

Big Broadcasting Inc.  
KOKO-FM 94.3  
2775 E. Shaw Ave.  
Fresno CA 93710  
PH (559) 292-9494  
FAX (559) 294-7041  
City of License: Kerman CA  
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## ISSUES & PROGRAMS LIST

October 2017/ November 2017/ December 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 – Health Fair & Flu Shot Clinic
- Kerman City – Breakfast with Santa
- Kerman Chamber of Commerce – Kerman Christmas Parade
- Kerman City – Shop Kerman
- Kerman City – Honor Banner Program

*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  
Arlene Villarreal, City of Kerman (559) 846-9324  
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 City:

**Health Fair & Flu Shot Clinic**

Eight (8) Fifty Seconds Public Service Announcements Aired:  
10/01/2017 – 10/04/2017 (Monday – Sunday 6am – 12am).

Kerman's Health Fair and Flu Shot Clinic will be held Thursday, October 5 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.

Kerman City: **Breakfast with Santa**

Twenty – Four (24) Thirty Seconds Service Announcements Aired:  
11/13/2017 – 11/30/2017 (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 9 from 9:00am 'till 11:00am.

Kerman Chamber of Commerce: **The Pageantry of Lights Christmas Parade/Gift Fair**

Thirty – Four (34) One Minute Public Service Announcements Aired:  
11/13/2017 – 12/08/2017 (Monday – Sunday 6am – 12am).

Linda Geringer of the Kerman Chamber of Commerce invites everyone to join Kerman for their annual Christmas Parade, "The Pageantry of Lights," on Saturday December 9 at 6:00pm in downtown Kerman on Madera Ave and the Holiday Gift Fair which begins at 2:00pm at the corner of Madera Ave and "C" Street. Come and take a picture with Santa, browse and shop, food, craft, baby boutique items, quilted items, scarves, hats and more. Kerman Chamber is sponsoring a canned food drive; bring your canned food and nonperishable food items to the Holiday Gift Fair. Help us replenish the Kerman Food Bank. Come to Kerman and stay for the parade and help us welcome Santa. For more information contact the Chamber of Commerce at (559) 846-6343 or visit the website, [www.kermanchamber.org](http://www.kermanchamber.org). The Kerman Chamber of Commerce wishes all of you a very Merry Christmas and thanks KOKO 94, The Valley's Greatest Hits for promoting the Christmas Parade and Holiday Gift Fair.

Kerman Chamber of Commerce: **Shop Kerman**

Forty – Three (43) Thirty Seconds Public Service Announcements Aired:  
12/01/2017 – 12/29/2017 (Monday – Sunday 6am – 12am).

Linda Geringer of the Kerman Chamber of Commerce encourages everyone to shop Kerman this holiday season. The shop Kerman promotion runs the whole month of December. To enter the drawing for a chance to win a \$25.00 versatile gift certificate, shop December 1 through December 31. Shop anywhere in Kerman, put your name and address on the sales receipt and mail it to the Kerman Chamber of Commerce at 783 S. Madera Ave, Kerman. Shop and enter as often as you'd like. A minimum \$10.00 purchase is required. All entries are due January 6, 2018. For more information contact the Chamber of Commerce at (559) 846-6343 or visit the website, [www.kermanchamber.org](http://www.kermanchamber.org). The Kerman Chamber thanks KOKO94, The Valley's Greatest Hits for their help and support in promoting our events and shop Kerman business promotion.

Kerman City: **Honor Banner Program**

Forty – Five (45) Seventy Seconds Public Service Announcements Aired:  
11/16/2017 – 12/31/2017 (Monday – Sunday 6am – 12am).

The Armed Forces Honor Banner Program was created for the community, to recognize and honor individuals on active duty in the military by displaying the honoree's photo, name and armed service branch on a banner to be flown from light standards throughout the City. Banners will be displayed on existing light standards located along Madera Avenue, and possibly Whitesbridge Ave, and Plaza Veterans Park, if needed. The banners will remain on display as long as the service member is on active duty. The plan will be to initially start with active service personnel, and then later phase in banners of veteran military service members to honor living, retired, and deceased service personnel. Plaza Veterans Park would be reserved for these individuals.

