

Big Broadcasting Inc.
KOKO-FM 94.3
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City of License: Kerman CA
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ISSUES & PROGRAMS LIST

April 2014/May 2014/June 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**

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

I. SAFETY/DRUGS & ALCOHOL

- **March Against Meth – Spring Car show and Awareness Campaign.**
- **AD Council – Buzzed Driving Prevention**

II. EDUCATION

- **Valley Caregiver Resource Center – Alzheimer/Dementia Support**
- **AD Council – Financial Literacy**

III. HEALTHCARE

- **AD Council – Childhood Asthma**
- **AD Council – Healthcare Enrollment**

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

I. COMMUNITY EVENTS

- **City of Kerman – Teen Lock-In**
- **Girl Scout Troops from Kerman – Kerman Earth Day & Eggstravaganza**
- **Kerman Chamber of Commerce – Festival of The American Spirit Fireworks Show**
- **Landmark Community Church – Family Carnival**

Contacts:

Theresa Johnson, City of Kerman, Parks & Recreation (559) 846-9383

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

Angie Martinez, Girl Scout Troops 2260 & 3100 (559) 286-5081

Anna Madrid, Landmark Community Church, (559) 846-7034

Issue – There are a lot of reasons why a youth might “slip through the cracks” in society. But, this station believes that a big reason a young person might turn to gangs, drugs, violence and other negative activities is because they lack of positive influences in their upbringing and had nowhere to go to express themselves positively and be nurtured.

City of Kerman Parks & Recreation: **Teen Lock-In**

Eighty One (81) Thirty Second Public Service Announcements Aired: 05/15/14 – 06/27/2011 (Monday – Sunday 6AM-12AM)

Kerman teenagers are reminded that the next "Teen Lock-In" will be Saturday night, June 28th at the Kerman Community Teen Center at 15101 West Kearney Blvd. in Kerman. "Lock-In's" are open to all 7th thru 12th grade students. Enjoy a fun-filled night of games, prizes and dancing, along with a fully-stocked snack bar.

All attendees must have a sign permission slip by a parent or guardian and \$8.00 for admission. Doors open at 9pm, and lock down is at 11pm. No one comes in and no one goes out till 6am.

Issue – The city of Kerman is a small town, many listeners gripe 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, communities, services, community groups, and businesses.

Kerman Girl Scout troops 2260 and 3100: **Kerman Earth Day & Eggstravaganza**

Fourteen (14) Sixty Second Public Service Announcements Aired: 04/10/2014 – 04/18/2014 (Monday – Sunday 6AM-12AM).

The city of Kerman's Lions Park (744 Park Ave.) is hosting its second annual Kerman Earth Day and Eggstravaganza. The theme this year is water conservation, and attendees can bring plastic water bottles to recycle and learn about recycling by participating in an Easter egg hunt and community litter pick-up. Other outdoor activities will be taking place, and Girl Scout attendees can earn “fun patches.” The event takes place Saturday, April 19, 2014 from 9 a.m. to noon.

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

Ninety One (91) One Minute Thirty Second Public Service Announcements Aired: 06/12/2014 – 06/30/2014 (Monday – Sunday 7PM-12AM).

Linda Geringer from the Kerman Chamber of Commerce invites everyone to the Kerman Festival of the American Spirit Fireworks Show, on Wednesday July 3rd at the Kerman High School Stadium. There will be many activities for the children, such as a bounce house, pony rides, train rides, a slide & obstacle course. There will be several food vendors, BBQ, shaved ice, fresh fruit smoothies, and other deserts. Also, there will be vendors with crafts jewelry and more. Entertainment includes the Kerman Community Band and DJ Dave and we welcome back the Riverdale youth Choir. Admission charge is \$5.00 for adults and \$3.00 for children 4 to 10. The show will take place at the Kerman High School Stadium. Address is 205 South First Street. Gates open at 6pm. Fireworks display is approximately 9:20pm. Admission charge is \$5.00 for adults and \$3.00 for children 4 to 10. You can save \$1.00 per ticket if you pre-purchase your tickets at the following businesses in Kerman: Subway, Valley Food Super Center, West America Bank, Central Valley Community Bank, Sebastian and the Kerman Chamber of Commerce. Bring your chairs and blankets, sorry no ice chests are allowed. For more information about the fireworks check the website www.kermanchamber.org. Hope to see everyone at the Festival of the American Spirit Fireworks Show in Kerman on July 3rd!

