became possible on Schindler's List," (www.kids.simonandschuster.com).</p> <p>COMPLIANCE ISSUES COVERED: the Holocaust, manufacturing, war, education, poverty</p> <p>SEGMENT #2 - Robopocalypse: How smart can they get?</p> <p>SYNOPSIS: Robots seem to be doing everything these days, from vacuuming floors to building cars to dispensing pills in a pharmacy. In the movies they regularly try to take over the world, but ultimately fail. Just how far can robots go? And what's in store in fiction and the real world for them in the future? We talk to two roboticists - one who's a sci-fi novelist - about 'bots in real life and in fantasy.</p> <p>Host: Marty Peterson. Guests: Daniel H. Wilson, PhD in robotics from Carnegie Mellon Univ., Pittsburgh, PA, author of the sci-fi thriller, "Robopocalypse," (www.danielhwilson.com); Christopher Atkeson, PhD, Prof. in The Robotics Institute, Carnegie Mellon Univ., (www.ri.cmu.edu).</p> <p>COMPLIANCE ISSUES COVERED: technology, medicine, education, pop culture, media, recreation</p>

**High Desert Broadcasting LLC
Public Affairs PSA Log**

**Station Call Letters: KCEL, KGMX, KKZQ, KMVE, KOSS, KQAV, KUTY
3rd Quarter 2013
Prepared By: Marissa Garcia**

Issue Addressed: Colorectal Cancer
Date: July-September
Rotation Duration: 2x 60 Seconds

Colorectal cancer affects men and woman and is the second leading cancer killer in the U.S. It is almost entirely preventable. Most colorectal cancer start as polyps and screening helps find polyps so they can be removed before they even turn into cancer. Screening also finds this cancer early when treatment works best. Screening is simple and quick.

Program Name/Segment: "Disrupting Poverty"

Issue & Programs: Rotation
Issue Addressed: Children in Need
Date: July-September
Rotation Duration: 2x 60 Seconds

Child Fund is about disrupting poverty and create opportunities and brighter futures for children in need.

Program Name/Segment: "Pep Talks"

Issue & Programs: Rotation
Issue Addressed: GED
Date: July-September
Rotation Duration: 2x 60 Seconds

Motivation and reasons having a GED is important.

Program Name/Segment: "Ball/Cell phone"

Issue & Programs: Rotation
Issue Addressed: Shelter Pet Adoption
Date: July-September
Rotation Duration: 2x 60 Seconds

Adorable pets are waiting for adoption at animal shelters in your community – help us get the word out. Together we can find millions of

**High Desert Broadcasting LLC
Public Affairs PSA Log**

**Station Call Letters: KCEL, KGMX, KKZQ, KMVE, KOSS, KQAV, KUTY
3rd Quarter 2013
Prepared By: Marissa Garcia**

lovable pets their forever home.

Program Name/Segment: "Two at Once/What Stops You"
Issue & Programs: Rotation
Issue Addressed: Texting and Driving Prevention
Date: July-September
Rotation Duration: 2x 60 Seconds

A texting driver is 23 times more likely to get into a crash than a non-texting driver. Five seconds is the average time your eyes are off the road while texting. When traveling at 55 mph, that's enough time to cover length of a football field. 23 is the average number of texts pr month that teens who text and drive admit to sending. An online survey of 1,999 teens ages 16-19 found that 86% had driven while distracted even though 84% know it's dangerous.

Program Name/Segment: "Leads to Another"
Issue & Programs: Rotation
Issue Addressed: USA.gov
Date: July-September
Rotation Duration: 2x 60 Seconds

USA.gov It's not only the place for you to get information about everything from travel advisories and Medicare to small business loans and product recalls, it's also the place where we can share ideas with the government.

Program Name/Segment: "Women in Government"
Issue & Programs: Rotation
Issue Addressed: How local Public Health Departments Are Saving Lives
Date: July-September
Rotation Duration: 2x 60 Seconds

Public health has greatly expanded its reach. Once dealing primarily with water, sanitation and infectious diseases, public health departments now treat health issues that are deeply imbedded in our lives. Women in Government is asking you to help educate your listeners on

**High Desert Broadcasting LLC
Public Affairs PSA Log**

**Station Call Letters: KCEL, KGMX, KKZQ, KMVE, KOSS, KQAV, KUTY
3rd Quarter 2013**

Prepared By: Marissa Garcia

importance of public health by running the enclosed PSAs from one of your state's legislators.

