

QUARTERLY ISSUES/PROGRAMS LIST

There follows a listing of some of the significant issues responded to by Station KHIL & KWCX , along with the most significant programming treatment of those issues for the period April, May & June 2010. The listing is by no means exhaustive. The order in which the issues appear does not reflect any priority or significance.

Description of Issue	Program/Segment	Date	Time	Duration	Narration of Type and Description of Program/Segment
Willcox Meth Task Force		May & June		60 seconds	X Wave 104.9 presents a “User Is A Loser” meth prevention radio contest. The ad can be fifty words and will incorporate the phrase; “A user is a loser” The contest is open to ALL school age youth. The ad is for meth prevention and must explore the losses a meth user will experience. The best ads will be produced and featured on X Wave 104.9 and KHIL 1250 AM. Entries are due in the WASA office by June first! Entries must be accompanied by the audio release available at WASA. Winners will be announced on June 5 th starting at 10AM at the Willcox State Farm’s “Safety Day”. Everyone is welcome for this free event with food and prizes. Sponsored by The Willcox Meth Task Force, State Farm, Wasa and X Wave 104.9! Call Wasa at 384-4777 for information.
Cochise County Humane Dept		April, May & June		30 seconds	The Cochise County Humane Society spays, neuters and vaccinates free roaming cats and re-homes abandoned cats and socialized feral kittens. Cat Food Donations are needed to help. Please call 803-7385 to help or for information on the next spay neuter clinic.
Adame Burial		June		30 seconds	Station produced spot for a car wash to help raise funeral costs for the Adames son.
User Is A Loser winners		June		30 seconds	Announcement for the winners of the User Is A Loser contest
Walker June PSA		June		60 seconds	Station produced 60 second spot: The summer is here and it is time to enjoy the outdoors but we must remember how to do this safely! Hello – this is Dr. Walker from Walker Family Medicine bringing you skin care tips for the summer months. Reducing sun exposure helps to protect us from skin cancers and signs of premature aging. Reduce your sun exposure by wearing large brim hats, long sleeve shirts, and minimizing outdoor activity during the strongest hours of 11 – 3. Although sunscreens are not a substitute for avoidance of sun exposure, always wear a sunscreen with a minimum SPF of 35. Skin cancer is the most common form of cancer in the United States. Watch for the ABCDEs of skin cancer. Asymmetry, irregular Borders, different Colors, Diameter greater than a pencil eraser or Elevation. If you have a skin lesion that is worrisome to you or is positive for any of the ABCDEs, please see your local physician to have it evaluated.
