

Big Broadcasting Inc.
KOKO-FM 94.3
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ISSUES & PROGRAMS LIST

January 2017/February 2017/ March 2017

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 City – Sweetheart Dance
- Kerman Covenant Church – Grief Share Meetings
- Kerman Senior Center – Senior Prom and Volunteer Recognition Dinner
- Kerman Parks and Recreation – Earth Day and Easter Eggstravaganza
- Feed My Sheep Ministries – Custom Bike Show

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Theresa Johnson, City of Kerman, Parks & Recreation (559) 846-9383
Pastor Bruce Hood, Feed My Sheep Ministries (559) 978-5469*

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:

Sweetheart Dance

Forty – Three (43) One Minute Public Service Announcements Aired:
01/25/2017 – 02/11/2017 (Monday – Sunday 6AM – 12AM).

The city of Kerman is inviting everyone 21 years old and over to come out to the “Sweetheart Dance”, Saturday, February 11 at the SBF Kerman Portuguese Hall. The entry fee will be \$20 per person. Twenty percent of the proceeds will be used to purchase shoes for kids within the community. Come out for a good cause and celebrate Valentine’s Day. Donations will also be accepted.

Kerman Covenant Church:

Grief Share Meetings

Sixty – Six (66) One Minute Public Service Announcements Aired:
01/24/2017 – 03/03/2017 (Monday – Sunday 6AM – 12AM).

The next session of grief share meetings will begin on January 30, 2017 and will run through May 8, 2017. The meetings will be held at Kerman Covenant Church from 7:00 – 8:30pm. The “Journey from Mourning to Joy” meetings have helped many people who have lost loved ones through the grieving process. The meetings feature biblical teachings on grief and recovery.

City of Kerman; Senior Center:

Senior Prom and Volunteer Recognition Dinner

Fifty – Six (56) One Minute Public Service Announcements Aired:
02/15/2017 – 03/20/2017 (Monday – Sunday 6AM – 12AM).

The Kerman Senior Center will be hosting its annual Senior Prom and Volunteer Recognition Dinner this year on Friday, March 31. This year’s theme will be the 60’s! Come out and have fun and help them recognize those who donate their time to volunteer within the community. The Kerman Senior Center will be taking donations for prizes to be given away to the volunteers.

Feed My Sheep Ministries:

Custom Bike Show

Eighty – Eight (88) One Minute and Thirty Seconds Public Service Announcements Aired:
03/09/2017 – 03/31/2017 (Monday – Sunday 6AM – 12AM).

Feed My Sheep Ministries and 559 Alliance will host the 6th Annual Custom Bike Show, Saturday, April 1st at Fink White Playground from 10:00a – 3:00p. Come out for some free food and drinks, free haircuts and free manicures and stay for the family fun. There will be a clown, puppet show, face painting and carnival games to keep the kids entertained. The E.O.C. will be there to help kids who have dropped out of school, there will be job possibilities, free bike repair, a dance contest with prizes and Feed My Sheep Ministries will have a free drawing for 20 bicycles.

City of Kerman, Parks and Recreation:

Earth Day and Easter Eggstravaganza

Forty – Seven (47) Thirty Seconds Public Service Announcements Aired:
03/16/2017 – 03/31/2017 (Monday – Sunday 6AM – 12AM).

Celebrate spring in 2017 at the 5th annual Earth Day and Easter Eggstravaganza on the Saturday before Easter at Lions Park. There will be activities for the whole family including games, face painting, pictures with the Easter bunny, Earth Day activities and egg hunts for kids ages 1-12 years old.

