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KOKO-FM 94.3
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City of License: Kerman CA
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ISSUES & PROGRAMS LIST

July 2017/ August 2017/ September 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 Chamber of Commerce – Festival of the American Spirit Fireworks Show
- Kerman City – Community Pool
- Kerman City – Cooling Centers
- Kerman Chamber of Commerce – Harvest Festival
- Kerman City – Health Fair & Flu Shot Clinic

*Contacts: Philip Gallegos, City of Kerman, Community Services Director (559) 846-9328
Linda Geringer, Kerman Chamber of Commerce (559) 846-6343
Theresa Johnson, City of Kerman, Parks & Recreation (559) 846-9383*

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 Chamber of Commerce:

Festival of the American Spirit Fireworks Show

Six (6) One Minute and Eighteen Seconds Service Announcements Aired:
07/01/2017 – 07/03/2017 (Monday – Sunday 6AM – 12AM).

Three (3) One Minute and Forty – Five Seconds Public Service Announcements Aired:
07/01/2017 – 07/03/2017 (Monday – Sunday 6AM – 12AM).

Linda Geringer of the Kerman Chamber of Commerce is inviting everyone to come out to the Festival of the American Spirit Fireworks Show on Monday, July 3 at the Kerman High School Stadium. Lightning Entertainment with DJ Dave will be out there playing all your favorite tunes. The Riverdale Youth Choir will be out there and will present a patriotic musical program with recognition of our Armed Forces and Veterans. Some activities for the children will be pony rides and a kiddy train. There will be a variety of food and miscellaneous vendors. Admission is \$6 for adults and \$3 for children four to ten years old. You can save \$1 per ticket by pre-purchasing your admission ticket from the Kerman Chamber of Commerce and some Kerman Businesses. Gates open at 6:00pm and fireworks will be at dusk. We encourage you to bring lawn chairs and blankets. Ice chests are not allowed.

Kerman City: **Community Pool**

Sixty – One (61) One Minute Public Service Announcements Aired:
07/02/2017 – 07/31/2017 (Monday – Sunday 6AM – 12AM).

Beat the summer heat at the Kerman community pool located at Kerman High School. Facility amenities include a half-size Olympic pool with diving blocks, high and low spring boards for diving and a wading pool for small children. The recreation summer session begins June 13. Pool hours are Tuesday through Saturday from 12pm to 4pm. The cost per child seventeen and younger is \$1 and \$1.50 per adult eighteen and older. Swimming lessons are also available.

Kerman City: **Cooling Centers**

Fifteen (15) One Minute Public Service Announcements Aired:
07/07/2017 – 09/03/2017 (Monday – Sunday 6AM – 12AM).

The City of Kerman cooling centers will open when the heat index is predicted to reach 105 degrees for two or more days and when overnight lows do not fall below 80 degrees. The cooling centers locations are Scout Hut in Kerckhoff Park, the Senior Center and the Kerman Library. Transportation is available through Kerman Dial-A-Ride, Monday through Friday between the hours of 7:30am and 3:00pm. There is no charge for riders going to a cooling center. Riders must advise dispatch when scheduling an appointment that they are going to a cooling center.

Kerman Chamber of Commerce: **Harvest Festival**

Thirty – Two (32) Forty- Seven Seconds Public Service Announcements Aired:
09/03/2017 – 09/16/2017 (Monday – Sunday 6AM – 12AM).

Nine (9) One Minute and Twenty Seconds Public Service Announcements Aired:
09/11/2017 – 09/15/2017 (Monday – Sunday 6AM – 12AM).

Linda Geringer with the Kerman Chamber of Commerce inviting you to join us for the Kerman Harvest Festival September 14th – 17th at Kerchhoff Park in downtown Kerman. September 16th is the 73rd annual Harvest Festival parade. Throughout the four day festival, Paul Mower shows, carnivals and rides will be open as well as the food booths, crafts and miscellaneous vendors. Admission is free on Thursday the 14th, an admission charge for Friday, Saturday and Sunday is \$6 dollars for adults and \$3 dollars for children ages 4 to 10. Harvest Festival, September 14th – 17th is sponsored by Budweiser and the Kerman Chamber of Commerce. For more information visit our website: kermanchamber.org or find us on Facebook.

Kerman City:

Health Fair & Flu Shot Clinic

Twenty - Four (24) Fifty Seconds Public Service Announcements Aired:
09/19/2017 – 09/30/2017 (Monday – Sunday 6AM – 12AM).

Kerman's Health Fair and Flu Shot Clinic will be held Thursday, October 5th from 9:00am until 11:00am at the Kerman Community Center located at 15100 W. Kearney Avenue in Kerman. Flu shots are only \$6 for those not covered by Medical (under 18) or Medicare Part B for seniors; however, no one shall be denied a flu shot. Along with the available flu shot, there will be a kid's zone, senior bake sale, informational booths and more! For more information call Jeanna at 559-846-9329.

