

Big Broadcasting Inc.  
KOKO-FM 94.3  
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City of License: Kerman CA  
DATE FILED: October 7, 2014

## **ISSUES & PROGRAMS LIST**

**July 2014/ August 2014/ September 2014**

*The following are free public service announcements aired on KOKO-FM*

All issues addressed in the post mentioned lists were brought to the station's attention via community surveys taken throughout the year within our city of license (Kerman CA), and in the surrounding communities. The notable concerns and ISSUES are as follows:

1. **Crime**
2. **Gangs**
3. **Violence**
4. **Drugs/Alcohol**
5. **Health Care**
6. **Community Issues/Involvement**
7. **The youth (Teenagers, young children, etc.) & their futures.**
8. **Education**
9. **Economy/Jobs/Foreclosure**
10. **General Safety**

KOKO-FM took a hard stance on education, childhood asthma, and shelter pet adoptions. We aired comprehensive campaigns to educate the youth, and adults, about their options regarding college, ways to prevent asthmas attacks, and to explore the option of pet adoption.

The following list contains *general* PROGRAMS/SPOTS aired to address the ISSUES previously mentioned (appealing to a broader audience, beyond our city of license):

- I. **EDUCATION**
  - **AD Council – Supporting Minority Education**
- II. **HEALTH**
  - **AD Council – Childhood Asthma**
- III. **COMMUNITY AWARENESS**
  - **City of Kerman - Cooling Centers**
  - **Communities Reaching Out To People – Hunger Tennis Tournament**
  - **Central Valley Care Foundation – Fundraising with the Raiders**
  - **AD Council – Shelter Pet Adoption**

#### IV. SAFETY/DRUGS & ALCOHOL

- **Feed My Sheep Ministries – Car & Bike Show Against Meth Addiction**
- **National Night Out - Drug Awareness Campaign**
- **AD Council – Buzzed Driving Prevention**

The following list contains *specific* PROGRAMS/SPOTS aired to address the ISSUES previously mentioned (appealing to the specific communities within our city of license):

#### I. COMMUNITY EVENTS

- **Kerman Chamber of Commerce – Harvest Festival**
- **Kerman Chamber of Commerce - Festival of the American Spirit Fireworks Show**

*Contacts: Linda Geringer, Kerman Chamber of Commerce (559) 846-6343*

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*Issue* – Being that the City of Kerman is a small rural town, many listeners complain that there is nothing to do within the city. There's also a lack of community togetherness and the youth need healthy outlets. Furthermore, as a station we want to draw attention to Kerman's local parks, community events, services, groups, and businesses.

Kerman Chamber of Commerce: **Harvest Festival**

Eighty-One (81) One Minute Public Service Announcements Aired: 09/01/2014 – 09/14/2014  
(Monday – Sunday 6AM-12AM)

Linda Geringer of The Kerman Chamber of Commerce speaks: We invite you to the Kerman Harvest Festival, September 11<sup>th</sup> – 14<sup>th</sup>, at Kirchhoff Park in Downtown Kerman. Saturday September 13<sup>th</sup>, is the 70<sup>th</sup> Annual Kerman Harvest Parade at 10am in downtown Kerman on Madera Ave. Throughout the four day festival Paul Maurer Carnival Show, rides & games will be open, as well as the food booths, crafts and misc. vendors. Admission is “free” on Thursday. Regular admission charge is five dollars for adults and three dollars for children 4 to 10. With the exception of Sunday afternoon, 2:30pm to 5:00pm, children are free when accompanied by an adult. For more information, contact The Kerman Chamber of Commerce.

Kerman Chamber of Commerce: **Harvest Festival**

Fifteen (15) Two Minute Public Service Announcements Aired: 09/01/2014 – 09/12/2014  
(Monday – Sunday 7PM-12AM)

