



October 3, 2022

**KRKC-FM**  
POP 102.1

**QUARTERLY ISSUES/PROGRAM LIST**

**KRKC-AM**  
KRKC Country  
1490

The Quarterly Issues/Program List for July 1 through September 30, 2022 for Stations KRKC- FM King City (and K295BZ), KSGG-FM King City and KRKC (AM) King City (and K268DW and 285FW) broadcasted a total time is 8 hours and 45 minutes.

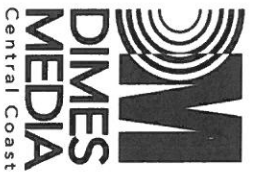
**KSGG-FM**  
104.7

Dimes Media Stations Public Service Announcements support the local non-profit organizations by airing their different events. The Public Service Announcements (PSA's) total time is approximately 48 hours and 20 minutes. This time is representative of the PSA's for the third quarter.

**TOTAL TIME FOR THE THIRD QUARTER JULY 1 THROUGH SEPTEMBER 30, 2022**

**IS**

**57 HOURS and 5 MINUTES**



## PUBLIC SERVICE ANNOUNCEMENTS

Here follows a listing of some of the Public Service Announcements of local events and general issues broadcasted by Station KRKC-(AM) King City, California, KRKC- FM King City, California and KSGG-FM King City, California for the period July 1, 2022 - September 30, 2022. The PSA listing is representative of all the broadcasted PSAs. The order in which the PSAs appear does not reflect any priority or significance.

Description of Issue	Program/Segment	Date	Time	Duration/Total Time	Narration of type and description of program/segment
KRKC-AM	PUBLIC SERVICE ANNOUNCEMENTS	6/27/22-7/31/22	Daily in June and July 12AM-12PM 1 time	700 30 Second PSAs Total time: 5 hours and 50 minutes	Donors Choose, Poison Control, Lymphoma Society, Wounded Warrior, Quit Smoking, Lung Cancer Save Your Life, Lung Cancer Screening Next Step
KRKC-FM	PUBLIC SERVICE ANNOUNCEMENTS	6/27/22-7/31/22	Daily in June and July 12AM-12PM 1 time	700 30 Second PSAs Total time: 5 hours and 50 minutes	Donors Choose, Poison Control, Lymphoma Society, Wounded Warrior, Quit Smoking, Lung Cancer Save Your Life, Lung Cancer Screening Next Step
KSGG-FM	PUBLIC SERVICE ANNOUNCEMENTS	6/27/22-7/31/22	Daily in June and July 12AM-12PM 1 time	700 30 Second PSAs Total time: 5 hours and 50 minutes	Donors Choose, Poison Control, Lymphoma Society, Wounded Warrior, Quit Smoking, Lung Cancer Save Your Life, Lung Cancer Screening Next Step
KRKC-FM	PUBLIC SERVICE ANNOUNCEMENTS	6/27/22-7/31/22	Some days in June and July 12AM-12PM 1 time	10 60 Second PSAs Total time: 10 minutes	ADOPTION AND WEIGHT BIAS
KSGG-FM	PUBLIC SERVICE ANNOUNCEMENTS	6/27/22-7/31/22	Some days in June and July 12AM-12PM 1 time	10 60 Second PSAs Total time: 10 minutes	ADOPTION AND WEIGHT BIAS
KRKC-AM	PUBLIC SERVICE ANNOUNCEMENTS	7/1/22-7/30/22	Some days in June and July 12AM-12PM 1 time	10 60 Second PSAs Total time: 10 minutes	ADOPTION AND WEIGHT BIAS
KRKC-AM	PUBLIC SERVICE ANNOUNCEMENTS	6/27/22-7/31/22	Some days in June and July 12AM-12PM 1 time	35 30 Second PSAs Total time: 17 minutes and 30 seconds	KING CITY IN BLOOM
KRKC-FM	PUBLIC SERVICE ANNOUNCEMENTS	8/1/22-8/28/22	Daily in August 12AM-12PM 1 TIME	28 30 Second PSAs Total time: 14 minutes	KING CITY IN BLOOM
KSGG-FM	PUBLIC SERVICE ANNOUNCEMENTS	8/1/22-8/28/22	Daily in August 12AM-12PM 1 TIME	28 30 Second PSAs Total time: 14 minutes	KING CITY IN BLOOM