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):

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

I. EDUCATION

- AD Council – Financial Literacy
- AD Council – College Access
- AD Council – High School Equivalency
- AD Council – Supporting Minority Education

II. HEALTH

- AD Council – Stroke Awareness
- AD Council – High Blood Pressure
- AD Council – Type 2 Diabetes Prevention

III. GENERAL SAFETY

- AD Council – Seat Belt Safety
- AD Council – Texting and Driving Prevention

IV. SAFETY DRUGS & ALCOHOL

- AD Council – Buzzed Driving Prevention
- AD Council – Underage Drinking and Driving Prevention

V. COMMUNITY ISSUES/ INVOLVEMENT/EVENTS

- AD Council – Diversity & Inclusion
- AD Council – Pathways to Employment

I. EDUCATION

Issue – Young adults, ages 25 to 34, have often reached the stage in their lives when they buy new cars, get married, start families, apply for mortgages and start paying off their student loans. Unfortunately, their savings are low and the burden of their debt takes a toll on both their financial and personal health. That's 42 million people that need help getting on the right financial track. Studies show that 4 in 10 state that they have a hard time saving up even \$25 a week.

AD Council:

Financial Literacy/Gift to Future Me

Twenty – Five (25) One Minute Public Service Announcements Aired:
01/01/2017 – 01/31/2017 (Monday – Sunday 6AM – 12AM).

Dave is saving a little bit of money from every paycheck and putting into his savings account for himself in the year 2037. With this extra money he has put aside, he can use it for emergencies or to splurge on himself. Putting away a few bucks every check can feel like a million bucks in a couple of years. Save some money from each check or contribute more into your 401k for a rainy day. For free ideas or easy ways to save, visit FeedThePig.org.

AD Council:

Financial Literacy/Grown Up

Twenty – Seven (27) Thirty Seconds Public Service Announcements Aired:

01/01/2017 – 01/31/2017 (Monday – Sunday 6AM – 12AM).

In a normal relationship a woman and man are discussing what it is to be grown up. The woman states that having a comic book collection is not a being grown up. The man counters stating that each paycheck he put money into his 401k for their future and that is being a grown up. For free ideas or easy ways to save, visit FeedThePig.org.

Issue – Young people from low-income and minority families face overwhelming barriers when enrolling in college. They have a lack of financial resources, emotional support and lack of being adequately prepared. Less than half of high school graduates immediately enroll in college.

AD Council: **College Access/Life is like school**

Twenty – Seven (27) Fifteen Seconds Public Service Announcements Aired:
01/01/2017 – 01/31/2017 (Monday – Sunday 6AM – 12AM).

DJ Khaled states that life is like school; you will be tested and you must pass it. GetSchooled.com offers tips and help for students on college applications, high school coursework.

AD Council: **College Access/Major Keys**

Twenty – Six (26) Fifteen Seconds Public Service Announcements Aired:
01/01/2017 – 01/31/2017 (Monday – Sunday 6AM – 12AM).

DJ Khaled shares a major key alert stating, don't fail yourself, the key is to make it in life. Learn the major keys to get into college at GetSchooled.com

Issue – In the United States, more than 29 million adults do not have a high school diploma. Studies show that adults whom do not have their diploma tend to work multiple jobs in the least stable positions, earn less money than those whom have their high school graduation and experience a lower quality of life. Studies also show that nearly 30 percent of adults with household incomes at or below the federal poverty line do not have a high school diploma.

AD Council: **High School Equivalency/Jackie**

Twenty – Seven (27) One Minute Public Service Announcements Aired:
01/01/2017 – 01/31/2017 (Monday – Sunday 6AM – 12AM).

Jackie shares a little about herself. When she was 18 years old she let her mistakes take over her life. She was only .5 credits away from completing high school and she didn't finish. 10 years later when she was 28, she found out she was pregnant and had to do what was best for her and her daughter. She went back and graduated. Find free adult education classes near you at FinishYourDiploma.org

AD Council: **High School Equivalency/Karim**

Twenty – Seven (27) Thirty Seconds Public Service Announcements Aired:
01/01/2017 – 01/31/2017 (Monday – Sunday 6AM – 12AM).

