

Big Broadcasting Inc.
KOKO-FM 94.3
2775 E. Shaw Ave.
Fresno CA 93710
PH (559) 292-9494
FAX (559) 294-7041
City of License: Kerman CA
DATE FILED: 10/10/15

ISSUES & PROGRAMS LIST

July 2015/ Aug. 2015/Sept. 2015

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 *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

- Kerman Chamber of Commerce – Kerman Harvest Festival

*Contacts: Linda Geringer, Kerman Chamber of Commerce (559) 846-6343
Jeanna Burdine-Slaven, City of Kerman, Senior Center Events Coordinator (559) 846-9329*

Issue – Being that the City of Kerman is a small 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, communities, services, community groups, and businesses.

City of Kerman; Chamber of Commerce: **Harvest Festival**

Nineteen (19) One Minute Twenty Seven second Public Service Announcements Aired: 9/10/2015 – 09/17/2015 (Monday – Sunday 6AM-12AM).

Linda Geringer of The Kerman Chamber of Commerce speaks: We invite you to the Kerman Harvest Festival, September 17th – 20th, at Kirchoff Park in Downtown Kerman. Saturday September 17th, is the 71st Annual Kerman Harvest Parade at 10am in downtown 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 5pm, children are free when accompanied by an adult. For more information, contact The Kerman Chamber of Commerce.

Kerman Chamber of Commerce:

Harvest Festival

Eleven (11) Two Minute Thirty Four second Public Service Announcements Aired: 09/11/2015 – 09/20/2015 (Monday – Sunday 7PM-12AM).

Linda Geringer of The Kerman Chamber of Commerce speaks: We invite you to the Kerman Harvest Festival, September 17th – 20th, 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 Ceremony with musical entertainment by the Kerman Community Band. Thursday is Senior Citizens Recognition Day with scheduled bingo games, and a raffle drawing, for seniors 55 or over. Friday, gates open at 5pm. The carnival is open till midnight. Saturday September 19th, is the 71st Annual Kerman Harvest Parade at 10am in downtown on Madera Ave. Following the parade, the gates will open at 11am, and parade awards at 2pm. Saturday evening, Jazzy –D Studio will perform at 6:30pm. Afternoon music will be provided by DJ Dave and Lighting Entertainment. Sunday evening, Mariachi Cachanilla will perform from 7pm to 10pm. Throughout the four day festival Paul Maurer Carnival Show, Rides & games will be open, as well as the food booths, crafts and misc. vendors. Something new this year is a homemade salsa contest. To register, download form from the Kerman Chamber website – kermanchamber.org. Admission is free on Thursday. Regular admission charge is five dollars for adults and three dollars for children 4 to 10. For more information, contact The Kerman Chamber of Commerce.

II. EDUCATION

Issue – Diabetes has reached epidemic proportion in the state of California as the Golden State has the highest population of diabetics than any other state in the nation. The prevalence of diabetes is significantly higher in the Central Valley compared to other regions in the state. The death rate attributed to diabetes is higher in Fresno County than the rate of the entire state.

California Health Collaborative:

Diabetes Self – Management Classes

One Hundred and Seventy One (171) One Minute Public Service Announcements Aired: 07/01/15 – 08/12/15 (Monday – Sunday 6AM – 12AM)

Hello this is Rosendo Iniguez with the Diabetes Education Program of the California Health Collaborative. I know from personal experience that diabetes can be stressful and difficult to manage. That is why the Diabetes Education Program is providing free diabetes self-management classes throughout the community. Our next classes will be every Thursday beginning on July 9th through August 13th at the Kerman Senior Center located at 720 S. 8th Street in the city of Kerman. For more information, please call us at 559-244-4538. The classes will be from 12 – 1pm and will include great information as well as free giveaways including blood sugar monitor vouchers, exercise bands and raffle prizes. The classes are completely free so join us. Again for more information, please call us at 559-244-4538. The classes will begin July 9th at the Kerman Senior Center located at 720 S. 8th Street from 12 – 1pm. To register please call us at 559-244-4538. Also, check us out on Facebook by searching Diabetes Education Program and looking for the D.E.P. logo. We hope to see you in Kerman.

III. General Safety

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*

City of Kerman: **Cooling Centers**

One Hundred and Twenty Six (126) Thirty Second Public Service Announcements Aired: 07/01/2015 – 08/21/2015 (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 8th St. and the Kerman Branch Library at 15081 W. Kearney Blvd.

