

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

Oct. 2015/ Nov. 2015/ Dec. 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 Covenant Church – Grief Share Evenings
- Kerman Senior Center – Kerman Holiday Toy and Food Drive
- Feed My Sheep Ministries – Christmas Tree Lots

*Contacts: Pastor Paul Depledge, Kerman Covenant Church (559) 846-5307*

*Philip Gallegos, City of Kerman, Community Services Director (559) 846-9328*

*Jeanna Burdine-Slaven, City of Kerman, Senior Center Events Coordinator (559) 846-9329*

*Pastor Bruce Hood, Feed My Sheep Ministries (559)978-5469*

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*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.

Kerman Covenant Church:

**Grief Share Evenings**

Thirty – Five (35) Twenty – Three Minutes Public Service Announcements Aired: 10/16/2015 – 11/29/2015 (Monday – Sunday 6AM-12AM).

The new sessions of grief share evenings are going on now through early December at Kerman Covenant Church on the corner of Del Norte and Whitesbridge Avenues in Kerman. It's a non-denominational group helping those on the journey from mourning to joy. The only cost is for journal books and scholarships are available. To find out more about grief share call Kerman Covenant Church at 559-846-5307 or call us here at KOKO94.

Kerman Senior Center:

### **Kerman Holiday Toy and Food Drive**

Fifty – Seven (57) Fifty – Seven Seconds Public Service Announcements Aired: 12/04/2015 – 12/15/2015 (Monday – Sunday 6AM – 12AM).

Jeanna Burdine-Slaven, the Kerman Senior Center Events Coordinator speaks. “The KCSO has set December 18<sup>th</sup> as the date for its 2015 Holiday Toy and Food Drive. Each year, the KCSO provides assistance to approximately 200 families in the community who might not have the opportunity to share in the spirit of the season. The KCSO provides food boxes for families, and toys and gifts for their children, ages infant to 17 years. KOKO94 is partnering with the KCSO to help collect toys and nonperishable foods, and welcomes anyone who would like to donate to drop them off at KOKO94's ‘Oldies But Goodies’ CD's! For more information about the KCSO Holiday Toy and Food Drive, please call Arlene at 559-846-9324. Kerman's KCSO and KOKO94, wishes you and your family a very Happy Holiday!”

Feed My Sheep Ministries:

### **Christmas Tree Lots**

Twenty – Three (23) Forty – Three Seconds Public Service Announcements Aired: 12/17/2015 – 12/22/2015 (Monday – Sunday 6AM – 12AM).

The Holiday Season is here and Feed My Sheep Ministries has four Christmas Tree lots with four convenient locations. Shields and Del Mar, North Blackstone and East Cornell, Clinton and Marks, and Road 145 between Ashlan and Dakota in Kerman. All proceeds will go towards the building of a new food warehouse. Feed My Sheep Ministries feeds over 250 families per week in the Central Valley. Hunger is a real problem and Feed My Sheep Ministries provides help to those families in need. For more information contact Pastor Bruce Hood at 559-978-5469. That's 559-978-54-69. KOKO94, Pastor Bruce and Feed My Sheep Ministries wishes you and your family a very Happy Holiday.

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**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):**

*\*California Health Collaborative contact: Rosendo Iniguez, Program Coordinator – 1680 W. Shaw Ave. Fresno, CA 93711, 559-244-4538 [www.healthcollaborative.org](http://www.healthcollaborative.org)*

*\*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**
  - California Health Collaborative – Kerman Health Expo
  - AD Council – Food Safety Education
- II. SAFETY DRUGS & ALCOHOL**
  - AD Council – Buzzed Driving Prevention
- III. COMMUNITY ISSUES/ INVOLVEMENT/EVENTS**
  - AD Council – Community Engagement
  - AD Council – Hunger Prevention

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## I. 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:

### **Kerman Health Expo**

Twenty – Three (23) Forty – Two Seconds Public Service Announcements Aired: 10/08/2015 – 10/17/2015 (Monday – Sunday 6AM – 12AM).

Hello everyone, this is Rosendo Iniguez. We are partnering again with KOKO94 to promote the upcoming Kerman Health Expo. The Kerman Health Expo will provide free blood pressure and sugar screenings as well as diabetes and health education, music, raffles and much more. Saturday, October 17<sup>th</sup> from 10am to 2pm. And for the first time in Central Valley history Canzilla will make an appearance. So bring the whole family to the Kerman Health Expo on Saturday, October 17<sup>th</sup> from 10am to 2pm at the Kerman Community Center in Kerman. Free blood pressure and sugar screenings, diabetes education, music, raffles and much more. Bring the whole family to the Kerman Health Expo on Saturday, October 17<sup>th</sup> from 10am to 2pm at the Kerman Community Center in Kerman. See you there!