Program Name/Segment: "Warning Signs of Rosacea"

Issue & Programs: Rotation

Issue Addressed: Rosacea

Date: July-September

Rotation Duration: 2x 60 Seconds

More than 16 million Americans suffer from a chronic inflammatory facial disorder called rosacea, yet most of them don't know it. Unfortunately, without medical help, rosacea usually becomes progressively worse, and can severely disrupt people's emotional, social and professional lives.

**High Desert Broadcasting LLC
Public Affairs PSA Log**

**Station Call Letters: KCEL, KGMX, KKZQ, KMVE, KOSS, KQAV, KUTY
3rd Quarter 2013**

Prepared By: Marissa Garcia

Program Name/Segment: "Never Too Late"

Issue & Programs: Rotation

Issue Addressed: Hope for Addictions

Date: July-September

Rotation Duration: 2x 60 Seconds

These spots are designed to speak to two primary groups of listeners. Those with addictions, encouraging them to reach for a life of recovery, even if they've tried before. And families, friends, and community who can do so much to encourage and support those in recovery. In addition to drugs and alcohol, the spots address the community problem of binge drinking, teen drinking and driving, and an eye-opening spot in which a former heroin user and drinker says both of those habits were easier to kick than smoking cigarettes.

Program Name/Segment: "Stand Strong/Focus on the Family"

Issue & Programs: Rotation

Issue Addressed: Adultery/Depression/Alcohol

Date: July-September

Rotation Duration: 2x 60 Seconds

Every family hits rough patches and crisis points such as infidelity, depression, marital problems, teen rebellion and the list goes on. Family is the fabric of our society and our desire is to come along side and strengthen families. The Focus on the Family Help Center is a place where families can speak with licensed counselors and trained family help specialists who are there to listen, offer practical help, time-tested solutions, honest approachable advice and sensible family guidance.

Program Name/Segment: "Greener Gadgets"

Issue & Programs: Rotation

Issue Addressed: Consumer Electronics

Date: July-September

Rotation Duration: 2x 60 Seconds

The Consumer Electronics Association (CEA) has developed the website GreenerGadgets.org, where consumers can find the nearest electronics

High Desert Broadcasting LLC Public Affairs PSA Log

Station Call Letters: KCEL, KGMX, KKZQ, KMVE, KOSS, KQAV, KUTY
3rd Quarter 2013
Prepared By: Marissa Garcia

recycling - or "eCycling" - sites by simply entering their zip codes. GreenerGadgets.org gives users a list of responsible, certified recycling sites and a local map pinpointing their locations.

Program Name/Segment: "How to Buy"

Issue & Programs: Rotation

Issue Addressed: Girl Scout Cookie Program

Date: July-September

Rotation Duration: 2x 60 Seconds

When a Girl Scout sells cookies, she's doing more than just handing out a box. She's creating a plan, interacting with customers, and working as part of a team. She's building a lifetime of skills and confidence. Selling cookies teaches our girls goal setting, decision making, money management, people skills, and business ethics-aspects essential to leadership, to success, and to life. It empowers them with the strength, abilities and drive they'll need to become accomplished women who benefit themselves, their family and the world.

Program Name/Segment: "Warrior to Work, Looking, Warrior Kids"

Issue & Programs: Rotation

Issue Addressed: Wounded Warrior Project

Date: July-September

Rotation Duration: 2x 60 Seconds

Wounded Warrior Project (WWP) is a nonprofit, nonpartisan organization dedicated to supporting military service members as they heal from the effects of battle. Many are faced with severe, life-changing injuries, and even as they return home to their families and friends, the mission to recover has just begun. WWP provides 18 critical programs and services to assist these brave men and women along this difficult road. The first phase is to help them overcome the physical injuries and mental trauma incurred in battle. But that alone is not the end of the story. As they heal, new challenges arise: finding rewarding work and building a bright future for themselves and their loved ones.