** KOKO gave away 40 tickets (10 family 4 packs) – ON-AIR Included contesting teasers and promos. Info on the event was listed on the community page on www.koko94.com.*

Landmark Community Church: **1st Annual Family Carnival**

Fifty Four (54) :60 Second Public Service Announcements Aired: 06/12/2014 – 06/20/2014 (Monday – Sunday 6AM-12AM).

Attention Kerman residents: Landmark Community Church in Kerman would like you to join them for their very 1st Annual Carnival, Saturday, June 21, 2014 from 11am to 6pm. There will be prizes, games, food, bounce house, slides, face painting, over 20 vendors and so much more! The carnival will be held at Kerckoff Park, 15061 W. G Street in Kerman. This event will benefit the children's departments as well as what is needed for the church. It will be a lot of fun for the entire family. Cost: Free Admission. You pay for the tickets for the various rides & games when you arrive.

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

Contacts: *Pastor Bruce Hood, Feed My Sheep Ministries 559-978-5469*

Issue – Methamphetamine is the number one synthetic drug produced, sold and used in the Central Valley. It's a dangerous drug because it takes hold on the first try (every time). Unlike Heroin, it's cheaper to make and quicker to mass produce. Teenagers and young adults are the most vulnerable to it.

Feed My Sheep Ministries: **March Against Meth & Embrace Education Car Show**

Twenty (20) Four Minute Fifty Five Second Public Service Announcements Aired: 04/22/2014 – 05/2/2014 (Monday – Sunday 7PM-12AM).

Pastor Bruce Hood of Feed My Sheep Ministries describes his work with the "down-fallin" in West Fresno. On Saturday, May 3, 2014, there will be a community awareness event. Feed My Sheep and The Associated Students at Fresno City College are partnering to bring a March and Rally against Meth & promote education. Plans are to bring out the young people at Fresno City and the communities together with a custom car show, food, free bike repair, kids fair, dance contest, talent show, and live music all day. Everything is absolutely free. The plan is to help the students, and their families that might be addicted to meth, and other types of drugs as well. We know from experience and talking with people in the community, which once a student starting using, they usually drop out and all the possibilities are lost. The community loses the next doctor, lawyer, or community leader. Come out and show your support.

Feed My Sheep Ministries: **March Against Meth & Embrace Education Car Show**

Fourteen (14) :30 Second Public Service Announcements Aired: 04/22/2014 – 05/2/2014 (Monday – Sunday 6AM-12AM).

The community is invited to 2nd Annual March Against Meth/Embrace Education Car Show on Saturday, May 3, 2014 at Fresno City College from 10am to 3pm. There will be live bands, dance contest with cash prizes, bounce house & carnival games for the kids, & a car show. Free food & drinks & more! Also, Special Guest Speaker is Fresno Police Chief Jerry Dyer.

Issue – As a caregiver it can be challenging to care for adults with brain impairing conditions, such as Alzheimer's disease, stroke, Parkinson's and traumatic brain injury.

Valley Caregiver Resource Center (VCRC): **Alzheimer/Dementia Support Groups**

Twenty Nine (29) Thirty Second Public Service Announcements Aired: 06/06/2014 – 06/23/2014 (Monday – Sunday 6AM-12AM).

Valley Caregiver Resource Center (VCRC) is having a support group meeting, Tuesday, June 24, 2014 located at 38-45 N. Clark St. in Fresno. This meeting will start at 10am. The group is open to caregivers and offers the chance to exchange information, share feelings, difficulties and more in a supportive environment.