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):

Feed My Sheep Ministries contact: Pastor Bruce Hood, 117 E. Lemon Ave. Fresno, CA 93706 (559) 978-5469

Ad Council contact: Sarah Kayson, Managing Director - 600 Battery St. SF, CA 94111, 415-626-3532 www.adcouncil.org

1. SAFETY/DRUGS & ALCOHOL

- **Feed My Sheep Ministries – National Night Out**
- **AD Council – Buzzed Driving Prevention**

2. COMMUNITY ISSUES/ INVOLVEMENT/EVENTS

- **Feed My Sheep Ministries – Community Food Bank Fundraiser**
- **AD Council – Discovering Nature**
- **AD Council – Bullying Prevention**

3. HEALTH

- **AD Council – High Blood Pressure**

1. SAFETY/DRUGS & ALCOHOL

Issue – Since launching this campaign in 1983, more than 68% of Americans report that they have tried to prevent someone from driving after drinking. In 1998, America experienced its lowest number of alcohol-related fatalities since the U.S. Department of Transportation began keeping records.

Feed My Sheep Ministries:

National Night Out – Drug & Crime Prevention Event

Eighty – Two (82) One minute Public Service Announcements Aired: 07/14/15 – 08/03/15 (Monday – Sunday 7PM – 12AM)

KOKO 94 community update from Feed My Sheep Ministries - National Night Out is a crime and drug

prevention event that is sponsored by Pastor Bruce and Feed My Sheep Ministries. This year's event was held at Quigley Park in Fresno on Tuesday, August 4th from 5:30 pm to 8:00 pm.

The community is invited to a fun-filled evening with music, entertainment, food, kids activities and more, and an opportunity to meet Fresno's police chief, Jerry Dyer.

The event is designed to strengthen community-police partnerships to:

- Heighten crime and drug prevention awareness
- Generate support for, and participation in, local anti-crime efforts
- Strengthen neighborhood spirit and police/community partnerships

Send a message to criminals letting them know neighborhoods are organized and fighting back

AD Council: **Buzzed Driving Prevention/Online Dating**

Fifteen (15) Thirty Second Public Service Announcements Aired: 07/15/15 – 07/31/15
(Monday – Sunday 7PM – 12AM)

If you're a single man under the age of 35 you probably want to know what the ladies are looking for on an online dating site. A guy who had a few drinks and later got pulled over for buzzed driving. See, that can cost you around \$10,000 in fines, legal fees and increased insurance rates and doesn't a guy whose back living with his parents, but calls them my roommates just scream mister right. Buzzed, busted and broke. Because buzzed driving is drunk driving. Brought to you by the National Highway Traffic Safety Administration (NHTSA) and the AD Council.

AD Council: **Buzzed Driving Prevention/Attention Men**

Fifteen (15) One Minute Public Service Announcements Aired: 07/15/15 – 07/31/15
(Monday – Sunday 6AM – 12AM)

Attention men under the age of 35. You know what really impresses the ladies? When a guy has a few drinks and later gets pulled over for buzzed driving. That can cost you around \$10,000 in fines, legal fees and increased insurance rates. There goes let's grab dinner and movie. Oh I know you drive more carefully when you're buzzed. You've proven that hundreds of times. A woman admires that kind of confidence and you've practiced how to speak if a cop does pull you over. Slowly, clearly and politely like: good evening officer. A woman admires that kind of foresight. And what woman doesn't find it adorable that you call it buzzed even though the law calls it drunk. You can kiss \$10,000 goodbye along with any chance of having a girlfriend. Because nothing says I'm a catch more than a guy who lives in his parent's basement and calls it my place. Buzzed, busted and broke. Because buzzed driving is drunk driving. A message from the National Highway Traffic Safety Administration (NHTSA) and the AD Council.

AD Council: **Texting & Driving Prevention/Fact**

Twenty – Six (26) Fifteen Second Public Service Announcements Aired: 07/15/15 – 09/15/15
(Monday – Sunday 7PM – 12AM)

At highway speeds, the average text takes your eyes off the road for about five seconds. That's enough time to travel the length of a football field. StopTextsStopWrecks.org. Brought to you by the National Highway Traffic Safety Administration (NHTSA) and the Ad Council.

2. COMMUNITY ISSUES/ INVOLVEMENT/EVENTS

Feed My Sheep Ministries:

Community Food Bank Fundraiser

Fifty – Two (52) One minute Public Service Announcements Aired: 08/31/15 – 09/11/15
(Monday – Sunday 7PM – 12AM)

KOKO 94 community update from Feed My Sheep Ministries – This is Pastor Bruce hood from FMSM – We have a big problem that not only exists in Fresno County but the world and it's hunger. Every week, we hand out food to families in need, but the need is so great that Feed My Sheep Ministries has bought property to build a food warehouse. On Sunday, September 13th 2015, Feed My Sheep Ministries is bringing in Norman Carter, former lead singer of the Delfonics to perform two shows, 10:30am & 12pm. The show is free & we'll also be feeding everyone brunch, which is also free for everyone who attends.

