

KRDC(AM) 1110/ K256CX(FM) 99.1
ISSUE/PROGRAM REPORT
3rd QUARTER 2021
(July-August-September 2021)

KRDC(AM) 1110/ K256CX(FM) 99.1
ISSUES PROGRAM REPORT
THIRD QUARTER 2021
PART I – INTRODUCTION

KRDC(AM) 1110 and K256CX(FM) 99.1 (hereinafter “the Station”) - is located in Pasadena, CA. The Station simulcasts ESPN Radio programming from its sister station KSPN(AM) 710, Los Angeles. The Station carries programming from the ESPN Radio Network, in addition to live, local programs. Programs include Keyshawn, JWill & Max, hosted by Keyshawn Johnson, Jay Williams and Max Kellerman (airs Monday-Friday, 6:00am-10:00am); Travis & Sliwa Show, hosted by Travis Rodgers and Allen Sliwa (airs Monday-Friday, 10:00am-1:00pm); Mason & Ireland hosted by Steve Mason and John Ireland (airs Monday-Friday, 1:00pm-4:00pm); Sedano & Kap, hosted by Jorge Sedano and Scott Kaplan (airs Monday-Friday, 4:00pm-7:00pm); and Weekend Warrior with Dr. Klapper (airs Saturdays, 7:00am-9:00am). KSPN is also the flagship station of the Los Angeles Lakers, the Los Angeles Rams, the Los Angeles Football Club, and carries various Angels Baseball Games.

Each Sunday of the quarter, the network programming is preempted to carry a one-hour local public affairs program at 5:00 am. This program addresses issues and problems of genuine concern to the station’s target demographic, Men 25-54, with periodic emphasis on community issues pertaining to the sports industry (sports medicine, after school programs and activities, disabilities, sports, etc.).

KSPN’s Programming and Marketing Departments and the producer of its Public Affairs Show interact daily with non-profits and community leaders, read local newspapers, magazines and websites, and attend local government and public interest meetings in an on-going effort to ascertain issues and problems having the greatest impact on the community for both KRDC and KSPN.

The following issues were of particular importance to KRDC’s local community during this quarter:
EDUCATION & EMPLOYMENT | PERSONAL DEVELOPMENT & PUBLIC SAFETY | CULTURAL AFFAIRS & COMMUNITY | SPORTS & YOUTH | HEALTH, FITNESS & DISEASE PREVENTION

This report features highlights of our public affairs program, including topics covered and guests interviewed. The program focuses on charities, public service organizations, fundraisers and awareness campaigns pertaining to the issues listed above. The report also includes a sampling of KRDC’s Public Service Announcements aired during the quarter that deal with the same topics. **5,912** PSAs with a total value of **\$324,400** aired. The Ad Council provided Public Service Announcements.

Included in this report are details of Public Service Campaigns or appearances conducted on KRDC during the quarter. The following pages summarize some of the most significant treatments of KRDC's issues of concern to the community.

PROGRAMMING SCHEDULE						
	MONDAY-FRIDAY	SATURDAY	SUNDAY			
12MID	ESPN NETWORK	ESPN NETWORK	ESPN NETWORK	12MID		
1AM						1AM
2AM						2AM
3AM						3AM
4AM						4AM
5AM			PUBLIC AFFAIRS SHOW Hannah Stanley	5AM		
6AM	KEYSHAWN, JWILL & MAX Keyshawn Johnson, Jay Williams and Max Kellerman	WEEKEND WARRIOR Dr. Robert Klapper	ESPN NETWORK	6AM		
7AM						7AM
8AM						8AM
9AM		ESPN NETWORK		9AM		
10AM	TRAVIS & SLIWA SHOW Travis Rodgers and Allen Sliwa			10AM		
11AM					11AM	
12 NOON				12 NOON		
1PM	MASON & IRELAND Steve Mason and John Ireland			1PM		
2PM						2PM
3PM						3PM
4PM	SEDANO & KAP Jorge Sedano and Scott Kaplan			4PM		
5PM						5PM
6PM						6PM
7PM	ESPN NETWORK			7PM		
8PM						8PM
9PM						9PM
10PM						10PM
11PM				11PM		