Linda Geringer of The Kerman Chamber of Commerce speaks: We invite you to the Kerman Harvest Festival, September 11<sup>th</sup> – 14<sup>th</sup>, at Kirchhoff Park in Downtown Kerman. Opening night, gates open at 5pm. There is a flag raising ceremony at 7:15 in front of the Scout Hut. There will be a Grand Marshal Presentation with musical entertainment by the Kerman Community Band. Dance music will be provided by Bill Stith & the Mellowtones. Thursday is also Senior Citizens Recognition Day with scheduled bingo games, and a raffle drawing, for seniors 55 or over. Friday, gates open at 5pm. Brad K. Wilson will perform on the band stand at 8:30. The carnival is open until midnight. Saturday September 13<sup>th</sup>, is the 70<sup>th</sup> Annual Kerman Harvest Parade at 10am in downtown on Madera Ave. Bubbles the Magical Clown will be entertaining the children at 3:00pm. Saturday evening, Jazzy D Dance Studio will perform at 7:00pm; followed by the Twi'Lighters who is playing

for the dance at 9:00pm. Sunday the gates will open at 2:30pm; from 2:30pm – 5:00pm children ages 10 and under are “free” to enter when accompanied by an adult. Throughout the four day festival, Paul Maurer Shows, carnival and rides; as well as food booths, crafts and miscellaneous vendors will be open. The Historic Museum Exhibit will be open daily. Admission is “free” on Thursday. Regular admission charge is five dollars for adults and three dollars for children 4 to 10. With the exception of Sunday afternoon, 2:30pm to 5:00pm, children are free when accompanied by an adult. The Kerman Chamber of Commerce thanks KOKO94, the Oldies But Goodies™ station for their promotional support of the 70<sup>th</sup> Kerman Harvest Festival September 11<sup>th</sup> – 14<sup>th</sup>. For more information, contact The Kerman Chamber of Commerce at 559-846-6343 or online at [www.keranchamber.org](http://www.keranchamber.org).

**\* Kerman Harvest Festival – Ticket Giveaways & Station Promotions**

*As an added bonus to the general Public Service Announcements aired, KOKO94 gave away tickets to the Kerman Harvest Festival (Free Entry).*

Kerman Chamber of Commerce: **Festival of the American Spirit Fireworks Show**

Fifteen (15) One Minute Public Service Announcements Aired: 07/01/2014 – 07/02/2014  
(Monday – Sunday 6AM-12AM)

The city of Kerman is hosting the Festival of the American Spirit Fireworks Show Thursday, July 3rd. The show will take place at the Kerman High School Stadium. It’s all family fun, with food, entertainment, children activities and of course, fireworks at dusk. KOKO 94 will be giving away ‘Family 4 Packs’ of tickets. Keep listening at work for your chance to win a ‘Freedom Pack’ of passes to join in the patriotic fun...all from your friends at Oldies But Goodies™, KOKO94. For more information about the firework show, visit the website [www.keranchamber.org](http://www.keranchamber.org).

**\* Kerman Fireworks Show – Ticket Giveaways & Station Promotions**

*As an added bonus to the general Public Service Announcements aired, KOKO94 gave away tickets to the fireworks show (Free Entry).*

**The following list contains general PROGRAMS/SPOTS aired to address the ISSUES for a broader audience within cities and townships surrounding the city of Kerman:**

**\*Ad Council contact: Sarah Kayson, Managing Director - 600 Battery St. SF, CA 94111, 415-626-3532**  
[www.adcouncil.org](http://www.adcouncil.org)

## **I. EDUCATION**

**Issue** – Due to financial circumstances, many of America's deserving minority students do not have access to a college education. The new Better Futures campaign encourages potential donors and community-minded individuals to donate and support this mission. Better Futures is a stock for social change where the outcome is better than money. By investing in Better Futures, donors are helping students who lack the resources they need to get the education they deserve.

Ad Council: **Supporting Minority Education – Stock Tip Alisha**  
Sixty-Eight (68) One Minute Public Service Announcements Aired: 07/14/2014 – 09/29/2014  
(Monday – Sunday 6AM – 12AM)

A young teenage girl is giving stock tip advice about donating to Better Futures. She goes on to say that with investing in Better Futures, your investing in helping young minority students, such as her, go to college. The outcome from donating is not money, it is the fact that you helped save someone's potential to become something bigger in life such as architects, surgeons, engineers, and executives. Finally she states, "My name is Alisha and I am your dividend." Invest in Better Futures with UNCF. Visit [www.uncf.org/invest](http://www.uncf.org/invest). A mind is a terrible thing to waste, but a wonderful thing to invest in.