We're inviting everyone to come out for this free mini concert. Please come eat with us, fellowship with us & hear great music. For more information, you may contact Pastor Bruce Hood of Feed My Sheep Ministries at 559-978-5469.

AD Council:

Discovering Nature/Only In the Forest

Twenty – Eight (28) Thirty Second Public Service Announcements Aired: 07/15/2015 – 09/30/2015
(Monday – Sunday 7PM – 12AM)

Only in the forest can you see this. Owl hoots. But nothing beats the moment you see that. Cool! That's your child's eyes opening up to a world of possibilities. There are some moments only the forest can inspire. Find yours at discovertheforest.org. Learn about forests near you and discover cool things to do when you go and you might just see this. Visit discovertheforest.org. Brought to you by the U.S. Forest Service and the Ad Council.

AD Council:

Discovering Nature/Redwoods

Fifteen (15) One Minute Public Service Announcements Aired: 07/15/2015 – 07/31/2015
(Monday – Sunday 7PM – 12AM)

Dad! Come on! Over here! Look at this dad! Whoa! The moment my son saw a Redwood tree. It's huge! Is the moment that I knew for him... You can't even see the top of that thing. Even the sky has no limit. There are some moments only the forest can inspire. Find yours at discovertheforest.org. Learn about forests near you and discover cool things to do when you go like hiking, biking, fishing or camping. Or do your own thing when you get there with family and friends. Your moment is out there, find it at discovertheforest.org. That's discover the forest dot org. Brought to you by the U.S. Forest Service and the Ad Council.

Issue – Bullying statistics are staggering, more than 80% of high school students in the U.S. reporting that they witness bullying at least once a week. Statistics also show that nearly 13 million—more than 1 in 4 children—experience some form of bullying per year. Whether, it is as the bully, bullied and /or both. Bullying is growing concern for parents, but research has shown that if the parent talks to their children about bullying, their children are more likely to take actions against bullying.

AD Council:

Bullying Prevention/Learning

Thirteen (13) One Minute Public Service Announcements Aired: 08/14/2015 – 08/31/2015
(Monday – Sunday 7PM – 12AM)

Today in school I learned a lot. In chemistry I learned that no one likes me. In English I learned that I'm disgusting and in Physics I learned that I'm a loser. Today in school I learned that I'm ugly and I'm useless. And in gym I learned that I'm pathetic and a joke. In History I learned that I'm trash. Today in school I learned that I have no friends. In English I learned that I make people sick. And at lunch I learned that I sit on my own because I smell. In chemistry I learned that nobody likes me. In Biology I learned that I'm fat and stupid. And in math I learned that I'm trash. The only thing I didn't learn in school today...The only thing I didn't learn

today...The only thing I didn't learn is why no one ever helps. Kids witness bullying every day, they want to help, but they don't know how. Teach them how to stop bullying and be more than a bystander at stopbullying.gov. A message from the AD Council.

I'm a little tea pot short and stout. Here is my handle and here is my spout. No dad, like this. When I get all steamed up then I shout. Tip me over and pour me out. This is WWE Superstar Roman Reins. The smallest moment can have the biggest impact on a child's life. Take time to be a dad today. Visit fatherhood.gov. Brought to you by U.S. Department of Health and Human Services and the Ad Council.

3. HEALTH

AD Council:

High Blood Pressure/Leaving

Sixteen (16) Thirty Second Public Service Announcements Aired: 08/07/15 – 09/25/15
(Monday – Sunday 7PM – 12AM)

Dear John, I'm leaving. Uncontrolled high blood pressure is serious and I can quit whenever I want. Why can't we get back to when you checked on me? I don't want to leave, but remember, when I quit, you quit. Sincerely, your heart. Listen clearly to your heart, don't let it quit on you. High blood pressure can lead to a stroke, heart attack or death. Get yours to a healthy range today. Find out how at heart.org/bloodpressure. A message from the American Heart Association, the American Stroke Association and the Ad Council.

For Public Service contracts, sales orders, and transcripts please refer to the FCC 3rd Quarter 2015 Public Service File, located in the Public File at the KOKO – FM/94.3, Big Broadcasting Inc. office during business hours.

Created & Transcribed By:

Unique Aguilar: _____

KOKO FM/ Traffic Administrator/Public Service Administrator

Witnessed By:

Janae Estrada: _____

KOKO FM/Supervisor – Business Manager