Program Name/Segment: "Stand by Them"

Issue & Programs: Rotation

Issue Addressed: Confidential help for Veterans and their families

**High Desert Broadcasting LLC
Public Affairs PSA Log**

**Station Call Letters: KCEL, KGMX, KKZQ, KMVE, KOSS, KQAV, KUTY
3rd Quarter 2013
Prepared By: Marissa Garcia**

Date: July-September

Rotation Duration: 2x 60 Seconds

America's Service members and Veterans are strong, but whether they served far away or close to home, some may face difficult times. When these men and women go through a crisis, it's important that their family and friends are there to provide support, and that they know where to turn for help. The confidential Veterans Crisis Line and Military Crisis Line are available with information and guidance for Veterans, Service members, and their families and friends 24 hours a day, 7 days a week, 365 days a year.

Program Name/Segment: "Tiffany's Tip, Jessica's Asthma Tip, Cessation Tips"

Issue & Programs: Rotation

Issue Addressed: The struggle to deal with the effects of smoking

Date: July-September

Rotation Duration: 2x 60 Seconds

"Tiffany" features a mother who quit smoking because of her 16-year old daughter. "Jessica" tells the story of a mother whose son's severe asthma was triggered by exposure to secondhand smoke. "Cessation" shows three former sharing tips on what helped them to quit.

Program Name/Segment: "Leave Hungry Pests Behind"

Issue & Programs: Rotation

Issue Addressed: Pests in California's agriculture

Date: July-September

Rotation Duration: 2x 60 Seconds

Invasive species are a serious threat to California's agriculture. In 2012, deadly citrus greening disease was detected in Southern California - spread by a tiny insect, the Asian citrus psyllid. And exotic fruit fly infestations have resulted in multiple quarantines. These pests and the devastation they can unleash spread quickly when people unknowingly transport plants and plant material, wood or outdoor items.

Program Name/Segment: "Rethink Butts"

Issue & Programs: Rotation

Issue Addressed: Stop toxic litter

**High Desert Broadcasting LLC
Public Affairs PSA Log**

**Station Call Letters: KCEL, KGMX, KKZQ, KMVE, KOSS, KQAV, KUTY
3rd Quarter 2013**

Prepared By: Marissa Garcia

Date: July-September

Rotation Duration: 2x 60 Seconds

While it's likely many Americans know about the health concerns related to smoking, in a recent survey, more than half of the Americans polled didn't know that cigarette butts are the most littered item in the nation. Littered cigarette butts are more than just an eye sore. This toxic tobacco trash is mostly made of plastic and only biodegrades under ideal conditions, putting wildlife in danger and wreaking havoc on U.S. waterways, parks, beaches and roadways. Additionally, cigarette butts contain carcinogens that can leach into sources. They are very costly to local communities in terms of clean up and disposal.

Program Name/Segment: "Don't Support Cruelty. Adopt. Don't Shop"

Issue & Programs: Rotation

Issue Addressed: Puppy Mills

Date: July-September

Rotation Duration: 2x 60 Seconds

Most pet store puppies come from puppy mills. Every year, consumers who purchase puppies pump millions of dollars into the puppy mill industry-and unknowingly support the cruel and inhumane treatment of dogs. Operators of puppy mills breed dogs in unsanitary, overcrowded and often cruel conditions where profit is given priority over the well-being of the dogs. Puppy mill dogs do not receive adequate veterinary care, socialization, exercise or grooming. Despite these intense suffering of these dogs, puppy mills are operating all over the country.

Program Name/Segment: "If You See Something, Say Something"

Issue & Programs: Rotation

Issue Addressed: Educate and engage the public to help keep communities safe

Date: July-September

Rotation Duration: 2x 60 Seconds

The Department of Homeland Security (DHS) has been working with five of the national sports leagues-Major League Baseball, Major League Soccer, National Basketball Association, National Football Association, and National Hockey Association-on the "If you See Something, Say Something" campaign in 2010, in an effort to engage the public to be more aware and vigilant to the indicators of terrorism and terrorism-related crime. For the first time ever, the five national sports leagues have come together, and joined DHS, to help engage the public in this important

**High Desert Broadcasting LLC
Public Affairs PSA Log**

**Station Call Letters: KCEL, KGMX, KKZQ, KMVE, KOSS, KQAV, KUTY
3rd Quarter 2013
Prepared By: Marissa Garcia**

initiative.