Karim shares a little about himself. He wants to break the barrier of no one in his family graduating from high school and his daughter was also motivation for him. He worked during the day and went to school at night to

finish his credits to graduate at the age of 26. Find free adult education classes near you at FinishYourDiploma.org

Issue – Today, more than 60,000 minority students attend college each year with the help and support from the UNCF. UNCF has raised more than \$4.3 billion, which has helped more than 400,000 college-bound minority students. Even with the numbers of students going up each year, there is still a persistent gap between minority students and other students. These minority students face the high cost of college and the lack of financial assistance. “A mind is a terrible thing to waste, but a wonderful thing to invest in!”

AD Council: **Supporting Minority Education/Opportunity Charles**

Twenty – Four (24) Thirty Seconds Public Service Announcements Aired:
02/01/2017 – 02/28/2017 (Monday – Sunday 6AM – 12AM).

Charles states that people are always looking to invest into a good opportunity. He says that you can invest into the future of kids the same way as a stock. Not an ordinary stock, but a stock for social change. With your investment it helps students such as him go to college.

AD Council: **Supporting Minority Education/Stock Tip Alisha**

Twenty (20) One Minute Public Service Announcements Aired:
02/02/2017 – 02/28/2017 (Monday – Sunday 6AM – 12AM).

Alisha gives the audience a stock tip called Better Futures, a stock for social change that’s not about making money. Instead you invest in students like her go to college. It is an opportunity for America to invest in its kid and take an active stick in the future of the country.

II. HEALTH

Issue – Stroke is the fifth leading cause of death in the United States and the leading cause of severe, long-term disability. Someone suffers a stroke every 40 seconds and there are 795,000 new and/or recurrent strokes annually. Less than one-third of Americans can correctly identify a single warning sign of someone having a stroke. In 2013, the American Stroke Association launched the F.A.S.T. campaign designed to help Americans recognize the telltales of a stroke and call 911 immediately. F.A.S.T. stands for: Face Drooping, Arm weakness, Speech difficulty and Time to call 9-1-1. In the event of a stroke, immediate emergency medical treatment can greatly reduce the risk of brain injury and long-term disability.

AD Council: **Stroke Awareness/Party**

Twenty – Four (24) One Minute Public Service Announcements Aired:
02/01/2017 – 02/28/2017 (Monday – Sunday 6AM – 12AM).

At a party a man goes up to say hello to another man who is having a stroke. The first man notices that the second man is not talking or moving and that his face looks different. All of these are signs of a stroke and the man doesn’t know. The person who is actually having the stroke may not be able to tell you but their body can tell you. Know the sudden signs of a stroke. Look for F.A.S.T. **F** = face drooping. **A** = arm weakness. **S** = speech difficulty. **T** = time to call 911 immediately. The sooner they get medical attention the better their chance of recovery.

AD Council: **Stroke Awareness/When I was 6**

Twenty – Four (24) Thirty Seconds Public Service Announcements Aired:

02/01/2017 – 02/28/2017 (Monday – Sunday 6AM – 12AM).

Paul George of the Indiana Pacers shares a little about himself when he was 6. He spent his days playing basketball and when his mother had a stroke. He wants everyone to know the signs of F.A.S.T. **F** = face drooping. **A** = arm weakness. **S** = speech difficulty. **T** = time to call 911 immediately. The sooner they get medical attention the better their chance of recovery.

Issue – Approximately 78 million Americans, one in three adults, have high blood pressure. Only half of these individuals have their condition under control, if untreated, high blood pressure can put these individuals at high risk for stroke and/or heart attack and can be fatal. Maintaining healthy blood pressure is vital for cardiovascular health.

AD Council:

High Blood Pressure/Quitting

Twenty – Three (23) Fifteen Seconds Public Service Announcements Aired:

02/01/2017 – 02/28/2017 (Monday – Sunday 6AM – 12AM).

High blood pressure is serious and your heart can quit whenever it wants. To get your blood pressure to a healthy level visit Heart.org/bloodpressure.