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

***Feed My Sheep Ministries contact: Pastor Bruce Hood – 963 'E' St. Fresno, CA 93706, 559-978-5469**
www.fresnoinnercityoutreach.com

***Fresno County Department of Public Health contact: 1221 Fulton Mall Fresno, CA 93721, 559-600-3434**
www.fcdph.org

I. DRUGS & ALCOHOL

- Feed My Sheep Ministries – Fighting the War against Meth Fireworks Stand
- Feed My Sheep Ministries – 12th Annual Soberstock
- AD Council – Buzzed Driving Prevention

II. EDUCATION

- AD Council – Financial Literacy
- AD Council – Saving For Retirement
- AD Council – High School Equivalency

III. GENERAL SAFETY

- AD Council – Texting and Driving Prevention
- AD Council – Bullying Prevention

IV. COMMUNITY ISSUES/INVOLVEMENT/EVENTS

- AD Council – Wildfire Prevention

V. HEALTH

- AD Council – Mosquitoes with West Nile Virus

I. DRUGS & ALCOHOL

Issue – With drugs on the rise within the county, Methamphetamine has become the number one drug that takes over and ruins lives.

Feed My Sheep Ministries:

Fighting the War against Meth Fireworks Stand

Twelve (12) One Minute and Forty –Five Seconds Public Service Announcements Aired:
07/01/2017 – 07/04/2017 (Monday – Sunday 6AM – 12AM).

Pastor Bruce Hood of Feed My Sheep Ministries continues to need the support of our city to fight the war against Methamphetamine. Please help support the Say No to Meth Rallies and feeding programs by purchasing your fireworks from the Feed My Sheep Ministries fireworks stand at the Walmart shopping Center located on Kings Canyon. While you're there, enter the free drawing for a free bicycle.

Issue – With Hurricane Harvey destroying Houston in Texas, many families have lost everything; homes have been lost, food and water are scarce and shelters are packed.

Feed My Sheep Ministries: **12th Annual Soberstock**

Ninety (90) One Minute Public Service Announcements Aired:
08/25/2017 – 09/27/2017 (Monday – Sunday 6AM – 12AM).

Pastor Bruce Hood of Feed My Sheep Ministries continues to need support from everyone to help out the residents of Houston, Texas who have been affected by Hurricane Harvey. Please help support by going to the 12th Annual Soberstock on Saturday, September 30th at the Water Tower in downtown Fresno. There will be live music, food and drinks, as well as a car, truck and bike show. All proceeds from this event will go towards helping the residents of Houston.

Issue – On average, every fifty-two minutes someone is killed in an alcohol-related car accident. Traffic Statistics show that younger drivers aged twenty-one through thirty-four, 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/Drive Around**

Twenty – Five (25) Thirty Seconds Public Service Announcements Aired:
07/02/2017 – 07/31/2017 (Monday – Sunday 6AM – 12AM).

If you are buzzed driving, you are drunk driving. Even if you try to hide it, it is still obvious. Getting pulled over for drunk driving can cost up to \$10,000 in fines, legal fees and increased insurance rates. Even if you've only had a few, you put yourself and everyone on the road at risk. Nothing kills a buzz like getting pulled over for buzzed driving, because buzzed driving is drunk driving.

AD Council: **Buzzed Driving Prevention/Expensive Night**

Twenty – Five (25) Thirty Seconds Public Service Announcements Aired:
07/02/2017 – 07/31/2017 (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.

II. EDUCATION

Issue – Young adults, ages twenty-five to thirty-four, 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 forty-two million people that need help getting on the right financial track. Studies show that four in ten state that they have a hard time saving up even \$25 a week.

AD Council: **Financial Literacy/Grown Up**

Twenty – Four (24) Thirty Seconds Public Service Announcements Aired:
08/01/2017 – 08/31/2017 (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 puts 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.

AD Council: **Financial Literacy/Rich Uncle**

Twenty – Four (24) One Minute Public Service Announcements Aired:
08/01/2017 – 08/31/2017 (Monday – Sunday 6AM – 12AM).

There are always unexpected situations that can come about and making smart financial decisions now can help in the future. Opening up a 401K plan can help your family later when you are retiring. It is very rare that someone actually has a billionaire distant relative that they don't know about and end up getting an inheritance from. So the best thing you can do is prepare for the inevitable by taking control of our finances. Start using a budget. Get out of debt. Set some retirement goals. When it comes to financial stability, don't get left behind. Get tolls and tips for saving at feedthepig.org.

