

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

October 2016/ November 2016/ December 2016

*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

- The Father's House of Kerman – Trunk or Treat 2016
- Kerman Senior Center – Holiday Toy & Food Drive
- Kerman Recreation & Community Services – Breakfast with Santa
- Valley Caregiver Resource Center – Elder Law Seminar
- Feed My Sheep Ministries – Thanksgiving Dinner
- Feed My Sheep Ministries – Christmas Tree Lots

*Contacts: Officer Erika Rodriguez, Kerman Police Department (559) 846-6633  
Father Bryan Arabian, The Father's House of Kerman (559) 846-3644  
Philip Gallegos, City of Kerman, Community Services Director (559) 846-9328  
Jeanna Burdine-Slaven, City of Kerman, Senior Center Events Coordinator (559) 846-9329  
Theresa Johnson, City of Kerman, Parks & Recreation (559) 846-9383  
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.*

City of Kerman; The Father's House of Kerman: **Trunk or Treat 2016**

Sixty – Six (66) One Minute and Fifteen Seconds Public Service Announcements Aired:  
10/14/2016 – 10/31/2016 (Monday – Sunday 6AM – 12AM).

The Father's House of Kerman and the Kerman Area Ministerial Association teamed up to host the 2016 Trunk or Treat. Trunk or Treat is an alternative to door to door knocking in a safe environment. Everything is free including food, drinks, face painting, bounces houses and lots of candy. Trunk or Treat at Kerckhoff Park in Kerman on October 31<sup>st</sup> from 6:30pm till' 8:30pm.

City of Kerman; Senior Center: **Holiday Toy & Food Drive**

Sixty – Seven (67) LIVE Public Service Announcements Aired:  
11/02/2016 – 12/09/2016 (Monday – Friday 6AM – 7PM).

One Hundred and Five (105) One Minute and Five Seconds Public Service Announcements Aired:  
11/01/2016 – 12/09/2016 (Monday – Sunday 6AM – 12AM).

KOKO94 teamed up again with the Kerman Senior Center for the annual 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 and provide toys to over 700 children. The KCSO provides food boxes for families, and toys and gifts for their children, age's infant to 18 years old. KOKO94 will be collecting unopened toys and canned food until Friday, December 9<sup>th</sup>, during business hours. Listeners who donate will receive a mini bundle of CDs.

City of Kerman; Recreation & Community Services: **Breakfast with Santa**

Forty – Nine (49) One Minute Public Service Announcements Aired:  
11/21/2016 – 12/04/2016 (Monday – Sunday 6AM – 12AM).

Kick – off the holiday season with Breakfast with Santa, an event for the whole family to enjoy. Enjoy a delicious breakfast of a variety of items, make a holiday craft and have pictures taken with Santa. Breakfast with Santa will be at the Community Teen Center on Saturday, December 10<sup>th</sup> from 9:00am till' 11:00am.

Valley Caregiver Resource Center: **Elder Law Seminar**

Twelve (12) One Minute and Thirty – Four Seconds Public Service Announcements Aired:  
11/01/2016 -11/04/2016 (Monday – Sunday 6AM – 12AM).

Valley Caregiver Resource Center invites all un-paid family caregivers to the “Elder Law Seminar” with guest speaker Kevin Gunner, Attorney at Law. Kevin Gunner will review Elder Law issues dealing with Powers of Attorney, Advance Health Care Directives, Wills, Trusts, Conservatorships, Long Term Medical Care and other legal matters relevant to all family caregiving situations. Elder Law Seminar held on November 4<sup>th</sup> at the Central Valley Regional Center from 2:00pm till' 4:00pm.

Feed My Sheep Ministries: **Community Thanksgiving Dinner**

Forty – Three (43) One Minute and Eighteen Seconds Public Service Announcements Aired:  
11/04/2016 – 11/21/2016 (Monday – Sunday 6AM – 12AM).

Feed My Sheep Ministries is estimating to feed over 500 local families this Thanksgiving. The amount of families grows each year due to poverty, social problems in the community and lack of jobs. Feed My Sheep Ministries is asking the community for help in feeding these local unfortunate families this Thanksgiving. Feed My Sheep Ministries would be grateful for any donations of turkeys, potatoes, canned foods, etc. for this great event. Feed My Sheep Ministries held its 10<sup>th</sup> Annual Community Complete Free Thanksgiving Dinner on November 22<sup>nd</sup> at 3:00pm at the Feed My Sheep Ministries Church in Fresno.

Feed My Sheep Ministries:

### **Christmas Tree Lots**

Sixty – Three (63) One Minute and Eighteen Seconds Public Service Announcements Aired:  
12/06/2016 – 12/23/2016 (Monday – Sunday 6AM – 12AM).