Ad Council: **Supporting Minority Education – Opportunity Charles**

Thirty-Eight (38) Thirty Second Public Service Announcements Aired: 07/14/2014 – 09/30/2014  
(Monday – Sunday 6AM – 12AM)

A young teenage boy starts off by stating that people are always looking into investing into a good opportunity. He goes on to say that you could invest in a stock for social change called Better Futures. He explains that with investing into Better Futures, it gives kids like him, the opportunity to go to college. Finally he states his name is Charles and he is your dividend. Invest in Better Futures with UNCF. Visit [www.uncf.org/invest](http://www.uncf.org/invest). A mind is a terrible thing to waste, but a wonderful thing to invest in.

Ad Council: **Supporting Minority Education – Opportunity Alisha**

Thirty-Right (38) Thirty Second Public Service Announcements Aired: 07/14/2014 – 09/30/2014  
(Monday – Sunday 6AM – 12AM)

A young teenage girl starts off by giving a stock tip about investing into Better Futures. She goes on to say that you could invest in Better Futures, a stock for social change. She explains that with investing into Better Futures, it gives kids like her, the opportunity to go to college which ends up making the future for everyone better. Finally she states her name is Alisha and she is your dividend. Invest in Better Futures with UNCF. Visit [www.uncf.org/invest](http://www.uncf.org/invest). A mind is a terrible thing to waste, but a wonderful thing to invest in.

## II. HEALTH

*Issue* – With the air quality in the Central Valley getting worse, residents with asthma are starting to see their children have asthma attacks more often or their symptoms are getting worse. Some parents do not know that the air quality is not the only thing that can set off an attack and what precautions to take.

Ad Council: **Childhood Asthma – Don't Smoke & Vacuum**

Five (5) One Minute Public Service Announcements Aired: 07/01/2014 – 07/10/2014  
(Monday – Sunday 6AM – 12AM)

Hey, parents with children who have asthma, a song comes on, remember to vacuum up the floor to help stop the asthma attacks. Vacuuming up the floor can help keep your house free from dust, dander, and dust mites, but always remember to never smoke while vacuuming. Two simple steps can help your kids breathe easier. For more tips to help stop asthma attacks, go to [www.noattacks.org](http://www.noattacks.org).

Ad Council: **Childhood Asthma – Don't Smoke in the House**

Five (5) Thirty Second Public Service Announcements Aired: 07/01/2014 – 07/09/2014  
(Monday – Sunday 6AM – 12AM)

Hey, parents with children who have asthma, a song comes on, you or anyone else smoking in the house, in the car or even around the kids can trigger an asthma attack. Preventing asthma attacks can be as simple as one, two, and three. Make your home and care a smoke-free environment. For more easy tips, go to [www.noattacks.org](http://www.noattacks.org).

Ad Council: **Childhood Asthma – Clean Up the Mold**

Six (6) Thirty Second Public Service Announcements Aired: 07/01/2014 – 07/09/2014  
(Monday – Sunday 6AM – 12AM)

Hey, parents with children whom have asthma, a song comes on, come on and clean up the mold, it can trigger asthma attacks in kids young and old. Preventing asthma attacks can be as simple as cleaning up the mold in your home. For more easy tips, go to [www.noattacks.org](http://www.noattacks.org).

### **III. COMMUNITY AWARENESS**

*Issue* – KOKO 94 is taking a stand as a station to let Kerman, our city of license, and other surrounding cities aware of community issues, involvement and events.

*\*Kerman Cooling Centers contact: City of Kerman – 850 S. Madera Ave. Kerman, CA 93630; (559) 846-9384 [www.cityofkerman.net](http://www.cityofkerman.net)*

City of Kerman: **Cooling Centers**

Eighty - Five (85) Thirty Second Public Service Announcements Aired: 07/11/2014 – 08/06/2014  
(Monday – Sunday 6AM – 12AM)

Attention Kerman City residents, cooling centers will open for the summer when the heat is predicated to reach 110 degrees or higher for two or more days. Cooling centers in Kerman are as follows: the Scout Hut in Kirchhoff Park, Senior Center at 720 8<sup>th</sup> St. and the Kerman Branch Library at 15081 W. Kearney Blvd.