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PART II – THE STATION’S MOST SIGNIFICANT TREATMENT OF SELECTED ISSUES OF CONCERN

EDUCATION & EMPLOYMENT

Host/Producer: Hannah Stanley
Date/Time Aired: Sunday, September 26, 2021 5-6a
Format: Public Affairs Program
Source: Produced by the station
Topic: **EDUCATION & EMPLOYMENT**

Discussion: Covid has created many industries they have never faced. Robbie Shoults is a fourth generation food manufacturer who explains how they've been able to adjust their production, and fulfillment to meet current standards, and allowed customers (including wholesale) to feel safe.

Series Title: Public Service Announcement
Date Aired: July-September 2021
Time Aired: Various
Duration: 30 seconds
Format: Pre-recorded announcement
Source: Produced by the Ad Council
Topic: **EDUCATION & EMPLOYMENT**
Sub Topic: *High School Equivalency - Carissa*

Discussion: 375x PSAs: Visit FinishYourDiploma.org to find free literacy centers and adult education classes, learn the basics of earning a high school equivalency, and hear real stories from people who have successfully completed classes and finished their high school diploma.

Series Title: Public Service Announcement
Date Aired: July-September 2021
Time Aired: Various
Duration: 60 seconds
Format: Pre-recorded announcement
Source: Produced by the Ad Council
Topic: **EDUCATION & EMPLOYMENT**
Sub Topic: *STEM*

Discussion: 140x PSAs: She Can STEM inspires middle school girls to stay interested in STEM by showcasing how messy, experimental and hands-on STEM can be, and how daring to STEM can change the world.

Series Title: Public Service Announcement
Date Aired: July-September 2021
Time Aired: Various
Duration: 60 seconds
Format: Pre-recorded announcement
Source: Produced by TEACH
Topic: **EDUCATION & EMPLOYMENT**
Sub Topic: *The Future of Teachers*

Discussion: 136x PSAs: It celebrates the role teachers' play in shaping our future and invites people to explore the teaching profession.

PERSONAL DEVELOPMENT & PUBLIC SAFETY

Host/Producer: Hannah Stanley
 Date/Time Aired: Sunday, August 22, 2021 5-6a
 Format: Public Affairs Program
 Source: Produced by the station
 Topic: **PERSONAL DEVELOPMENT & PUBLIC SAFETY**
 Discussion: Embody Love Movement is a national program that helps young girls appreciate their own worth through self-esteem programs, yoga, and mindfulness exercises.

Series Title: Public Service Announcement
 Date Aired: July-September 2021
 Time Aired: Various
 Duration: 60 seconds
 Format: Pre-recorded announcement
 Source: Produced by the Ad Council
 Topic: **PERSONAL DEVELOPMENT & PUBLIC SAFETY**
 Sub Topic: *Buzzed Driving Prevention*
 Discussion: 349x PSAs: "Probably okay", isn't okay, especially when it comes to drinking and driving. Buzzed driving is drunk driving.

Series Title: Public Service Announcement
 Date Aired: July-September 2021
 Time Aired: Various
 Duration: 30 seconds
 Format: Pre-recorded announcement
 Source: Produced by the Ad Council
 Topic: **PERSONAL DEVELOPMENT & PUBLIC SAFETY**
 Sub Topic: *Emergency Preparedness – Hero Steve*
 Discussion: 403x PSAs: Advises to take digital pictures of important family documents, protecting home and family before a natural disaster, visit ready.gov for more details.