Issue – Nearly 90 percent of Americans – more than 1 in 3 – have prediabetes and aren't even aware that they have it and that they are at risk for developing type 2 diabetes. Type 2 diabetes is a serious health condition and can lead to heart attack and stroke. Prediabetes can be reversed through weight loss, diet changes and increased physical activity. The very first step to reversing prediabetes is evaluating one's person's risk so they can take action immediately.

AD Council:

Type 2 Diabetes Prevention/Prediabetes Test

Twenty – Four (24) Thirty Seconds Public Service Announcements Aired:

02/01/2017 – 02/28/2017 (Monday – Sunday 6AM – 12AM).

It only takes a minute to find out if you have prediabetes and you can do it at DoIHavePrediabetes.org. It's hard with everything you have in life, but you must take the time to take this simple test to save your life. Prediabetes can be reversed.

III. GENERAL SAFETY

Issue – 1,609 children from the ages of eight to 14 have died while traveling in passenger vehicles from 2008 to 2012. Half of them were unrestrained at the time of their death. It is mandatory for children to be buckled up. Wearing a seat belt is simply non-negotiable. Bring awareness to this ongoing and simple problem and fix it to save your child's life.

AD Council:

Seat Belt Safety/10 Year Old Mind

Twenty – Four (24) Thirty Seconds Public Service Announcements Aired:

03/03/2017 – 03/31/2017 (Monday – Sunday 6AM – 12AM).

If you were to go inside the mind of a 10 year old, they are thinking about a lot of things, but one of them is not buckling their seat belt. As a parent, we must remind them constantly to buckle up for their safety. Never give up until they buckle up. Visit SaferCar.gov/kidsbuckleup for more information.

AD Council:

Seat Belt Safety/Short Shorts

Twenty – Two (22) Thirty Seconds Public Service Announcements Aired:
03/03/2017 – 03/31/2017 (Monday – Sunday 6AM – 12AM).

As a parent, we must do whatever we have to do to make sure that our kids are buckled up before we start to drive. Come up with different ideas such as this dad who threatens to pick up his kids wearing his short shorts and doing his “Dad Dance”. Do whatever it take to make them buckle up. Never give up until they buckle up. Visit SaferCar.gov/kidsbuckleup for more information.

Issue – 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.

AD Council:

Texting & Driving Prevention/Look Down

Twenty – Three (23) Thirty Seconds Public Service Announcements Aired:
03/03/2017 – 03/31/2017 (Monday – Sunday 6AM – 12AM).

When you’re flying down the road in a 3 ton hunk of steel and a text message takes your eyes off of the road for an average of 5 seconds at 55 mph you can travel the length of a football and can cause some serious damage. Turn it off because whatever it is can wait. Don’t risk your life.

AD Council:

Texting & Driving Prevention/Rich

Twenty – Four (24) One Minute Public Service Announcements Aired:
03/03/2017 – 03/31/2017 (Monday – Sunday 6AM – 12AM).

Rich is a really great guy who rarely makes mistakes. Rich can’t be possibly testing on his phone while driving, that is the ultimate mistake. Texting and driving can make anyone look bad. Visit StopTextStopWrecks.org for more information. Don’t just save your life, save everyone’s life by dropping the phone.

IV. SAFETY DRUGS & ALCOHOL

Issue – 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.

AD Council:

Buzzed Driving Prevention/Expensive Night

Twenty – Four (24) One Minute Public Service Announcements Aired:
03/03/2017 – 03/31/2017 (Monday – Sunday 6AM – 12AM).

It’s an average Thursday night. You go meet up with some friends for food and drinks. More and more drinks keep coming and before you know it; it’s time to head home. You get behind the wheel and you’re buzzed. Buzzed driving is drunk driving and it can turn into a really expensive night. Getting pulled over for buzzed driving can cost up to \$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.

AD Council:

Buzzed Driving Prevention/GPS

Twenty – Three (23) Thirty Seconds Public Service Announcements Aired:
03/03/2017 – 03/31/2017 (Monday – Sunday 6AM – 12AM).