Program Name/Segment: "Own It"

Issue & Programs: Rotation

Issue Addressed: Attention-Deficit/Hyperactivity Disorder (ADHD)

Date: July-September

Rotation Duration: 2x 60 Seconds

ADHD is often considered a childhood disorder, but it also affects adults. However, nearly 50% of children with ADHD may continue to have it in adulthood. There may be a perception among many young adults and adults that they have outgrown their ADHD. However, in the United States, it is estimated that 10 million adults, or 4.4% of the adult population, have ADHD.

Program Name/Segment: "Side By Side"

Issue & Programs: Rotation

Issue Addressed: Confidential help for Veterans and their families

Date: July-September

Rotation Duration: 2x 60 Seconds

Right now, a Veteran in your community-possibly someone you know-may be going through a personal or emotional crisis, and it may be impacting the Veteran's family. The Veterans Crisis Line is a free source of support and referrals for Veterans of all ages, backgrounds, and service eras-and the people who come in contact with these Veterans every day. Raising awareness among Veterans' families, friends, and community members enables them to stand by Veterans and show their support.

Program Name/Segment: "Symptoms"

Issue & Programs: Rotation

Issue Addressed: Heart attacks in women

Date: July-September

Rotation Duration: 2x 60 Seconds

Every sixty seconds a woman somewhere in America will have had a heart attack. Heart attacks are the leading cause of death for women in the



**High Desert Broadcasting LLC
Public Affairs PSA Log**

**Station Call Letters: KCEL, KGMX, KKZQ, KMVE, KOSS, KQAV, KUTY
3rd Quarter 2013
Prepared By: Marissa Garcia**

U.S., claiming hundreds of thousands of lives each year, yet fewer than half of American women know little about the signs and symptoms. Even worse, only half of American women indicated they would call 9-1-1 if they experienced symptoms of a heart attack.

Program Name/Segment: "Clean, Separate, Cook, Chill"
Issue & Programs: Rotation
Issue Addressed: Food Safety Education
Date: July-September
Rotation Duration: 2x 60 Seconds

The incidence of food poisoning tends to increase during the summer months because bacteria multiply faster when it's warm. Using a food thermometer is the only way to determine if food is cooked to the right temperature. Separating raw meat from vegetables and other ready-to-eat food when preparing meals can help prevent the spread of illness-causing bacteria.

Program Name/Segment: "Learning/Drive"
Issue & Programs: Rotation
Issue Addressed: Bullying Prevention
Date: July-September
Rotation Duration: 2x 60 Seconds

More than 80% of high school students in the U.S. report that they witness bullying at least once a week. Every 7 seconds a child is bullied. 13 million children- 1 in 4 a year- experience some form of bullying. Even though most kids don't like watching bullying, less than 20% try to stop it - often because they don't know how to respond.

Program Name/Segment: "All Shapes and Sizes/Homework"
Issue & Programs: Rotation
Issue Addressed: Preventing mortgage fraud
Date: July-September
Rotation Duration: 2x 60 Seconds

**High Desert Broadcasting LLC
Public Affairs PSA Log**

**Station Call Letters: KCEL, KGMX, KKZQ, KMVE, KOSS, KQAV, KUTY
3rd Quarter 2013
Prepared By: Marissa Garcia**

Mortgage fraud is becoming more prevalent as sophisticated scammers seek to take advantage of those listeners in your community who are most vulnerable - people who are refinancing or facing the prospect of foreclosure or those seeking to purchase their first home.

Program Name/Segment: "Career Day/Double Talk"

Issue & Programs: Rotation

Issue Addressed: Foreclosure Prevention

Date: July-September

Rotation Duration: 2x 60 Seconds

Foreclosures remain a very serious problem in our country. An estimated 1.5 million families are currently facing foreclosure. Not only do foreclosures have a financial impact on a family, but they also have harsh consequences for communities. Just one or two abandoned homes can send a residential block into a downward spiral, driving down property values and leading to increased crime, run-down schools, and flagging economic growth.

Program Name/Segment: "Baseball/Party/Chairs"

Issue & Programs: Rotation

Issue Addressed: Child Passenger Safety

Date: July-September

Rotation Duration: 2x 60 Seconds

3 out of 4 kids are not as secure in the car as they should be because their car seats are not being used correctly. Using the correct restraints reduces infants and toddlers' chances for fatal injury by 71% and 54% in passenger cars respectively.