AD Council: **Saving for Retirement/House Ace**

Twenty – Seven (27) Fifteen Seconds Public Service Announcements Aired:
08/01/2017 – 08/31/2017 (Monday – Sunday 6AM – 12AM).

To buy your home, you became a house hunting ace. Learned about loans, skewered neighborhoods and asked all the right questions. If you can manage that, you can get your retirement plan on track. Visit AceYourRetirement.org for help.

AD Council: **Saving for Retirement/Car Ace**

Twenty – Seven (27) Fifteen Seconds Public Service Announcements Aired:
08/01/2017 – 08/31/2017 (Monday – Sunday 6AM – 12AM).

When you went car shopping, you meant business. You aced vehicle history searches and test drives. Now you've got your wheels. If you managed that, you can get your retirement plan on track. Visit AceYourRetirement.org for help.

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

Twenty – Four (24) Thirty Seconds Public Service Announcements Aired:
08/01/2017 – 08/31/2017 (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

AD Council:

High School Equivalency/Jackie

Twenty – Four (24) One Minute Public Service Announcements Aired:
08/01/2017 – 08/31/2017 (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

III. GENERAL SAFETY

Issue – Mosquitoes carry the West Nile Virus. Anyone who is bitten by a mosquito can get the West Nile Virus. Some people will not feel sick and others will feel like they have the flu. If not taken care of the result could be death.

Fresno County Dept. of Public Health: **Mosquitoes/West Nile Virus**

Seventy – Four (74) One Minute Public Service Announcements Aired:
07/15/2017 – 08/31/2017 (Monday – Sunday 6AM – 12AM).

Mosquitoes carry the West Nile Virus! Protect your family today by calling your local mosquito control district and reporting mosquito problems. If bitten you could get the West Nile Virus! Flu like symptoms can start three to 15 days after being bitten and only last a few days. Older people and people with medical conditions can become seriously ill and could even die. Tips to protect yourself and your family against the West Nile Virus: wear long sleeve shirts and pants, use insect repellent. Fix any holes in the screens of windows and doors and get rid of any standing water. For more information, call the Fresno County Department of Public Health.

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/Driving Means**

Twenty – Five (25) Thirty Seconds Public Service Announcements Aired:
07/01/2017 – 07/31/2017 (Monday – Sunday 6AM – 12AM).

Driving means freedom, exploration, fun, pride, travel, flexibility and independency. Distracted driving means danger, recklessness, police, devastation and death. Safe driving means, staying alert and staying alive. Visit StopTextsStopWrecks.org.

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

Twenty – Four (24) Thirty Seconds Public Service Announcements Aired:
07/01/2017 – 07/31/2017 (Monday – Sunday 6AM – 12AM).

It takes five seconds to send a text and for those five seconds, you're driving blind. Life is worth more than a text. Stay alive, don't text and drive. Visit StopTextsStopWrecks.org.

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 thirteen million—more than one in four 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/I Am a Witness**

Twenty – Six (26) Thirty Seconds Public Service Announcements Aired:
08/01/2017 – 08/31/2017 (Monday – Sunday 6AM – 12AM).

Bullying is becoming a very common problem. People can say hurtful things such as saying you have troll teeth, that your voice sounds like a possessed baby doll, that no one would ever love someone as stupid as you, or that you were fat, ugly and disgusting. The effect of bullying is potent and we will no longer be the silent majority. Now when you see online bullying you can take action. We are all witnesses.

AD Council: **Bullying Prevention/Boy Band**

Twenty – Six (26) Thirty Seconds Public Service Announcements Aired:
08/01/2017 – 08/31/2017 (Monday – Sunday 6AM – 12AM).

People can be mean and say rude things to your friends like get a new face and they're super ugly. They say rude things online that are not true. Stand up to bullies and bullying. You can be a witness and let the world know that it's not cool and that you have your friend's back. Learn more at IWitnessBullying.org.

IV. COMMUNITY ISSUES/INVOLVEMENTS/EVENTS

Issue – Smokey Bear has been protecting our forests with his powerful message, “Only you can prevent wildfires.” for over seventy years. Still uncontrolled fires still scorch an average 6.7 million acres of land each year. Nearly nine out of ten blazes nationwide are caused by people which means, nine out of ten are preventable.

AD Council: **Wildfire Prevention/Rising Ashes – Fire Pit**

Twenty – Five (25) Fifteen Seconds Public Service Announcements Aired:
07/01/2017 – 07/31/2017 (Monday – Sunday 6AM – 12AM).

Even a simple fire pit that is in your back yard can cause a fire. Make sure to check that all ambers are completely out; even one hot amber that comes in contact with dry brush can ignite a fire. Spark a change in wildfire. Visit SmokeyBear.com.

For Public Service contracts, sales orders, and transcripts please refer to the FCC 3rd 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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