KRKC (AM)	PUBLIC SERVICE ANNOUNCEMENTS	8/1/22-8/28/22		28 30 Second PSAs Total time: 14 minutes	KING CITY IN BLOOM
KRKC (AM)	PUBLIC SERVICE ANNOUNCEMENTS	8/1/22-8/28/22	Some Days in August 12AM-12PM 1 time	8 60 Second PSAs Total time: 8 minutes	ADOPTION AND WEIGHT BIAS
KRKC (AM)	PUBLIC SERVICE ANNOUNCEMENTS	8/4/22-8/28/22	Some Days in August 12AM-12PM 1 time	8 60 Second PSAs Total time: 8 minutes	ADOPTION AND WEIGHT BIAS
KRKC (AM)	PUBLIC SERVICE ANNOUNCEMENTS	8/3/22-8/26/22	Some days in August 12AM-12PM 1 time	8 60 Second PSAs Total time: 8 minutes	ADOPTION AND WEIGHT BIAS
KRKC (AM)	PUBLIC SERVICE ANNOUNCEMENTS	8/1/22-8/28/22	Daily in August 12AM-12PM 1 time	560 30 Second PSAs Total time: 4 hours and 40 minutes	Donors Choose, Poison Control, Lymphoma Society, Wounded Warrior, Quit Smoking, Lung Cancer Save Your Life, Lung Cancer Screening Next Step
KRKC-FM	PUBLIC SERVICE ANNOUNCEMENTS	8/1/22-8/28/22	Daily in August 12AM-12PM 1 time	560 30 Second PSAs Total time: 4 hours and 40 minutes	Donors Choose, Poison Control, Lymphoma Society, Wounded Warrior, Quit Smoking, Lung Cancer Save Your Life, Lung Cancer Screening Next Step
KSGG-FM	PUBLIC SERVICE ANNOUNCEMENTS	8/1/22-8/28/22	Daily in August 12AM-12PM 1 time	560 30 Second PSAs Total time: 4 hours and 40 minutes	Donors Choose, Poison Control, Lymphoma Society, Wounded Warrior, Quit Smoking, Lung Cancer Save Your Life, Lung Cancer Screening Next Step
KRKC-FM	PUBLIC SERVICE ANNOUNCEMENTS	8/29/22-9/25/22	Daily in August and September 12AM-12PM 1 time	560 30 Second PSAs Total time: 4 hours and 40 minutes	Donors Choose, Poison Control, Lymphoma Society, Wounded Warrior, Quit Smoking, Lung Cancer Save Your Life, Lung Cancer Screening Next Step
KSGG-FM	PUBLIC SERVICE ANNOUNCEMENTS	8/29/22-9/25/22	Daily in August and September 12AM-12PM 1 time	560 30 Second PSAs Total time: 4 hours and 40 minutes	Donors Choose, Poison Control, Lymphoma Society, Wounded Warrior, Quit Smoking, Lung Cancer Save Your Life, Lung Cancer Screening Next Step
KRKC-AM	PUBLIC SERVICE ANNOUNCEMENTS	8/29/22-9/25/22	Daily in August and September 12AM-12PM 1 time	560 30 Second PSAs Total time: 4 hours and 40 minutes	Donors Choose, Poison Control, Lymphoma Society, Wounded Warrior, Quit Smoking, Lung Cancer Save Your Life, Lung Cancer Screening Next Step
KRKC-FM	PUBLIC SERVICE ANNOUNCEMENTS	8/3/22-8/26/22	Daily in August 12AM-12PM 1 time	8 60 Second PSAs Total time: 8 minutes	ADOPTION AND WEIGHT BIAS
KSGG-FM	PUBLIC SERVICE ANNOUNCEMENTS	8/3/22-8/26/22	Daily in August 12AM-12PM 1 time	8 60 Second PSAs Total time: 8 minutes	ADOPTION AND WEIGHT BIAS
KRKC-FM	PUBLIC SERVICE ANNOUNCEMENTS	9/2/22-9/24/22	Daily in September 12AM12PM 1 time	8 60 Second PSAs Total time: 8 minutes	ADOPTION AND WEIGHT BIAS
KSGG-FM	PUBLIC SERVICE ANNOUNCEMENTS	9/2/22-9/24/22	Daily in September 12AM12PM 1 time	8 60 Second PSAs Total time: 8 minutes	ADOPTION AND WEIGHT BIAS