Feed My Sheep Ministries: **Christmas Tree Lots**

Forty – One (41) One Minute Public Service Announcements Aired:  
12/02/2017 – 12/23/2017 (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 McKinley and Fruit. All proceeds will go towards the building of a new food warehouse to help families in need. Purchasing your Christmas Tree from any of the Feed My Sheep Ministries Christmas Tree lots will help feed many men, women and children in the Central Valley. You may also make a simple donation. 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):**

*\*Ad Council contact: Sarah Kaeson, Managing Director – 600 Battery St. SF, CA 94111, 415-626-3532*  
[www.adcouncil.org](http://www.adcouncil.org)

*\*The Rosen Group contact: Gabrielle Wesseldyk*

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

- **AD Council – Adoption from Foster Care**
- **AD Council – Caregiver Assistance**
- **AD Council – Hunger Prevention**
- **AD Council – Meals on Wheels**
- **AD Council – Reducing Food Waste**
- **AD Council – Shelter Pet Adoption**

#### **II. DRUGS & ALCOHOL**

- **AD Council – Addiction Support**

#### **III. HEALTH**

- **The Rosen Group – Obamacare Open Enrollment**

#### **I. COMMUNITY ISSUES/INVOLVEMENTS/EVENTS**

*Issue – Currently there are more than 112,000 children in the public child welfare system in the U.S. currently awaiting adoption. Older youth and teens have lower adoption rates than younger children, and they often wait longer to be adopted. After these children turn eighteen they are put out of the welfare system and on their own.*

AD Council: **Adoption from Foster Care/Breakup**

Twenty – Two (22) One Minute Public Service Announcements Aired:  
11/01/2017 – 11/30/2017 (Monday – Sunday 6am – 12am).

Parenting is like a multiple choice test. When it comes to parenting, there are no perfect answers. But that's okay; you don't have to be perfect to be a perfect parent. Teens in foster care will love you just the same. For more information on how you can adopt, visit [AdoptKids.org](http://AdoptKids.org).

*Issue - Almost three in 10 people who are caring for someone say their life has changed with caregiving, oftentimes for the negative. More than one in five say their weight, exercise habits, or social life has/have suffered. Emotionally, one in five say they are generally unhappier and one in three say they feel sad or depressed.*

AD Council: **Caregiver Assistance/Caregiver to Mom**

Twenty – Six (26) Thirty Seconds Public Service Announcements Aired:  
10/01/2017 – 10/31/2017 (Monday – Sunday 6am – 12am).

No one is prepared to become a caregiver to their mom and often underestimate how hard it can be and what they would need to know. You must think about things you never thought of before like how to improve her mood and ways to keep yourself thinking positive. There is a place to help called the Caregiver Resource Center from AARP. It has articles about the basics and also information about hurdles you might be facing. Caregiver Resource Center at [AARP.org/Caregiving](http://AARP.org/Caregiving) has articles, tips and tools to help you both care for your loved one and care for yourself.

AD Council: **Caregiver Assistance/Full Circle**

Twenty – Two (22) Thirty Seconds Public Service Announcements Aired:  
10/01/2017 – 11/30/2017 (Monday – Sunday 6am – 12am).

Roles change without us noticing and in your new role we help you help. Visit [aarp.org/caregiving](http://aarp.org/caregiving) to get practical health and wellness tips to provide even better care for your loved one. Remember visit [aarp.org/caregiving](http://aarp.org/caregiving). AARP we help you help.

AD Council: **Caregiver Assistance/Roles**

Twenty – One (21) Thirty Seconds Public Service Announcements Aired:  
11/01/2017 – 11/30/2017 (Monday – Sunday 6am – 12am).

When your dad needs help getting around, you become his driver. Soon after, you become his housekeeper and financial manager too. Eventually he will probably move in and you will become his cook and his nurse. No matter what roles you will play you will always be his daughter. AARP understand the roles you play and to help they've created [AARP.org/Caregiving](http://AARP.org/Caregiving) to connect with experts and other caregivers.

*Issue – 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.*

AD Council: **Hunger Prevention/Danica Patrick**

Twenty (20) Thirty Seconds Public Service Announcements Aired:  
11/01/2017 – 11/30/2017 (Monday – Sunday 6am – 12am).

Danica Patrick states how she loves watching her nieces grow up and how not every child gets to grow up carefree. One in six kids in the U.S. grows up hungry. It is something that Feeding America is working hard to change. Each year the Feeding America network of food banks rescues billions of pounds of good food that would have gone to waste and gives it to families in need. To help, visit [FeedingAmerica.org](http://FeedingAmerica.org).