Program Name/Segment: "Repetition"

Issue & Programs: Rotation

Issue Addressed: Childhood overuse injuries

Date: July-September

Rotation Duration: 2x 60 Seconds

More and more kids are training too hard and specializing in one sport. That means that they are performing the same musculoskeletally

**High Desert Broadcasting LLC
Public Affairs PSA Log**

**Station Call Letters: KCEL, KGMX, KKZQ, KMVE, KOSS, KQAV, KUTY
3rd Quarter 2013
Prepared By: Marissa Garcia**

stressful activities over and over again. Whether they are swimming, pitching, tumbling or serving - a childhood overuse injury occurs in the duplication of the same movements.

Program Name/Segment: "Worth Buying/Bargain Hunters/Dangerous Fakes"

Issue & Programs: Rotation

Issue Addressed: Intellectual Property Theft

Date: July-September

Rotation Duration: 2x 60 Seconds

The National Crime Prevention Council is introducing a national public education campaign to help the public understand that the Intellectual Property (IP) theft poses serious threats to health and safety, funds criminal activity, and can cost real people their livelihoods. During the launch of the campaign at The White House, the U.S. Department of Justice and the Administration noted how IP theft helps support international organized crime and domestic gang activity - including drug trafficking and violence - and cited the devastating effect IP theft is having on the global economy.

Program Name/Segment: "No Debate/Why Not"

Issue & Programs: Rotation

Issue Addressed: Fair Housing

Date: July-September

Rotation Duration: 2x 60 Seconds

Housing discrimination isn't just unfair - it's against the law. However, while we as a Nation have made great progress since 1968 when President Johnson signed the Fair Housing Act, discrimination still persists in the sale, rental, or financing of a house or apartment because of race, color, religion, sex, national origin, disability, and familial status.

Program Name/Segment: "Teammates"

Issue & Programs: Rotation

Issue Addressed: National Youth Volunteer Program

Date: July-September

**High Desert Broadcasting LLC
Public Affairs PSA Log**

**Station Call Letters: KCEL, KGMX, KKZQ, KMVE, KOSS, KQAV, KUTY
3rd Quarter 2013
Prepared By: Marissa Garcia**

Rotation Duration: 2x 60 Seconds

High school students nationwide have been empowered to become active, not passive, volunteers and leaders of society. To date Volunteers of America and Major League baseball players have inspired more than 51,300 high school students to engage volunteer activities serving 173,000 people in need. With your support, we hope to encourage teens in your community to experience how much fun and personally rewarding volunteering can be.

Program Name/Segment: "All In It Together/Cut The Sweets/Walk"

Issue & Programs: Rotation

Issue Addressed: Childhood Obesity Prevention

Date: July-September

Rotation Duration: 2x 60 Seconds

As you are probably aware, nearly 1 in 3 children in America are overweight or obese, and in 2009-2010, 21.2% of Hispanic children and adolescents were obese. Concerned by this serious public health issue, parents and caregivers are looking for ways to help their children develop healthy lifestyles.

Program Name/Segment: "Happy Birthday/Don't Forget"

Issue & Programs: Rotation

Issue Addressed: Selective Service

Date: July-September

Rotation Duration: 2x 60 Seconds

It is the civic responsibility of young men to register with Selective Service when they turn 18. Registering for Selective Service is a federal law and has been for over 60 years. Those who fail to register may be denied student loans, government jobs, and a driver's license in most states.

Program Name/Segment: "Frozen"

Issue & Programs: Rotation

Issue Addressed: Making Home Affordable

Date: July-September

**High Desert Broadcasting LLC
Public Affairs PSA Log**

**Station Call Letters: KCEL, KGMX, KKZQ, KMVE, KOSS, KQAV, KUTY
3rd Quarter 2013
Prepared By: Marissa Garcia**

Rotation Duration: 2x 60 Seconds

1 in 12 U.S. homeowners has fallen behind on their mortgage payments. Making Home Affordable is a free government program that provides assistance to homeowners struggling to pay their mortgage.