KRKC-AM	PUBLIC SERVICE ANNOUNCEMENTS	8/29/22-9/22/22	Daily in August and September 12AM-12PM 1 time	8 60 Second PSAs Total time: 8 minutes	ADOPTION AND WEIGHT BIAS
KRKC-AM	PUBLIC SERVICE ANNOUNCEMENTS	8/29/22-9/25/22	Daily in August and September 12AM-12PM 1 time	28 30 Second PSAs Total time: 14 minutes	KING CITY IN BLOOM



### QUARTERLY ISSUES/PROGRAMS LIST

Here follows a listing of some of the significant issues responded by Station KRKC (FM), King City, California, KRKC (AM), King City, California and KSGG (FM) King City, California along with the most significant programming treatment of those issues for the period July 1 2022 - September 30 2022. The listing is by no means exhaustive. The order in which the issues appear does not reflect any priority or significance.

	<b>Program/Segment</b>	<b>Date</b>	<b>Time</b>	<b>Duration/Total Time</b>	<b>Narration of type and description of program/segment</b>
Sexual Harassment, Women's Issues, Minority Concerns Workplace Matters	Public Affairs Program in three segments	07/03/22	6:00 AM Sunday all stations		<p>Joanne Lipman, former Chief Content Officer of Gannett and Editor-in-Chief of USA Today, author, discusses the current state of gender gap in today's workplaces which with diversity training has become worse because men feel demonized. She feels the solution in the workplace is that men become allies and not adversaries. Derek Thompson, author, believes that nothing "goes viral" and becomes a "word of mouth" success in the media environment. He outlines ways that these trends may affect consumers' decision making in the future. Paul Redman, Executive Director of Longwood Gardens near Philadelphia, one of the leading public gardens in the country, co-chair of the Seed Your Future Initiative, which promotes horticulture as a career path for young people, is concerned with the decreasing enrollment of professional horticulturalists and horticulture programs at universities. He notes that horticulture programs have declined when horticulture graduates are more important than ever. He outlines the available good jobs, and discusses why horticulture is not considered by young adults entering college or the job market.</p>

<p>Mass Shootings, Criminal Justice, Mental Health, Consumer Matters, Technology, Women's Issues, Children's Issues</p>	<p>Public Affairs Program in three segments</p>	<p>07/10/22</p>	<p>6:00 AM Sunday all stations</p>	<p>9:02, 8:03, 5:07 Total time: 22 minutes</p>	<p>Jillian Peterson, PHD, Assistant Professor of Criminal Justice at Hamline University, Director of the Hamline Center for Justice and Law, co-founder of the Violence Project, a nonpartisan think tank dedicated to reducing violence in society explains that she is the co-developer of a database which contains information about every US mass shooter since 1966. The database is the most complete in that it answers the "how" and "why" of the mass shootings. She gives the four most common traits of the mass shooters. She also outlines ways to prevent these shootings. Peter H. Diamandis, founder of many high-tech companies, Founder and Executive Chairman of the XPRIZE and Executive Founder of Singularity University, Co-Founder of Human Longevity, Inc., co-author, believes that in the next decade, the world will experience more upheaval and create more wealth than ever before. He gives examples of converging technologies which he expects to transform entertainment, education, healthcare, longevity, business, and food. Atara Twersky, attorney, author, talks about parents should encourage their daughters to celebrate their differences and feel good about being different.</p>
<p>Crime, Government Policies, Parenting, Entrepreneurism, Minority Concerns, Personal Health</p>	<p>Public Affairs Program in three segments</p>	<p>07/17/22</p>	<p>6:00 Sunday AM all stations</p>	<p>10:09, 7:09, 4:55 Total time: 22 minutes</p>	<p>Chris Blattman, PHD, Economist, Professor, University of Chicago's Harris School of Public Policy, author, explains the research in Liberia that giving cash and providing cognitive behavior therapy to potential criminals results in reduced crime and violence for many years. Chicago is implementing a similar program called READI which deals with men in the most violent districts. These men participate in morning therapy sessions and job training in the afternoons. Margot Machol Bisnow, former FTC Commissioner and Chief of Staff of the President's Council of Economic Advisers, author, after interviewing several successful adults, explains why parents should raise their children with an entrepreneurial outlook as well as teaching independence and compassion. Alain Lekoubou Looiti, PhD, Assistant Professor of Neurology and Public Health Sciences at the Penn State Neuroscience Institute and College of Medicine, discovers that recent black immigrants and others who have been in the US for over 15 years are less likely to die earlier from cardiovascular disease than black adults born in the U.S. He believes that healthcare providers should have a treatment plan for each person which not based on their racial category.</p>

