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KOKO-FM 94.3
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DATE FILED: 03/08/15

ISSUES & PROGRAMS LIST

January 2015/ February 2015/March 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 *general* PROGRAMS/SPOTS aired to address some of the ISSUES previously mentioned (appealing to a broader audience, beyond our city of license):

- I. EDUCATION**
 - Valley Caregiver Resource Center – Men's Support Group
 - HICAP – Volunteer Meeting
 - AD Council – Hispanic College Enrollment
- II. ECONOMY/JOBS/FORECLOSURE**
 - Foreclosure Prevention Assistance
- III. HEALTH**
 - AD Council – Enrollment in Health Insurance
- IV. SAFETY/DRUGS & ALCOHOL**
 - AD Council – Buzzed Driving Prevention
 - AD Council – Texting & Driving Prevention
- V. COMMUNITY ISSUES/ INVOLVEMENT/EVENTS**
 - AD Council – Community Engagement
 - AD Council – Bullying Prevention
 - AD Council – Job Training & Employment
 - AD Council – Pathways to Employment

City of Kerman; Senior Center: **Valentines Potluck & Dance**

Thirty – Five (35) LIVE Public Service Announcements Aired: 02/09/15 – 02/20/15
(Monday – Friday 6AM – 7PM)

The Kerman Senior Center is having a Valentines Potluck dinner, dance and raffle Friday, February 20th. The dance begins at 6:30pm where you can enjoy the music of the Mellowtones. The raffle will begin at 8:00pm. Raffle tickets are on sale at the Kerman Senior Center, 720 S. 8th St. in Kerman. All tickets proceeds go towards the upcoming Senior Citizen's Prom & Volunteer Recognition Program. This event is free and open to public, try and take a potluck item please.

City of Kerman; Senior Center: **Indoor Rummage Sale**

Forty – Three (43) Thirty Second Public Service Announcements Aired: 02/16/15 – 02/27/15
(Monday – Sunday 6AM – 12AM)

Community update. Saturday, February 28th there will be an indoor rummage sale held from 7:00am 'til 3pm inside the Kerman Senior Center located at 720 S. 8th St. in Kerman. All proceeds go towards the upcoming Senior Citizen's Prom & Volunteer Recognition Program. If you would like to donate items to the indoor rummage sale, or would like more information, please call (559) 846-9329. This has been a community update. The Valley's Greatest Hits, KOKO 94.

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:

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

I. EDUCATION

Issue – As a caregiver it can be challenging to care for adults with brain impairing complications, such as; Alzheimer's disease, Stroke, Parkinson's disease and traumatic brain injuries.

Valley Caregiver Resource Center (VCRC): **Support Group**

Sixty – Eight (68) Thirty Second Public Service Announcements Aired: 02/01/15 – 02/22/15
(Monday – Sunday 6AM – 12AM)

Citizens of Kerman and the Central Valley should be aware of the next Men's Caregiver Support group meeting at the 'Valley Caregiver Resource Center' located at 3845 N. Clark Street in Fresno. The date is Monday, February 23rd at 10am. The group is open to male caregivers, not specific to any diagnosis. It's a chance to exchange information, feelings, difficulties and more in a supportive environment. For more information, contact the Valley Caregiver Resource Center at (559) 224-9154...a reminder in the public interest for Kerman, Fresno and all of the Central Valley from your friends at KOKO 94.

Issue – The Senior Medicare Patrol (SMP) program recruits volunteers to become part of the solution to stop Medicare fraud. With Medicare fraud on the rise, these volunteers work at senior centers, health fairs, and other place within their community. They help educate their peers about health fraud, how to protect their identity, and how to review their Medicare Summary Notices.

Health Insurance Counseling & Advocacy (HICAP): **Senior Medicare Patrol (SMP) Program Meeting**

Twenty – One (21) LIVE Public Service Announcements Aired: 01/29/15 – 02/04/15

(Monday – Friday 6AM – 7PM)

At HICAP, the Health Insurance Counseling and Advocacy Program, their volunteers help people with Medicare solve real problems and save significant money. Head over to their no obligation informational meeting and learn what HICAP volunteering is all about. If you have any questions please call (559) 224-9117 or give us a call at KOKO 94.