The Holiday Season is here and Feed My Sheep Ministries has three Christmas Tree lots with three convenient locations. Shields and Del Mar, 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.

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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):**

*\* Kerman Police Department contact: Erika Rodriguez – 850 W. B St. Kerman, CA 93630, 559-846-6633*

<http://cityofkerman.net/police-department/>

*\*Total Life Change: Pastor Tod Harris – 1300 E. Shaw Suite 152, Fresno, CA 93710, 559-475-9779*

<https://tlc777.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. SAFETY DRUGS & ALCOHOL**

- **Total Life Change – Addiction Seminars**
- **AD Council – Underage Drinking and Driving Prevention**
- **AD Council – Buzzed Driving Prevention**

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

- **Bethany Christian Services – National Adoption Month**
- **Kerman City – Adopt-a-Pet**
- **AD Council – Shelter Pet Adoption**
- **AD Council – Community Engagement**
- **AD Council – Meals on Wheels**
- **AD Council – Hunger Prevention**

#### **III. GENERAL SAFETY**

- **Kerman City – Child Safety Seat Check-Up**
- **AD Council – Safe Firearms Storage**
- **AD Council – Texting and Driving Prevention**

#### **IV. EDUCATION**

- **AD Council – Reducing Food Waste**

## **I. SAFETY/DRUGS & ALCOHOL**

Total Life Change:

### **Addiction Seminars**

Three (3) Live Public Service Announcements Aired:

10/05/2016 – 10/06/2016 (Monday – Friday 6AM – 7PM).

If you or a love one had a problem with addiction, help is available and out there. Total Life Change was offering a free session on addiction October 8<sup>th</sup> at Clovis Hills Community Church from 9:00am till' 12:00pm. To sign up, call 559-475-9779 or visit [TLC777.org/help](http://TLC777.org/help).

AD Council:

### **Underage Drinking & Driving Prevention/Pool Party**

Thirty (30) Thirty Seconds Public Service Announcements Aired:

12/01/2016 – 12/31/2016 (Monday – Sunday 6AM – 12AM).

Despite the fact that each state has a National Minimum Drinking Age law, drivers under the legal drinking age continue to drink and drive. Drivers between the ages of 15 and 20 are involved in 10 percent of all fatal crashes and 32 percent of the drivers in this group had a BAC of .01 or higher. If you drink and drive underage you could pay fines, do community service, and lose your license.

AD Council:

### **Buzzed Driving Prevention/John Ondrasik**

Twenty – Nine (29) Public Service Announcements Aired:

12/01/2016 – 12/31/2016 (Monday – Sunday 6AM – 12AM).

On average, every 52 minutes someone is killed in an alcohol-related car accident. Traffic Statistics show that younger drivers aged 21 – 34, predominantly men, were responsible for nearly 60% of alcohol-related traffic crashes. If you are busted driving buzzed it can cost up to \$10,000 in fines, legal fees and increased insurance rates.

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

Bethany Christian Services:

### **National Adoption Month**

Eighty – Six (86) Thirty Seconds Public Service Announcements Aired:

11/01/2016 – 11/30/2016 (Monday – Sunday 6AM – 12AM).

112,000 children in the US foster care system alone are currently awaiting adoption. Bethany Christian Services, a global non-profit adoption and child welfare adoption agency is bringing awareness for the more than 140 million vulnerable children around the world awaiting the love and affection from a loving family. Visit [Bethany.org](http://Bethany.org) for resources.

City of Kerman:

### **Adopt A Pet**

Fifty – One (51) Thirty Seconds Public Service Announcements Aired:

10/01/2016 – 10/31/2016 (Monday – Sunday 6AM – 12AM).

Open your heart to fostering an animal. The Kerman Animal Services Adopt-a-Pet facilitates the fostering of animals. They also provide information and photos on lost pets. The physical address of the Kerman Animal Shelter is 15485 W. Church Ave., Kerman, CA 93630. Visit the Kerman Adopt-a-Pet Facebook page at Kerman Animal Services. Remember fostering saves lives.

AD Council:

**Shelter Pet Adoption/ Pets Anthem**

Twenty – One (21) One Minute Public Service Announcements Aired:  
10/01/2019 – 10/31/2016 (Monday – Sunday 6AM – 12AM).

Each year, 6-8 million dogs and cats enter shelters and rescue groups, yet only half of those will be adopted. This leaves millions of healthy and treatable dogs and cats who still need our help to find a home. Millions of Americans look for a new cat or dog to bring home every year. Encourage them to find their furry friends at shelters and rescue groups.

AD Council:

**Community Engagement/Cheering Section**

Twenty – Five (25) Fifteen Seconds Public Service Announcements Aired:  
12/01/2016 – 12/31/2016 (Monday – Sunday 6AM – 12AM).