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

Issue – 41 million people in the United States were uninsured, exposing themselves and their families to significant financial risks in cases of medical issues, accidents and emergencies. The Affordable Care Act was passed to help address these issues by providing new coverage options such as free doctors' visits, emergency visits and maternity care.

I. HEALTH

Ad Council: **Health Insurance Enrollment – Take Care People**

Thirty Six (36) Sixty Second Public Service Announcements Aired: 04/07/14 – 04/30/14 (Monday – Sunday 6AM – 12AM)

Twenty (20) Thirty Second Public Service Announcements Aired: 04/08/14 – 04/30/11 (Monday – Sunday 6AM – 12AM).

Hey America, we're your pets & this song is dedicated to those people who don't have health insurance yet. Enroll we say, we want you to be okay, Enroll we say, take care people for goodness sake. Health insurance is now affordable, covers prescriptions, hospitalizations and preventive care. Visit getcoveredamerica.org to learn more & take care people.

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

Thirty (30) One Minute Public Service Announcements Aired: 05/07/14 – 06/30/14 (Monday – Sunday 6AM – 12AM).

Hey, parents with children with asthma, a song comes on..vacuum up the floor to help stop the stop asthma attacks. Simple steps can help your kids breathe easier. Vacuum up the floor to help keep your house free from dust, dander & dust mites. For more breathe tips to help stop asthma attacks, go to noattacks.org.

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

Twenty Three (23) Thirty Second Public Service Announcements Aired: 05/08/14 – 06/29/14 (Monday – Sunday 6AM – 12AM).

Hey, parents with children with asthma, a song comes on... don't smoke in the house, don't smoke around the kids, don't smoke in the car.. it can trigger the asthma. Preventing asthma attacks can be as simple as making your home or car smoke-free. For more easy tips go to noattacks.org

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

Twenty Five (25) Thirty Second Public Service Announcements Aired: 05/09/14 – 06/30/14 (Monday – Sunday 6AM – 12AM).

Hey, parents with children with asthma, a song comes on... come on & clean up the mold, it can trigger asthma attacks in kids young & old... Preventing asthma attacks can be as simple as cleaning up the mold in your house. For more breathe easy tips go to noattacks.org.

II. EDUCATION

Issue – young adults, aged 25 to 34, have often reached the stage in their lives when they buy new cars, get married, start families and apply for mortgages. Unfortunately their savings are low, and the burden of their debt is taking a toll on both their financial and personal health. That's 42 million people that need help getting on the right financial track.

Ad Council: **Financial Literacy**

Thirty Nine (39) Thirty Second Public Service Announcements Aired: 04/7/14 – 05/06/14 (Monday – Sunday 6AM – 12AM).

Well, I finally did it my student loan is finally paid off... What? What about our plan to win the lottery & start living, travel the world or a vacation on the French Riviera? You know we're never gonna win the lottery, right? When it comes to financial stability, don't get left behind. Get tools for tips & savings at feedthepig.org.

III. SAFETY

Issue – In 2012, deaths in crashes involving drunk drivers with a blood alcohol concentration (BAC) of .08+ numbered 10,322--that's one person every 51 minutes. Though the drunk-driving prevention campaign has been very successful, research showed that many people thought the messages to be targeted at overtly drunk drivers, and not them. When decision time came, they would consider themselves merely "buzzed" and get behind the wheel.

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

Twenty Two (22) One Minute Public Service Announcements Aired: 05/07/14 – 06/30/14 (Monday – Sunday 6AM – 12AM).

Getting pulled over for buzzed driving could cost you around \$10,000 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 Safety Administration and the Ad Council

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

Twenty Four (24) Thirty Second Public Service Announcements Aired: 05/07/14 – 06/28/14 (Monday – Sunday 6AM – 12AM).

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

Twenty Four (24) Thirty Second Public Service Announcements Aired: 05/15/14 – 06/28/14 (Monday – Sunday 6AM – 12AM).

For Public Service contracts, sales orders, and transcripts please refer to the FCC 2nd 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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