<p>Hunger, Poverty, Government Programs, Retirement Planning, Senior Citizens, Personal Finance, Consumer Matters, Online Security</p>	<p>Public Affairs Program in three segments</p>	<p>07/24/22</p>	<p>6:00 AM Sunday all stations</p>	<p>8:34; 8:43; 4:37 Total time: 22 minutes</p>	<p>Michelle Kaiser, PhD, Assistant Professor of Social Work, Ohio State University, thinks that a third of the households do not have enough food to eat, and more than 16 percent of the households were skipping meals at the risk of experiencing hunger and also suffering health problems. She outlines ways to reverse this trend. Christine Benz, Director of Personal Finance at Morningstar, Inc. states that many senior Americans approaching retirement are forgetting the most important costs, healthcare and taxes. She outlines ways to determine how and when to withdraw IRA or 401k funds to cover these expenses. Robert Barba, Senior Analyst at Bankrate.com explains that 63% of U.S. adults have at least one financial app. if they use a smartphone. Millennials use them the most, Gen X and Baby Boom generations also use them. He talks about security concerns, and why banks want their customers to try banking apps.</p>
<p>Personal Health, Climate Change, Parenting, Early Childhood Education, Green Energy, Consumer Matters</p>	<p>Public Affairs Program in three segments</p>	<p>07/31/22</p>	<p>6:00 AM Sunday all stations</p>	<p>8:13; 8:51; 4:59 Total time: 22 minutes</p>	<p>S. Tony Wolf, Postdoctoral Researcher in Kinesiology, Penn State University, finds out from his research, that 88 degrees is the upper limit of safety for the human body. He explains how high temperatures affect the human body, and how these temperatures affect the human heart, and why heat stroke and heat stress are so dangerous. Dana Susking, MD, Professor of Surgery &amp; Pediatrics, Director of the Pediatric Cochlear Implant Program, and Founder &amp; Co-Director of the TMW Center for Early Learning + Public Health, University of Chicago, author, discusses the important role that parents play in the development of their child. She talks about the changes that parenting underwent as a result of the pandemic. She says that she would like to have greater taxpayer spending on early childhood education. Max Zhang, PhD, Professor, Cornell's College of Engineering, Faculty Director, Cornell Atkinson Center for Sustainability, finds out that smart thermostats can save homeowners money. They also prompt inadvertent, widespread energy-demand spikes on the power grid. He explains the attempt to transition away from fossil fuels will cause the problem to become very serious, and without a tenable way to store energy from renewable sources ie. solar power, electric utilities will not be able to supply this peak demand.</p>

Traumatic Brain Injuries, Parenting, Child Neglect, Hunger and Nutrition, Government, Personal Health, Obesity	Public Affairs Program in three segments	08/07/22	6:00 AM Sunday all stations	7:16; 10:06; 5:04 Total time: 22 minutes	<p>Alan Cook, MD, Medical Director, Center for Clinical Research at the School and Rural Health, University of Texas at Tyler Health Science Center explains that traumatic brain injury is the leading cause of death and disability in children 0-4 and 15-19 years of age, and he notes that ER visits for concussions and similar injuries have almost tripled in the last 20 years. He states that traumatic brain injuries have increased in all age groups especially among girls. He thinks the main reason is women's sports ie. volleyball, soccer, and cheerleading which are un-helmeted activities, plus the fact that concussion awareness has improved. Michelle Johnson-Motoyama, PhD, Associate Professor, Ohio State University College of Social Work, from her study that Supplemental Nutrition Assistance Program (SNAP) helps more than 39 million Americans and others to avoid food insecurity and may help prevent child maltreatment. She finds that states with more generous SNAP programs with more people participating have fewer children involved in Child Protective Services investigations being later sent to foster care. She states with increasing inflation rates for food and gasoline are having a great impact on families with lower incomes. Dr. Chris Wall, Deputy Director, Department of Orthopaedics, Toowoomba Hospital, Senior Lecturer, School of Medicine, Roral Clinical School, University of Queensland in Australia, realizes that half of the patients who underwent knee replacement for osteoarthritis are obese increasing their risk of having this operation at a younger age, especially among women. He says that weight loss is an important step to improving outcomes for people and for national health systems.</p>
--	--	----------	-----------------------------	--	---