United Way is committed to advancing the common good. United Way is creating opportunities for a better life for everyone; they work with local communities to figure out what a place needs and helps to create real change. Get engaged and partner with United Way in their efforts to address education, income, and health challenges in local communities to create real, lasting change.

AD Council:

**Meals on Wheels/Harvey**

Twenty – Four (24) One Minute Public Service Announcements Aired:  
12/01/2016 – 12/31/2016 (Monday – Sunday 6AM – 12AM).

For the more than 2.4 million seniors who depend on Meals on Wheels each year, a quick chat and a warm hello can make all the difference in the world. More than 2 million dedicated volunteers make up the backbone of Meals on Wheels, a national, community-based network committed to seniors' health, safety and well-being. This network delivers 1 million meals to seniors in need each day. They also provide important safety checks – and make meaningful connections with seniors in their communities. Simply by dedicating their time to serving seniors in need, volunteers can make an incredible difference. With 1 in 6 seniors already facing the threat of hunger and the senior population projected to double by 2050, Meals on Wheels has a pressing need for new volunteers.

AD Council:

**Hunger Prevention/Laila Ali**

Twenty – Nine (29) Thirty Seconds Public Service Announcements Aired:  
12/01/2016 – 12/31/2016 (Monday – Sunday 6AM – 12AM).

Hunger is a concern for millions of Americans. Nearly 13 million children struggle with hunger in the United States. That's 1 in 6 kids. Feeding America brings attention to this issue—and the collaborative efforts to end it. Visit [FeedingAmerica.org](http://FeedingAmerica.org) to support the Feeding America nationwide network of food banks and join the fight to end hunger in America.

**III. GENERAL SAFETY**

City of Kerman:

**Child Safety Seat Check-Up**

Forty – Two (42) Thirty Second Public Service Announcements Aired:  
10/07/2016 – 10/15/2016 (Monday – Sunday 6AM – 12AM).

Did you know that 90% of child safety seats are not being used correctly? To assist in keeping your child safe, Kerman City will be offering a free child safety seat check-up. This event is hosted by the Kerman Police Department on October 15<sup>th</sup> from 9:00am till 12:00pm. Participants must have a child safety seat. Funding is provided by Fresno County First 5.

AD Council: **Safe Firearms Storage/Feel Safer**

Twenty (20) One Minute Public Service Announcements Aired:  
10/01/2016 – 10/31/2016 (Monday – Sunday 6AM – 12AM).

AD Council: **Safe Firearms Storage/Heard It On The News**

Twenty – Seven (27) Thirty Seconds Public Service Announcements Aired:  
10/01/2016 – 10/31/2016 (Monday – Sunday 6AM – 12AM).

According to a study by the RAND Corporation using statistics from the CDC, approximately 1.4 million homes have firearms stored that makes them accessible to the wrong hands—children, at-risk youth, potential thieves, and those who intend to harm themselves or others. Urge current and prospective firearms owners to safely lock up their guns when they're not in use. Direct firearms owners to [NCPC.org](http://NCPC.org) to determine the best safety solutions to fit their households. Emphasize that owning a firearm comes with both rights and responsibilities, and strives to encourage a national dialogue among the general public about firearms and firearms safety.

AD Council: **Texting & Driving Prevention/Look Down**

Twenty – One (21) Thirty Seconds Public Service Announcements Aired:  
10/07/2016 – 10/31/2016 (Monday – Sunday 6AM – 12AM).

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

Twenty – One (21) One Minute Public Service Announcements Aired:  
10/07/2016 – 10/31/2016 (Monday – Sunday 6AM – 12AM).

Most people agree that looking at a phone while driving is distracting and can increase the chance of an accident. That means drivers in your community are posting, liking, commenting and browsing while they are behind the wheel even though they know it's a bad idea. 25% of teens respond to a text message once or more every time they drive. No matter how confident a person is in their driving skills, there are no special abilities that make it safe to use a phone while driving.

#### **IV. EDUCATION**

AD Council: **Reducing Food Waste/Pavlov Purpose**

Twenty – Five (25) One Minute Public Service Announcements Aired:  
12/01/2016 – 12/31/2016 (Monday – Sunday 6AM – 12AM).

Across the entire production and consumption chain, about 40% of all food in the United States goes to waste. Most families don't even realize how much food they toss out—an average of 1,000 pounds per year per family of four. [SaveTheFood.com](http://SaveTheFood.com) shows how making shopping lists, freezing food and using leftovers can significantly reduce the 20 pounds of food each person throws away in a single month.

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For Public Service contracts, sales orders, and transcripts please refer to the FCC 4<sup>th</sup> Quarter 2016 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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