



Reporting Period for the 4th Quarter (2015) for Station KEKA-FM

Description of Issue	Program	Date Aired	Time(s) Aired	Duration	Description of Program
Economic Development: Agriculture	Northcoast Ag Report – featuring developments daily in the industry	10/1 – 12/31 wkdays in Q4	6:35a; 1:35p; 5:35p	2:00	Overview of the regional ag business with industry updates and commentary
Economic Development: Local examples of success locally in Beer, Wine and Aquaculture	Local News Department Community Focus Series	12/7; 12/14; 12/21; and 12/28	12:00a – 12:00a	60 second vignettes	Sharing the current economic industry picture and potential opportunities in these industries
Public Health: Latch Key and Single-Parent Children	Campaign for the Boys and Girls Club of the Redwood	October and December	12:00a – 12:00a	30-second promos	Had flights to fund raising events + “Club house” needs
Public Safety:” Shop with a Cop” Christmas campaign	Public Service Campaign (s)	11/15 – 12/11	12a – 12a	Beneficiary of the year event	KEKA Truckers Parade
Public Health: Water Conservation	Educational messages associated with the draught	10/1 – 12/31	12:00a – 12:00a	60-second segments	Water conservation tips and reminders

Dated: _____

Prepared by Brian Papstein