Issue – Today, one-fourth of all public school students are Hispanic within the U.S. Studies show that currently, 69% of Hispanic high school graduates are going directly to college. This rate is higher than that of the general population. This surge in college-bound Hispanic students calls for more information about college and more financial resources than before.

AD Council: **Hispanic College Enrollment/Adam Rodriguez**

Twelve (12) Thirty Second Public Service Announcement Aired: 02/13/15 – 02/27/15

(Monday – Sunday 6AM – 12AM)

Adam Rodriguez speaks. Hi this is Adam Rodriguez. Did you know that today one out of every four American kids is Hispanic? That means that many of the future doctors, engineers, scientists, and entrepreneurs of our country can be your kids. We know how hard it is to send them to college. This is why we want you to know you are not alone. Many support you and the Hispanic Scholarship Fund helps you prepare, plan and pay for your kid's college education. Learn more at HSF.net. Brought to you by the Hispanic Scholarship Fund and the Ad Council.

AD Council: **Hispanic College Enrollment/ Edward James Olmos**

Eleven (11) Thirty Second Public Service Announcement Aired: 02/13/15 – 02/27/15

(Monday – Sunday 6AM – 12AM)

Edward James Olmos speaks. This is Edward James Olmos. Did you know that today one out of every four American kids is Hispanic? That means many of the future doctors, engineers, and entrepreneurs of our country can be your kids. We all know how hard it is for you to send them to college. This is why many support you and the Hispanic Scholarship Fund helps you prepare, plan and pay for your kid's college education. Learn more at HSF.net. Brought to you by the Hispanic Scholarship Fund and the Ad Council.

II. ECONOMY/JOBS/FORECLOSURE

Issue – Making Home Affordable is an initiative from the U.S. government that includes a mortgage modification program to provide eligible homeowners with more affordable monthly mortgage payments. For struggling homeowners, the Federal government has make free resources available to learn about their options under the program and work with an expert at a U.S. Department of Housing and Urban Development (HUD) approved counseling agency for free.

AD Council: **Foreclosure Prevention Assistance/This Is Why**

Twenty – Three (23) Thirty Second Public Service Announcement Aired: 01/01/15 – 01/30/15

(Monday – Sunday 6AM – 12AM)

This is why you work so hard to pay the mortgage, because home is more than four walls and a roof. It's that porch swing on a summer evening. It's everybody over for Sunday dinner and your family sleeping in their own beds at night. Making Home Affordable is a free government resource that can make paying the mortgage easier. Call (888) 995-HOPE or visit MakingHomeAffordable.gov. Goodnight Mama. This is why, brought to you by the U.S. Treasury HUD and the Ad Council.

AD Council: **Foreclosure Prevention Assistance/Isolation Updated**

Twenty – Five (25) One Minute Public Service Announcements Aired: 01/01/15 – 01/30/15
(Monday – Sunday 6AM – 12AM)

You're struggling with your mortgage. You think about it, you don't do anything but think about it. What are we going to do if we lose the house? Where are we going to go? At work I can't let anyone find out. I'm so embarrassed. At dinner how can I tell the kids? It's going to wreck their lives. And at three o'clock in the morning, I don't know what to do. I don't know how to get through this. What's going to happen to us? It's time to stop thinking. It's time to start dialing, call 1(888) 995-HOPE for a free government program that offers expert one-on-one advice about your mortgage options. I'm all alone. No you're not. We've helped over one million homeowners and we want to help you. And now there are more ways to help. Call 1(888) 995-HOPE or visit MakingHomeAffordable.gov. Brought to you by the U.S. Treasury HUD and the Ad Council.

III. HEALTH

Issue – 41 million people in the United States were uninsured at the launch of this campaign. They exposed themselves and their families to significant financial risks in case of medical issues, accidents and emergencies.