AD Council:

### **Hunger Prevention/We'd Do Anything for Kids**

Twenty – One (21) Thirty Seconds Public Service Announcements Aired:  
11/01/2017 – 11/30/2017 (Monday – Sunday 6am – 12am).

We all try to do what we can when it comes to kids in need. We would do anything for kids, yet one in six children in the U.S. struggle with hunger. Help end childhood hunger near you. Learn how at [FeedingAmerica.org](http://FeedingAmerica.org).

***Issue – One in six seniors already face the threat of hunger and with the senior population projected to double by 2050, that means those numbers can double or even triple. Hunger is a great threat to seniors.***

AD Council:

### **Meals on Wheels/Harvey**

Twenty – Two (22) One Minute Public Service Announcements Aired:  
11/01/2017 – 11/30/2017 (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 two 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 one in six 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.

***Issue –Each year 40 percent of food in the United States never gets eaten, translating to \$218 billion lost, which includes the cost of food wasted on the consumer level, retail, wasted water, energy, fertilizers, cropland, and production costs. Consumers are responsible for more wasted food than farmers, grocery stores, restaurants, or any other part of the food supply chain. Twenty – One percent of the food each person buys goes to waste, with the average American family of four spending \$1,800 per year.***

AD Council:

### **Reducing Food Waste/Pavlov Purpose**

Twenty (20) One Minute Public Service Announcements Aired:  
11/01/2017 – 11/30/2017 (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.

***Issue – Each year, 6-8 million cats and dogs will enter shelters and rescue groups and only half get adopted. That still leaves millions of healthy and treatable cats and dogs who still need a home.***

AD Council:

### **Shelter Pet Adoption/Super Buddies Experience**

Twenty – Six (26) Thirty Seconds Public Service Announcements Aired:  
10/01/2017 – 10/31/2017 (Monday – Sunday 6am – 12am).

Adopting a new pet is a rewarding experience. Shelter pets make super pets. Your new best friend will steal your heart, bring you happiness, and enrich your life with years to come. You can make the difference in the life of an animal. Adopt and bring home a shelter pet today. To find out more, visit the ShelterPetProject.org.

AD Council: **Shelter Pet Adoption/Leash**

Twenty – Six (26) Thirty Seconds Public Service Announcements Aired:  
10/01/2017 – 10/31/2017 (Monday – Sunday 6am – 12am).

So I'm a dog and I just adopted by this human guy and I'm starting to wonder how he got along without me. Something as simple as walking around the block; He has this leash thing and he puts me on one end and him on the other and I'm just walking him around and I think he's afraid of getting lost. Without that leash and me guiding him along, I don't think he'd find his way back home. A person is the best thing to happen to a shelter pet. Be that person. Adopt.

## **II. DRUGS & ALCOHOL**

*Issue – Over 45 million Americans are directly impacted by addiction. Addiction is the leading cause of death for people under the age of 30.*

AD Council: **Addiction Support/Listen**

Twenty – Six (26) Fifteen Seconds Public Service Announcements Aired:  
10/01/2017 – 10/31/2017 (Monday – Sunday 6am – 12am).

One in seven Americans will struggle with addiction during their lifetime. You can help by being a great listener. Visit HearToListen.com for tips and tools to help turn addiction around.

## **III. HEALTH**

*Issue – Many Americans are uninsured and unaware of the health insurance options that are available to them. Many Americans also have huge medical bills because of being uninsured.*

The Rosen Group: **Obamacare Open Enrollment**

Sixty – Three (63) Thirty Seconds Public Service Announcements Aired:  
11/07/2017 – 12/15/2017 (Monday – Sunday 6am – 12am).

If you don't have a health plan through a job or government program, open enrollment is the time to get covered. Open enrollment only comes around once a year. From November 1 through December 15 you can shop for a plan that starts on New Years Day. Depending on your income you could qualify for financial assistance. To learn more and shop for health insurance visit InsuranceQuotes.com.

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For Public Service contracts, sales orders, and transcripts please refer to the FCC 4<sup>th</sup> Quarter 2017 Public Service File, located in the Public File at the KOKO – FM/94.3, Big Broadcasting Inc. office during business hours.

Created & Transcribed By:

Unique Aguilar: \_\_\_\_\_

KOKO FM/ Traffic Administrator/Public Service Administrator

Witnessed By:

Janae Estrada: \_\_\_\_\_

KOKO FM/Supervisor – Business Manager