<p>Military Issues, Mental Health, Suicide, Women's Issues, Education, Sexual Harassment, Education, Parenting</p>	<p>Public Affairs Program in three segments</p>	<p>08/14/22</p>	<p>6:00 AM Sunday all stations</p>	<p>7:33; 9:41; 4:51 Total time: 22 minutes</p>	<p>Howard Waitzkin, MD., PhD., Distinguished Professor Emeritus, Department of Sociology, University of New Mexico, Adjunct Professor in the Department of Medicine at the University of Illinois states that many active-duty military personnel are using private mental health services. They are dissatisfied with the quality of military care and are concerned about reprisals from their command. The outside help is offered by the nationwide civilian network of volunteer mental health professionals. Deondra Rose, PhD, Assistant Professor of Public Policy &amp; Political Science, Duke University, author, explains the change in higher education in the past decades. More women have received college degrees at a higher rate than men. She talks about the reasons, and the broader implications for women and society. She feels that women become more financially independent, more socially integrated, and more politically engaged. She also talks about the impact of the "Me Too" movement in the empowerment of women. Lang Chen, PhD, postdoctoral scholar in Psychiatry and Behavior Sciences, Stanford University School of Medicine from a study discovers and identifies the brain pathway which links positive attitudes toward math to a higher achievement in the subject. He realizes the students' attitudes are greater factors in their performances than IQ. He stresses the importance of parents and teachers encouraging students to have an open mind and positive attitude.</p>
<p>Personal Finance, Retirement Planning, Parenting, Mental Health, Education, Substance Abuse,</p>	<p>Public Affairs Program in three segments</p>	<p>08/21/22</p>	<p>6:00 AM Sunday all stations</p>	<p>7:58; 9:12; 4:58 Total time: 22 minutes</p>	<p>Mark J. Perry, Ph.D, Scholar, The American Enterprise Institute, Professor of Finance &amp; Business Economics in the School of Management, University of Michigan-Flint, creator and editor of the popular blog Carpe Diem, discusses a recent report from S&amp;P Dow Jones that only 5% of actively managed mutual funds performed better than index funds. Index funds have become more popular in recent years. He explains why nearly half of investors still want managed funds. Ned Johnson, education expert, founder of PrepMatters, a tutoring service in Washington, DC, co-author, realizes that high-performing students are very stressed and lacking motivation. Many complain that they have no control over their lives. Ned Johnson believes that the students should have more stress to control their lives as well as their parents maintaining authority. He gives the parents many ways to give their children more self determination and control. Kate Genovese, author, is concerned that thousands of injured athletes are prescribed opioids, and then become addicted. She relates her son's story of addiction after many hockey-related injuries. He eventually died of an overdose at the age of 30. She talks about the struggles parents face with an adult addict, and the help that is available to them.</p>