Series Title: Public Service Announcement
 Date Aired: July-September 2021
 Time Aired: Various
 Duration: 60 seconds
 Format: Pre-recorded announcement
 Source: Produced by the Ad Council
 Topic: **PERSONAL DEVELOPMENT & PUBLIC SAFETY**
 Sub Topic: *Gun Safety*
 Discussion: 153x PSAs: With about 43 percent of U.S. adults living in a household where there is a firearm, family fire is an issue that affects communities across the country. Now, more than ever, storing guns safely – locked, unloaded, and separately from ammunition – can keep our families and communities safe. To best protect your loved ones – store guns safely.

Series Title: Public Service Announcement
 Date Aired: July-September 2021
 Time Aired: Various
 Duration: 60 seconds
 Format: Pre-recorded announcement
 Source: Produced by the Ad Council
 Topic: **PERSONAL DEVELOPMENT & PUBLIC SAFETY**
 Sub Topic: *Texting and Driving*
 Discussion: 448x PSAs: Campaign addresses the fact that people are personally engaging in a behavior that they know is dangerous. The campaign reminds drivers from 16 to 34 that no one is special enough to message while driving.

Series Title: Public Service Announcement
 Date Aired: July-September 2021
 Time Aired: Various
 Duration: 60 seconds
 Format: Pre-recorded announcement
 Source: Produced by the Ad Council
 Topic: **PERSONAL DEVELOPMENT & PUBLIC SAFETY**
 Sub Topic: *Wildfire Prevention – Rising Ashes (Chains)*
 Discussion: 318x PSAs: Sparks from dragging chains behind your truck can start a wildfire. Spark a change, not a wildfire. Visit smokeybear.com for more details.

Series Title: Public Service Announcement
 Date Aired: July-September 2021
 Time Aired: Various
 Duration: 30 seconds
 Format: Pre-recorded announcement
 Source: Produced by the Ad Council
 Topic: **PERSONAL DEVELOPMENT & PUBLIC SAFETY**
 Sub Topic: *Wildfire Prevention – Smokey Bear*
 Discussion: 107x PSAs: For more than 75 years, Smokey Bear has protected our forests and promoted wildfire prevention. His powerful message, “Only you can prevent wildfires,” is at the heart of America’s longest-running PSA campaign. For tips on safe recreation, visit BeOutdoorSafe.org and for more information on wildfire prevention, visit SmokeyBear.com.

CULTURAL AFFAIRS & COMMUNITY

Host/Producer: Hannah Stanley
 Date/Time Aired: Sunday, July 11, 2021 5-6a
 Format: Public Affairs Program
 Source: Produced by the station
 Topic: **CULTURAL AFFAIRS & COMMUNITY**
 Discussion: Up2UsSports: Focusing on the military side of the organization, Up2Us programs provide a coaching program with training to former military members who are transitioning to civilian life.

Host/Producer: Hannah Stanley
 Date/Time Aired: Sunday, August 8, 2021 5-6a
 Format: Public Affairs Program
 Source: Produced by the station
 Topic: **CULTURAL AFFAIRS & COMMUNITY**
 Discussion: ClozTalk: A non-profit to help other non-profits. ClozTalk recognizes the cost of marketing their messaging is a tremendous burden that many smaller orgs struggle with. ClozTalk has become a landing spot for merchandise for many non-profits. They purchase quality branding items in bulk, and the organization can have their supporters buy through ClozTalk. Additionally, all profit from the sales goes directly back to the organization.

Host/Producer: Hannah Stanley
 Date/Time Aired: Sunday, August 29, 2021 5-6a
 Format: Public Affairs Program
 Source: Produced by the station
 Topic: **CULTURAL AFFAIRS & COMMUNITY**
 Discussion: Improvaneers: The first improv troupe with only down syndrome actors is the Improvaneers. A group put together by Second City trained coaches to teach improv to those with developmental disabilities. Originally designed as in person classes, Covid taught them how to teach this program online, and now Improvaneer Method classes are available throughout the country.