Program Name/Segment: "The Right Fit"

Issue & Programs: Rotation

Issue Addressed: Child Passenger Safety

Date: July-September

Rotation Duration: 2x 60 Seconds

Car crashes are the number one killer of children 1 through 13. In 2010, 655 children (age 12 and younger in a passenger vehicle) were killed in traffic crashes, 64% of whom were restrained. Also in 2010, an estimated 119,000 children (age 12 and younger in a passenger vehicle) were injured in traffic crashes. In a year's time, 161 Hispanic children (age 12 and younger in a passenger vehicle) were killed in motor vehicle traffic crashes in the US and Puerto Rico. Using the correct restraints in cars reduces infants' and toddlers' chances for fatal injury by 71% and 54% respectively.

Program Name/Segment: "The Beat Behind The Song"

Issue & Programs: Rotation

Issue Addressed: Newborn and Child Survival

Date: July-September

Rotation Duration: 2x 60 Seconds

Every year almost 7 million children in the developing world die before their 5th birthday - mostly from preventable and treatable causes, such as pneumonia, diarrhea and newborn complications. That's equal to about one child death every 5 seconds. The encouraging news is that there is a solution. Through basic health care and low-cost interventions delivered by local health workers around the world, a child is saved every 3-4 seconds.

Program Name/Segment: "Meditation Mom/Meditation Dad"

Issue & Programs: Rotation

**High Desert Broadcasting LLC
Public Affairs PSA Log**

**Station Call Letters: KCEL, KGMX, KKZQ, KMVE, KOSS, KQAV, KUTY
3rd Quarter 2013
Prepared By: Marissa Garcia**

Issue Addressed: Adoption from Foster Care

Date: July-September

Rotation Duration: 2x 60 Seconds

Through no fault of their own, there are more than 400,000 children and youth in foster care in the United States. Of those, 104,000 are waiting to be adopted. This is a number we must all work together to reduce. Children who are older, members of sibling groups, children of color, and children with disabilities wait the longest for adoptive homes.

Program Name/Segment: "Favorite Color/Copy Cat"

Issue & Programs: Rotation

Issue Addressed: Children's Oral Health

Date: July-September

Rotation Duration: 2x 60 Seconds

Dental decay is the single most common chronic disease of childhood, with 16.5 million children suffering from untreated tooth decay. Dental decay is 5 times more common than asthma. Oral disease disproportionately affects children, low-income families, and minorities. The mouth is the gateway to a person's overall health, and an unhealthy mouth can be associated with obesity, diabetes and even heart disease. Over 51 million school hours are lost each year to dental-related illnesses. It impacts a child's ability to learn, to develop self esteem, and speak properly.

Program Name/Segment: "DRIVE4COPD"

Issue & Programs: Rotation

Issue Addressed: COPD

Date: July-September

Rotation Duration: 2x 60 Seconds

As many as 24 million Americans may be affected by chronic obstructive pulmonary disease, or COPD, which kills more people each year than breast cancer and diabetes combined. However, approximately half of those affected don't even know they have it. Symptoms of COPD include coughing, wheezing and shortness of breath, which may be overlooked as simply signs of getting older or being out of shape.

**High Desert Broadcasting LLC
Public Affairs PSA Log**

Station Call Letters: KCEL, KGMX, KKZQ, KMVE, KOSS, KQAV, KUTY

3rd Quarter 2013

Prepared By: Marissa Garcia

Program Name/Segment: "Start Small"

Issue & Programs: Rotation

Issue Addressed: U.S. Navy

Date: July-September

Rotation Duration: 2x 60 Seconds

Whenever a situation requires the U.S. involvement, the Navy is often the first to deploy, the first to engage and the first to help. Always on call and standing by. From everyday small feats to undeniably heroic efforts, the accomplishments and achievements of America's Navy are vast and significant.

Program Name/Segment: "In a Word"

Issue & Programs: Rotation

Issue Addressed: Mother's Love, Mother's Milk

Date: July-September

Rotation Duration: 2x 60 Seconds

Breastfeeding is a magical bond that only a mother can have with her baby. It is challenging and rewarding. Breastfeeding is the best thing a mother can do for her baby. It's only natural.

Program Name/Segment: "Walking Together"

Issue & Programs: Rotation

Issue Addressed: Stronger, Healthier Babies

Date: July-September

Rotation Duration: 2x 60 Seconds

March of Dimes March for Babies

Program Name/Segment: "Control"

Issue & Programs: Rotation