AD Council: **Enrollment in Health Insurance/Take Care People**

Twenty – Four (24) Thirty Second Public Service Announcement Aired: 01/01/15 – 01/30/15
(Monday – Sunday 6AM – 12AM)

We're your pets and this song is dedicated to those people who don't have health insurance yet. Pets start singing. Enroll we say. We want you to be okay. Enroll we say. Take care people for goodness sake. Health insurance is now affordable. It covers prescriptions, hospitalizations, and preventative care. Visit GetCoveredAmerica.org to learn more. And take care people. Brought to you by Get Covered America and the Ad Council.

AD Council: **Enrollment in Health Insurance/Take Care People**

Twenty – Four (24) One Minute Public Service Announcement Aired: 01/01/15 – 01/27/15
(Monday – Sunday 6AM – 12AM)

Hey America! We're your pets and this song is dedicated to those people who don't have health insurance yet. Pets start singing. Enroll we say. We want you to be okay. Enroll we say. Take care people for goodness sake. There's a plan for every budget so don't expect defeat. Now you can get covered and still buy me treats. Enroll! So listen to me a talking Pug you see. If you get health insurance preventative care is now free. So sweet. You take care of your pets, now it's their turn to take care of you. Visit GetCoveredAmerica.org to learn about your health insurance options. That's GetCoveredAmerica.org. And take care people. Brought to you by Get Covered America and the Ad Council.

IV. SAFETY/DRUGS & ALCOHOL

Issue – In 2012, deaths in crashes involving drunk drivers with a blood alcohol concentration (BAC) of .08+ numbered 10,322—that’s one every 51 minutes. Though the drunk-driving prevention campaign has been very successful, research showed that many people thought the message to be targeted at overly 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: 03/04/15 – 03/30/15
(Monday – Sunday 6AM – 12AM)

It’s Thursday night and your grabbing drinks with some friends. Started off with a pitcher for the table, which quickly becomes two. There’s pool and then there’s the photo booth. Followed naturally by an order of wings, and another. Then there’s the ceremonial night cast. And lastly it’s back to the car which if you’re buzzed...could be the most expensive night of your life. Getting pulled over for buzzed driving can 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 (NHTSA) and the AD Council.

AD Council: **Buzzed Driving Prevention/Ryan Seacrest**

Thirty – One (30) Thirty Second Public Service Announcements Aired: 03/04/15 – 03/30/15
(Monday – Sunday 6AM – 12AM)

Hi I’m Ryan Seacrest for RAAADD. Over 300 people in this country are killed every week by a drunk driver. That’s an equivalent of two 747 plane crashes every single week. And the problem isn’t going away unless we all do our part to stop it. So if you see someone who’s about to drive after drinking, get the keys! Don’t leave it up to anyone else. Friends don’t let friends drive drunk. A public service announcement brought to you by RAAADD, the National Association of Broadcasters and the AD Council.

Issue – One Million people chat and text while driving every day. People feel pressure to remain constantly in contact, even if it’s behind the wheel. Drivers do not realize the dangers that are posed when they take their eyes off of the road and their hands off the wheel and also take their focus away from driving.

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

Twenty – Six (26) Thirty Second Public Service Announcements Aired: 03/04/15 – 03/30/15
(Monday – Sunday 6AM – 12AM)

Did you just look down at your phone? You did it again didn’t you? You know you’re flying down the road in a three ton hunk of steel. And the text takes your eyes off the road for an average of five seconds. At 55MPH that’s long enough to travel the length of a football field and cause some serious damage. Turn it off, trust me. Whatever it is, you’ll live. Learn more at stoptextstopwrecks.org. Brought to you by the AD Council and the National Highway Traffic Safety Administration (NHTSA).

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

Twenty – Five (25) Fifteen Second Public Service Announcement Aired: 03/04/15 – 03/31/15
(Monday – Sunday 6AM – 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.

V. 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**

Twenty – Three (23) One Minute Public Service Announcements Aired: 01/01/15 – 01/30/15
(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. Brought to you by United Way, the Ad Council and the National Football League.

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

Twenty – Three (23) Thirty Second Public Service Announcements Aired: 01/02/15 – 01/30/15
(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 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 – 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**

Twenty (20) One Minute Public Service Announcements Aired: 01/19/15 – 01/23/15 & 03/03/15 – 03/31/15
(Monday – Sunday 6AM – 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.