*Issue* – The Centers for Disease Control and Prevention (CDC) estimates that 48 million Americans get foodborne illnesses each year. That equals out to roughly 128,000 hospitalizations and 3,000 deaths. Those with weakened immune systems such as children and the elderly are especially at risk of contracting food poisoning.

AD Council:

### **Food Safety Education/Alvin & the Chipmunks**

Twenty – Eight (28) Thirty Seconds Public Service Announcements Aired: 11/17/2015 – 12/31/2015 (Monday – Sunday 6AM – 12AM).

Alvin and the Chipmunks want to remind you to keep bacteria and food from making you ill with four simple steps. This will be a walk in the park. Clean. Wash hands and surfaces often. I'm waiting for the rinse cycle. Separate. Keep raw meats away from ready to eat foods. Yup! Cook. Make sure meat, poultry and seafood is cooked to the right temperature. Fire in the hole! And chill. Refrigerate food promptly. Bingo! Check your steps at [foodsafety.gov](http://foodsafety.gov). Brought to you by the USDA, HHS and the Ad Council. The road trip to food safety starts at [foodsafety.gov](http://foodsafety.gov).

## II. 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.

AD Council:

### **Buzzed Driving Prevention/Attention Men**

Forty – Five (45) One Minute Public Service Announcements Aired: 12/04/2015 – 12/31/2015 (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.

### **III. COMMUNITY ISSUES/ INVOLVEMENT/EVENTS**

*Issue* – United Way works with local communities to figure out what a place needs and helps create a real change. United Way wants to inspire people to get engaged and partner with them in their efforts to address education, income and health challenges in local communities to create a real lasting change.

AD Council: **Community Engagement/The Difference Is You**

Three (3) One Minute Public Service Announcements Aired: 11/17/2015 – 11/18/2015  
(Monday – Sunday 6AM – 12AM)

This is Nom Dies Simoua. I play football for the Philadelphia Eagles, but what I do off the field with United Way might be more important. I'm a volunteer tutor and mentor. Why, because over a million kids a year drop out of school and that's not okay. It takes 12 years to create a graduate, but it takes about the same amount of time to create a dropout. And the difference between a child becoming one or the other could be me or it could be you. Studies show that if we get to these kids earlier their chances are better. And kids that read well by third grade are more likely to graduate. So join me and United Way. Suit up and take the pledge. Become a volunteer reader, tutor or mentor. Because when a child succeeds, we all succeed. Give. Advocate. Volunteer. Live united. Take the pledge at [UnitedWay.org](http://UnitedWay.org). Brought to you by United Way, the Ad Council and the National Football League.

AD Council: **Community Engagement/Cheering Section**

Three (3) Thirty Second Public Service Announcements Aired: 11/12/2015 – 11/17/2015  
(Monday – Sunday 6AM – 12AM)

Hey! Russell Wilson here and I know how important exercise is. With Play 60, United Way and the NFL are helping kids stay active and play at least 60 minutes a day. But what this place needs is you. To donate or volunteer go to [UnitedWay.org/Play60](http://UnitedWay.org/Play60) because great things happen when we live united. Are you guys going to do that every time? Brought to you by United Way and the Ad Council.

*Issue* - Hunger is an ongoing concern for millions of Americans and many don't realize it's disproportionate on children. Nearly 16 million children—1 in 5 kids in America—face hunger.

AD Council: **Hunger Prevention/Food Angels**

Forty – One (41) One Minute Public Service Announcements Aired: 11/10/2015 – 12/30/2015  
(Monday – Sunday 6AM – 12AM)

Hey America! We need to have a little talk. We've got more food in our country than we know what to do with. Food at the grocery store and food in the vending machines. Fast food, healthy food, and seafood. We've got so much food that any food people don't buy we just psh, throw out. Yet 17 million kids struggle with hunger.

That ain't right. Luckily the feeding America nationwide network of food banks has volunteers gathering excess food and giving it to hungry kids. They're kinda like food angels. Yah, I made that up. It's kinda catchy. Hello people! This isn't rocket science. We can solve hunger today. To start become a food angel yourself by supporting Feeding America and your local food bank at [feedingamerica.org](http://feedingamerica.org). That's a website, duh! We can't do it without your help. Brought to you by Feeding America and the AD Council.

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For Public Service contracts, sales orders, and transcripts please refer to the FCC 4<sup>th</sup> Quarter 2015 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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