Series Title: Public Service Announcement
 Date Aired: July-September 2021
 Time Aired: Various
 Duration: 60 seconds
 Format: Pre-recorded announcement
 Source: Produced by the Ad Council
 Topic: **CULTURAL AFFAIRS & COMMUNITY**
 Sub Topic: *Adoption from Foster Care*
 Discussion: 222x PSAs: The campaign reveals the remarkable value of adoption for both teens and parents. These emotional messages reassure prospective parents and inspire them to consider adopting a teen.

Series Title: Public Service Announcement
 Date Aired: July-September 2021
 Time Aired: Various
 Duration: 60 seconds
 Format: Pre-recorded announcement
 Source: Produced by the Ad Council
 Topic: **CULTURAL AFFAIRS & COMMUNITY**
 Sub Topic: *Caregiver Assistance*
 Discussion: 420x PSAs: Encourages caregivers to care not only for their loved ones, but also for themselves. Caregivers can find free Care Guides, self-care tips, planning resources, legal and financial guidance and more.

Series Title: Public Service Announcement
 Date Aired: July-September 2021
 Time Aired: Various
 Duration: 60 seconds
 Format: Pre-recorded announcement
 Source: Produced by the Ad Council
 Topic: **CULTURAL AFFAIRS & COMMUNITY**
 Sub Topic: *Discover Nature – Forest Animals*
 Discussion: 462x PSAs: To learn about new things to do in the forest, visit, DiscoverTheForest.org to search for nearby areas to explore and pick up quick tips on enjoying time outdoors.

Series Title: Public Service Announcement
 Date Aired: July-September 2021
 Time Aired: Various
 Duration: 60 seconds
 Format: Pre-recorded announcement
 Source: Produced by the Ad Council
 Topic: **CULTURAL AFFAIRS & COMMUNITY**
 Sub Topic: *Fatherhood Involvement (Groan)*
 Discussion: 309x PSAs: Having an involved father significantly contributes to happier and healthier children, and this is true whether a father lives with his child or not. Visit fatherhood.gov for parenting tips, fatherhood programs, and other resources.

Series Title: Public Service Announcement
 Date Aired: July-September 2021
 Time Aired: Various
 Duration: 60 seconds
 Format: Pre-recorded announcement
 Source: Produced by the Ad Council
 Topic: **CULTURAL AFFAIRS & COMMUNITY**

Sub Topic: *Fatherhood Involvement (Marvin)*
 Discussion: 156x PSAs: Having an involved father significantly contributes to happier and healthier children, and this is true whether a father lives with his child or not. Visit fatherhood.gov for parenting tips, fatherhood programs, and other resources.

Series Title: Public Service Announcement
 Date Aired: July-September 2021
 Time Aired: Various
 Duration: 60 seconds
 Format: Pre-recorded announcement
 Source: Produced by the Bob Evans Farms, Inc.
 Topic: **CULTURAL AFFAIRS & COMMUNITY**
 Sub Topic: *Our Farm Salutes*
 Discussion: 140x PSAs: Created by Bob Evans Farms, Inc. in 2016, "Our Farm Salutes" is committed to supporting America's service members, veterans, and their families through volunteerism, strategic partnerships, grant opportunities, awareness, and donations.

Series Title: Public Service Announcement
 Date Aired: July-September 2021
 Time Aired: Various
 Duration: 30 seconds
 Format: Pre-recorded announcement
 Source: Produced by the Ad Council
 Topic: **CULTURAL AFFAIRS & COMMUNITY**
 Sub Topic: *Saving for Retirement*
 Discussion: 90x PSAs: Empower adults 45-60 to prepare for their retirement with a free online tool that provides a personalized retirement savings action plan to help viewers take charge of their financial futures today.

Series Title: Public Service Announcement
 Date Aired: July-September 2021
 Time Aired: Various
 Duration: 60 seconds
 Format: Pre-recorded announcement
 Source: Produced by the Ad Council
 Topic: **CULTURAL AFFAIRS & COMMUNITY**
 Sub Topic: *Saving for Retirement*
 Discussion: 153x PSAs: Empower adults 45-60 to prepare for their retirement with a free online tool that provides a personalized retirement savings action plan to help viewers take charge of their financial futures today.