Issue – Goodwill is a global social services enterprise and the leading nonprofit provider of job training programs and career services in the United States and Canada. Goodwill uses the revenue earned from these sales to fund job training, employment placement services and other community programs.

AD Council: **Job Training & Employment/I Got The Job**

Fourteen (14) Thirty Second Public Service Announcements Aired: 03/03/15 – 03/31/15
(Monday – Sunday 6AM – 12AM)

Phone rings. Hey sweetie! What's going on? Well honey, I uh, have some news. Okay. What? All that training paid off. I got the job. Aww! I knew you would get it! So when do you start? When you donate stuff to Goodwill, you help provide job training for people right here in your community. Goodwill. Donate stuff, create jobs. Find your nearest donation center at goodwill.org. A message from Goodwill and the AD Council.

AD Council: **Job Training & Employment/How We Do It**

Twenty – Five (25) One Minute Public Service Announcement Aired: 03/03/15 – 03/31/15
(Monday – Sunday 6AM – 12AM)

Take a look under your bed. Find stuff under there? What about jobs? No? Now try your basement. There's a pair of overalls, that overall you're not so into anymore. A perfectly good laptop that hasn't seen your lap in months and even more stuff, but still no jobs. Well, you really have both. See, stuff is defined as household articles considered as a group. Sometimes this stuff is no longer needed. Wait, no longer needed, that can't be right. Because remember those jobs you were looking for? Those are really needed. And they're the stuff inside your stuff. Even inside that winter coat that moved with you to Phoenix. Our job is to unlock those jobs. And it starts when you donate your stuff to your local Goodwill. Here's how we do it. When you donate to Goodwill we sell your stuff to provide job training for people right here in your community. So, just by teaming up with Goodwill, you help create jobs. And isn't that worth parting with a left over keytar from your 80's cover band. Goodwill, donate stuff, create jobs. Find your nearest donation center at Goodwill.org. A message from Goodwill and the Ad Council.

Issue – Today in the United States, companies are struggling to fill more than 4 million entry-level positions, while 6 million 16-to-24 year olds remain out of work, out of school, and without access to the economic mainstream. These young adults, known as the Grads of Life, are motivated, loyal, hard workers who take responsibility for their futures, but lack opportunity often because they have yet to earn traditional credentials that employers value. For many businesses, the hiring process is largely built around points of elimination and a series of assumptions.

AD Council: **Pathways to Employment/Best Vs Standard**

Eleven (11) Thirty Second Public Service Announcement Aired: 02/13/15 – 02/27/15
(Monday – Sunday 6AM – 12AM)

Listen. As a hiring manager, I've got to tell you. The best job candidate isn't always the typical candidate. Sometimes they're a Grad of Life. Meet the Grads of Life. Young adults of unique determination and experience. An ideal fit for your company in an entry level position, internship, or mentorship. They might not have every qualification you typically look for, but they're exactly what your company needs. Sometimes the

best candidates aren't the ones your use too. Go to GradsofLife.org to learn how to find, cultivate and train this great pool of untapped talent. Brought to you by the AD Council and GradsofLife.org.

AD Council:

Pathways to Employment/Chance

Eleven (11) One Minute Public Service Announcement Aired: 02/13/15 – 02/27/15
(Monday – Sunday 6AM – 12AM)

You wanted to see me? Yes, please have a seat. So, here's the thing, when this company brought you we took a chance on you. You didn't have that four year college degree we typically look for. Right! But, we gave you a shot anyway and since then, you've worked incredibly hard and given it your all. Thanks. You've been an important asset to the team, but I don't think you can be an intern here anymore. We want to hire you. Ya...you're serious? Absolutely! Find your next great employee. Introduce yourself to the Grads of Life. Who are they? Talent worth knowing about. Young adults of unique determination and experience. An ideal fit for your company in an entry level position, internship, or mentorship. They might not have every qualification you typically look for, but they're exactly what your company needs. I won't let you down. I know. Don't miss out on a resource many innovative companies have already discovered. Go to GradsofLife.org to learn how to find, cultivate and train this great pool of untapped talent. Brought to you by the AD Council and GradsofLife.org.

For Public Service contracts, sales orders, and transcripts please refer to the FCC 4th 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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