*\*Communities Reaching Out to People (CROP) contact: Alan Coles – (559) 292-2490*

Communities Reaching Out to People: **Hunger Tennis Tournament**

Twelve (12) Thirty Second Public Service Announcements Aired: 07/21/2014 – 07/25/2014  
(Monday – Friday 6AM – 7PM)

“Here’s a reminder for the citizens of Kerman and the Central Valley: The 10<sup>th</sup> Annual ‘CROP Hunger Tennis Tournament’ is coming up Saturday and Sunday, July 26<sup>th</sup> & 27<sup>th</sup> at Clovis North High School. ‘CROP’ stands for “Communities Reaching Out to People”...and this event primarily benefits the Fresno Community Food Bank & International Disaster Aid. Two out of every Five children in the Valley go hungry every day and over the years, ‘CROP’ has helped relieve hunger all over the world as well as local communities. And now, you can

help, too by participating in their annual Tennis Tournament...Saturday and Sunday, July 26<sup>th</sup> and 27<sup>th</sup> at Clovis North High. For more information, call (559) 292-2490. That's 292-2490. A message in the public interest for Kerman, Fresno & the Central Valley from your friends at Oldies But Goodies™, KOKO 94."

**\*Central Valley Care Foundation (CARE): Teddy Woods; (559) 579-6874; teddywoods36@gmail.com**

Central Valley Care Foundation: **Fundraising with the Oakland Raiders**

Five (5) LIVE Public Service Announcements Aired: 07/29/2014 – 08/01/2014 (Monday – Friday 6AM – 7PM)

The Central Valley Care Foundation (CVCF) was founded as a non-profit organization in 2008. The foundation's mission is to help the Fresno area community become a better place to live and raise a family by sponsoring activities and events that promote leadership, education, and teamwork. CVCF is teaming up with the Oakland Raiders to get you into see Fresno's own Derek Carr in action. On behalf of fundraising with CVCF, for every ticket sold \$20 goes back to the organization. Get your tickets today!

Ad Council: **Shelter Pet Adoption – Best in the Show for Dog**

Thirty-Five (35) One Minute Public Service Announcements Aired: 07/15/2014– 09/30/2014  
(Monday – Sunday 6AM – 12AM)

A commentator's voice comes on and welcomes back the audience to the dog show. He introduces a dog whom is a member of the shelter pet group, a group who is known for their couch snuggling, ball chasing, face licking, tail wagging, backyard hanging and of course their companionship. The commentators go on to talk about the type of breed the dog is and the color of his coat. The best way to know an amazing shelter pet is to meet one. Visit the shelter pet project dot org today. Adopt!

Ad Council: **Shelter Pet Adoption – Feather/Cat**

Fifty-Two (52) Thirty Second Public Service Announcements Aired: 07/14/2014 – 09/30/2014  
(Monday – Sunday 6AM – 12AM)

"Me, a cat, moving in with a new human. She likes to play these strange games; like this feather. She sticks in my face and I swat it away. It's like she thinks I enjoy it, but seeing how much she likes it, makes it worthwhile. Humans." A person is the best thing that can happen to a shelter pet. Be that person, adopt!

Ad Council: **Shelter Pet Adoption – Super Buddies Experience**

Fifty-Four (54) Thirty Second Public Service Announcements Aired: 07/14/2014 – 09/30/2014  
(Monday – Sunday 6AM – 12AM)

"Adopting a new pet is a rewarding experience. Shelter pets make super pets. Your new best friend will steal your heart, bring you happiness, and enrich your life with years to come. You can make the difference in the life of an animal. Adopt and bring home a shelter pet today. To find out more, visit the shelter pet project dot org. This message has been brought to you by the Humane Society of the United States."

#### **IV. SAFETY/DRUG & ALCOHOL**

Ad Council: **Buzzed Driving Prevention – Expensive Night**

Three (3) One Minute Public Service Announcements Aired: 07/01/2014 – 07/08/2014

(Monday – Sunday 6AM – 12AM)

Getting pulled over for buzzed driving can cost about \$10,000.00 in fines, legal fees, and increased insurance rates. Nothing kills a buzz like getting pulled over for buzzed driving because buzzed driving is drunk driving. Brought to you by the National Highway Traffic Administration and the Ad Council.

Ad Council: **Buzzed Driving Prevention – Drive Around**

Seven (7) Thirty Second Public Service Announcements Aired: 07/01/2014 – 07/11/2014

(Monday – Sunday 6AM – 12AM)

It's obvious when you're buzzed whether you've only had a few drinks or a lot. Getting pulled over and busted for buzzed driving can cost about \$10,500.00 in fines, legal fees, and increased insurance rates. Nothing kills a buzz like getting pulled over for buzzed driving. Buzzed driving is drunk driving. Brought to you by the National Highway Traffic Administration and the Ad Council.