Series Title: Public Service Announcement
 Date Aired: July-September 2021
 Time Aired: Various
 Duration: 60 seconds
 Format: Pre-recorded announcement
 Source: Produced by the Wounded Warriors Project
 Topic: **CULTURAL AFFAIRS & COMMUNITY**
 Sub Topic: *Wounded Warriors*
 Discussion: 138x PSAs: Every warrior has a next mission. We know that the transition to civilian life is a journey. And for every warrior, family member, and caregiver, that journey looks different. We are here for their first step, and each step that follows. Because we believe that every warrior should have a positive future to look forward to. There's always another goal to achieve, another mission to discover. We are their partner in that mission.

SPORTS & YOUTH

Host/Producer: Hannah Stanley
 Date/Time Aired: Sunday, August 15, 2021 5-6a
 Format: Public Affairs Program
 Source: Produced by the station
 Topic: **SPORTS & YOUTH**

Discussion: U2US: This week we focus on the outreach component of Up2UsSports. Engaging youth from underserved communities through sports, the coaches help to create a positive outlet for afterschool and other times when they might normally be on their own.

HEALTH, FITNESS & DISEASE PREVENTION

Host/Producer: Hannah Stanley
 Date/Time Aired: Sunday, July 4, 2021 5-6a
 Format: Public Affairs Program
 Source: Produced by the station
 Topic: **HEALTH, FITNESS & DISEASE PREVENTION**

Discussion: Imerman Angels LA: One on one, and free, cancer support pairing current cancer fighters with those that have already survived the same type of cancer.

Host/Producer: Hannah Stanley
 Date/Time Aired: Sunday, July 18, 2021 5-6a
 Format: Public Affairs Program
 Source: Produced by the station
 Topic: **HEALTH, FITNESS & DISEASE PREVENTION**

Discussion: Prostate Cancer can be diagnosed earlier than ever with a very simple, yearly blood test. Treatment for early stage cancers has tremendous success.

Host/Producer: Hannah Stanley
 Date/Time Aired: Sunday, July 25, 2021 5-6a
 Format: Public Affairs Program
 Source: Produced by the station
 Topic: **HEALTH, FITNESS & DISEASE PREVENTION**

Discussion: MS Activist Laura Orrico discusses MS, the current research, how MS touches those diagnosed and their loved ones, and how people can become involved.

Host/Producer: Hannah Stanley
 Date/Time Aired: Sunday, August 1, 2021 5-6a
 Format: Public Affairs Program
 Source: Produced by the station
 Topic: **HEALTH, FITNESS & DISEASE PREVENTION**

Discussion: Alzheimer's is a frightening diagnosis, but understanding the signs and how to recognize it early can allow for new treatments to hold off the effects, giving patients better quality of life for longer.

Host/Producer: Hannah Stanley
 Date/Time Aired: Sunday, September 5, 2021 5-6a
 Format: Public Affairs Program
 Source: Produced by the station
 Topic: **HEALTH, FITNESS & DISEASE PREVENTION**

Discussion: Cystic Fibrosis is a chronic condition that can result in shortened life expectancies, and constant therapies. Lung transplant can be a last resort treatment but can provide lifesaving results. Covid has complicated therapies for many, and has put those with CF at much higher risk

Host/Producer: Hannah Stanley

Date/Time Aired: Sunday, September 12, 2021 5-6a
 Format: Public Affairs Program
 Source: Produced by the station
 Topic: **HEALTH, FITNESS & DISEASE PREVENTION**
 Discussion: Ovarian Cancer - One of the most difficult cancers to diagnose, oftentimes patients don't realize anything is wrong until it has progressed to late stages. September is Ovarian Cancer Awareness month, and on 9/25 there is a national event to promote awareness.