Even if you try to take precautions while driving buzzed, you won't be fooling anyone. The cops know the signs of someone who is buzzed driving. Getting pulled over for buzzed driving can cost up to \$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.

Issue – 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:

Underage Drinking & Driving Prevention/Indoor Baseball

Nine (9) Fifteen Seconds Public Service Announcements Aired:
03/03/2017 – 03/31/2017 (Monday – Sunday 6AM – 12AM).

Indoor baseball is a dumb party foul, but if you decide to drink and drive underage, you could lose your license and your freedom. Learn more at UltimatePartyFoul.org.

AD Council:

Underage Drinking & Driving Prevention/Pool Party

Twenty – Three (23) Fifteen Seconds Public Service Announcements Aired:
03/03/2017 – 03/31/2017 (Monday – Sunday 6AM – 12AM).

Most party fouls are pretty dumb, but if but if you decide to drink and drive underage, you could lose your license and your freedom. Learn more at UltimatePartyFoul.org. Drinking and driving underage is the ultimate party foul.

V. COMMUNITY ISSUES/INVOLVEMENTS/EVENTS

Issue – More than 85% of Americans consider themselves unprejudiced, but discrimination is nevertheless felt across American society. Discrimination based on race, religion, gender, age, ability, and sexual orientation has profound consequences to individuals. Much of discrimination may actually be unintentional; something called “implicit bias” that influences how we look at and interact with people different from us. Implicit bias can impact someone’s ability to get a job, a house, a loan or even a fair trial, perpetuating social and economic disparities. To end this discrimination, we must identify the problem and take steps to stop it within ourselves and others. We all must work together towards respect and acceptance for all.

AD Council:

Diversity and Inclusion/Love Has No Labels

Twenty – Three (23) Ten Seconds Public Service Announcements Aired:
02/01/2017 – 02/28/2017 (Monday – Sunday 6AM – 12AM).

One family is no less than any other family. The heart does not see race. Love is love no matter what. Love has no labels. Rethink bias at LoveHasNoLabels.com.

AD Council:

Diversity and Inclusion/We Are America

Twenty – Three (23) Fifteen Seconds Public Service Announcements Aired:
02/01/2017 – 02/28/2017 (Monday – Sunday 6AM – 12AM).

This year patriotism shouldn't just be about pride of country. It should be about love. Remember that to love America, is to love all Americans. Love has no labels. Rethink bias at LoveHasNoLabels.com.

Issue – The average time a resume spends on an HR manager's desk is seven seconds and candidates are often immediately dismissed if they do not possess the typical professional credentials. A traditional resume isn't necessarily what it takes to be an incredible employee. Within the United States there are more than 4 million job vacancies and nearly 6 million Americans, between the ages of 16 and 24 who are out of school and/or work. Within the United States there is an opportunity divide. Hiring managers should look beyond the traditional resume and consider alternate talent.

AD Council:

Pathways to Employment/Missed Opportunity

Twenty – Six (26) One Minute Public Service Announcements Aired:
01/01/2017 – 01/31/2017 (Monday – Sunday 6AM – 12AM).

There is a huge pool of people that companies are missing out on. The grads of life are talent worth knowing about. They are young adults of unique determination and experience. An ideal fit for companies at entry level positions, internships or mentorships. They might not have every qualification companies typically look for, but they are exactly who these companies need. To learn more visit GradsOfLife.org.

AD Council:

Pathways to Employment/Surprise You

Twenty – Seven (27) Thirty Seconds Public Service Announcements Aired:
01/01/2017 – 01/31/2017 (Monday – Sunday 6AM – 12AM).

Every hiring manager knows that the company is only as good as the people it's made from. The grads of life are young adults of unique determination and experience. An ideal fit for companies at entry level positions, internships or mentorships. This is talent worth knowing about. Visit GradsOfLife.org for more information.

For Public Service contracts, sales orders, and transcripts please refer to the FCC 1st Quarter 2017 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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