Ad Council: **Buzzed Driving Prevention – GPS**

Four (4) Thirty Second Public Service Announcements Aired: 07/01/2014 – 07/11/2014

(Monday – Sunday 6AM – 12AM)

Even if you take precautions to drive carefully after a few drinks, cops will not be fooled. Getting caught for buzzed driving can cost around \$10,000.00 in fines, legal fees, and increased insurance rates. Nothing kills a buzz like getting pulled over for buzzed driving. Buzzed driving is drunk driving. Brought to you by the National Highway Traffic Administration and the Ad Council.

***\*Feed My Sheep Ministries contact: Pastor Bruce Hood – 4239 N. Gilroy Ave. Fresno, CA 93722;***

***(559) 978-5469***

Feed My Sheep Ministries: **March against Meth Car & Bike Show & Rally**

Thirty-Four (34) Two Minute Forty-Four Second Public Service Announcements Aired:

09/14/2014 – 09/26/2014 (Monday – Sunday 9PM – 12AM)

Pastor Bruce Hood speaks: “Feed My Sheep Ministries is an organization with focus more out in the community. Our mission is to help those suffering from drug addiction. Our church provides rehab facilities for men with drug addiction problems, and shelter for homeless women and children, food to the community and all those things that help build a good and healthy lifestyle. We never stop because all the problems with methamphetamine still exist. We're here to tell you about our March against Meth Car & Bike Show at Manchester Center. On Saturday September 27<sup>th</sup>, we'll be at the parking lot at Shields & Blackstone. There will

be a stage with live bands, food and drinks everywhere, a custom car show, and there will be a truck and bike show. If you, or someone you know, that might have a problem with Meth, every organization will be there handing out information. There will be a special guest speaker, Chief Jerry Dyer of the Fresno Police Department. At around 6:00PM, two big semi-trucks will arrive, loaded down with 80,000 pounds of food for distribution to the needy. Anyone can come, it's all free. Everyone knows about the problem with methamphetamine, and everyone knows it's huge and it's bad, and when people get involved in it, we see their lives go down and down the tube, until death takes them out. Join us September 27<sup>th</sup> to march against meth."

Feed My Sheep Ministries: **March against Meth Car & Bike Show & Rally**

Fifty-Seven (57) One Minute Public Service Announcements Aired: 09/18/2014 – 09/27/2014  
(Monday – Sunday 6AM – 7PM)

Join KOKO94 & Feed My Sheep Ministries as we march against Methamphetamine addiction. Come out to Manchester Center for a car & bike show, on Saturday September 27<sup>th</sup> starting at 9AM. Chief Jerry Dyer will be the guest speaker this year. KOKO 94 will be handing out CDs, stop by our booth and say hello to your favorite on air personality. At the end of the show, around 6:00PM, over 80,000 pounds of food will be distributed to the needy. If you have questions or want to enter your car, bike or truck in the show, call Pastor Bruce Hood at 978-5469.

Feed My Sheep Ministries: **National Night Out**

Forty – Two (42) Thirty-Three Second Public Service Announcements Aired: 07/28/2014 – 08/05/2014  
(Monday – Sunday 6AM - 12AM)

Feed My Sheep Ministries in Fresno invites everyone to the National Night Out, Tuesday August 5<sup>th</sup> at Quigley Park at Fruit and Dakota. It's your chance to discuss community issues with your neighbors and civic leaders. Chief Jerry Dyer will be the guest speaker. There will be a car and bike show, a basketball tournament, a bounce house, and games for the kids and free food. For more information call Pastor Bruce Hood at (559) 978-5469. That's 978-5469. The National Night Out, Tuesday August 5<sup>th</sup>, at Quigley Park in Fresno. Presented in part by Feed My Sheep Ministries and solidly supported by Oldies But Goodies™ KOKO 94.

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For Public Service contracts, sales orders, and transcripts please refer to the FCC 3<sup>rd</sup> Quarter 2014 Public Service File, located in the Public File at the KOKO – FM/94.3, Big Broadcasting Inc. office during business hours.

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