Host/Producer: Hannah Stanley
 Date/Time Aired: Sunday, September 19, 2021 5-6a
 Format: Public Affairs Program
 Source: Produced by the station
 Topic: **HEALTH, FITNESS & DISEASE PREVENTION**
 Discussion: Epilepsy is a neurological disorder which can, among other things, result in seizure activity. Understanding how to work with a person who is seizing can help save a life. Additionally, CURE Epilepsy, a national foundation has a large fundraiser in September to raise funds and awareness.

Series Title: Public Service Announcement
 Date Aired: July-September 2021
 Time Aired: Various
 Duration: 60 seconds
 Format: Pre-recorded announcement
 Source: Produced by the Ad Council
 Topic: **HEALTH, FITNESS & DISEASE PREVENTION**
 Sub Topic: *Alzheimer's Awareness*
 Discussion: 138x PSAs: To tell real, relatable stories of families who have benefited from early detection we created the "Our Stories" campaign in partnership with the Alzheimer's Association. The campaign empowers people to have these critical conversations with loved ones when they notice something is different. The website Alz.org/OurStories offers families helpful tools and resources, including information on the disease and the benefits of an early diagnosis, as well as interactive conversation starters.

Series Title: Public Service Announcement
 Date Aired: July-September 2021
 Time Aired: Various
 Duration: 30 seconds
 Format: Pre-recorded announcement
 Source: Produced by the NBCA
 Topic: **HEALTH, FITNESS & DISEASE PREVENTION**
 Sub Topic: *National Blood Clot Alliance*
 Discussion: 149x PSAs: The National Blood Clot Alliance (NBCA) sees a future in which the number of people suffering and dying from blood clots in the United States is reduced significantly.

Series Title: Public Service Announcement
 Date Aired: July-September 2021
 Time Aired: Various
 Duration: 60 seconds
 Format: Pre-recorded announcement
 Source: Produced by the agency
 Topic: **HEALTH, FITNESS & DISEASE PREVENTION**
 Sub Topic: *BrightFocus Foundation*
 Discussion: 448x PSAs: BrightFocus funds innovative scientific research worldwide to defeat Alzheimer's, macular degeneration, and glaucoma.

Series Title: Public Service Announcement
 Date Aired: April-June 2021

Time Aired: Various
 Duration: 60 seconds
 Format: Pre-recorded announcement
 Source: Produced by the agency
 Topic: **HEALTH, FITNESS & DISEASE PREVENTION**
 Sub Topic: *Entertainment Industry Foundation - Autism*
 Discussion: 207x PSAs: Autism Speaks, Best Buddies and Special Olympics, in partnership with the Entertainment Industry Foundation, have joined forces to build the workforce of the future. Employing people with autism, intellectual and/or developmental differences leads to positive business impacts, including better morale and improved products, services and bottom lines.

Series Title: Public Service Announcement
 Date Aired: July-September 2021
 Time Aired: Various
 Duration: 60 seconds
 Format: Pre-recorded announcement
 Source: Produced by the Ad Council
 Topic: **HEALTH, FITNESS & DISEASE PREVENTION**
 Sub Topic: *Hunger Prevention*
 Discussion: 304x PSAs: Danica Patrick voices PSA sharing that one in six kids in the US are hungry. Feeding America network of food banks provide food to underserved children and communities.

Series Title: Public Service Announcement
 Date Aired: July-September 2021
 Time Aired: Various
 Duration: 60 seconds
 Format: Pre-recorded announcement
 Source: Produced by the Ad Council
 Topic: **HEALTH, FITNESS & DISEASE PREVENTION**
 Sub Topic: *Type 2 Diabetes Prevention*
 Discussion: 147x PSAs: These PSAs encourage viewers to visit the campaign website where they can take a one-minute risk test to know where they stand. The campaign highlights the importance of early diagnosis, speaking with your doctor and visiting DoIHavePrediabetes.org to learn more about prediabetes.