Parenting, Education, Gambling Addiction, Mental Health, Pollution, Environment	Public Affairs Program in three segments	08/28/22	6:00 AM Sunday all stations	8:00; 9:18; 5:05 Total time: 22 minutes	<p>Lim Knight, parenting expert, former elementary teacher, Certified Positive Discipline Educator, author, offers suggestion to parents to create more calm in their home as the school year begins. Parents can create an organized, efficient, and fun morning routine. She discusses how early children need to wake up before the school bus arrives, and the best forms of discipline to motivate their children to be ready on time. Simone Rodda, PhD, Associate Professor, Auckland University of Technology, Psychology and Neuroscience, Auckland, New Zealand, states that gambling is more available now, and over 10 million adults have sought help for their problem gambling. After studying many internationally studies, she asked members of the general public about finding help for gambling problems. She explains who is most likely to seek help, and the kinds of assistance that is available for problem gamblers. Parisa Kamgar, P.E., biomedical engineer, inventor, environmental activist, explains that plastic pollution is a serious and growing problem. She tells about an emerging eco-friendly packaging strategy: dehydrated versions of cleaners, beverages, and other normally bottled products, which leave it up to the consumer to add water, and then drink the product. By doing this, the amount of plastics going to the landfills, and the amount of fuel needed to send products to consumers will be reduced.</p>
Parenting, Education, Media, Diabetes, Nutrition, Substance Abuse	Public Affairs Program in three segments	09/04/22	6:00 AM Sunday all stations	8:05; 9:01; 4:56 Total time: 22 minutes	<p>Angela C. Santomero, M.A., co-creator of the educational children's TV program "Blue's Clues", author, explains why preschoolers do well academically, socially, and emotionally when watching healthy, researched-based TV programs. She outlines ways that parents can evaluate and monitor their child's exposure to the array of media choices. Jason Fung, MD, weight loss and diabetes expert, author, states that nearly 10% of all Americans have some form of diabetes. He talks about the causes behind this epidemic and the wide areas of dangerous conditions it creates. He also explains how dietary changes and weight loss can often eliminate this disease. Bob Gardner, Executive Director of the National Federation of State High School Associations says that there is a shortage of referees in youth sports programs. He states that many high school officials quit by their third year. The average age is in the mid 50s. The primary reason for this trend is abusive behavior by parents. He talks about the rewards of working as a sports official, and explains how someone can volunteer</p>

Parenting, Youth Mental Health, Personal Productivity, Career, Technology, Allergies, Personal Health	Public Affairs Program in three segments	09/11/22	6:00 AM Sunday all stations	8:00- 9:18; 5:05 minutes Total time: 22	Emily Weinstein, PHD, Principal Investigator at Project Zero in the Harvard Graduate School of Education, author, after interviewing 3500 teenagers she learns how they are influenced by smartphones and other electronic screens. She talks about social stresses that parents do not understand. She explains that during the pandemic social media was a social lifeline and study support tool. She also thinks that social media has driven a profound shift in peer pressure for teenagers to adopt socially-approved opinions about politics. Tiago Forte, productivity consultant, author, thinks that many people have a difficult time retaining a small amount of knowledge we learn during a day, and become frustrated in not being able to recall information we need when we are talking. She explains an easy method by using smartphone technology to consume information, to manage and streamline it. Erin Matthews, home hygiene specialist, says that 50% of American households have a dog or cat or both. She outlines ways to control indoor allergens and pollutants from pets and other common sources. She states that robotic vacuums with HEPA filters have been a major advance in dealing with this problem.
Organ Donation, Mental Health, Weight Loss, Personal Health, Smoking/Vaping	Public Affairs Program in three segments	09/18/22	6:00 AM Sunday all stations	8:59- 8:21; 4:55 minutes Total time: 22	Tara Storch, co-founder of Taylor's Gift Foundation, a nonprofit 501 (c)(3) organization that provides emotional support to organ donor families, relates that in the U.S. last year over 40,000 organ tissue transplants were performed usually because an accident or tragedy had occurred. Normally, families are recovering from a sudden loss and grief. Tara Storch tells her own tragedy when her daughter died recently. Because of her experience, she began an organization to provide emotional support to the organ families who are recovering from their personal loss, and so they can return to normal living as well. Mindy H. Lee, graduate student, University of Illinois Urbana-Champaign, is a co-author of examining a self-guided approach to weight loss that helped users create a low calorie and high fiber meals. As a result, participants lost an average of 5% of their body weight. She thinks that diet flexibility is a major point in continuing weight loss and sustainable maintenance. Ana Maria Rule, PhD, MHS, Assistant Scientist in Environmental Health & Engineering, John Hopkins Bloomberg School of Public Health, states that there are many questions about people smoking e-cigarettes, and what they are breathing when they vape. From a study, she discovers that the vapors from different devices contained toxic levels of metal including lead. She explains why teenagers are at a greater risk of e-cigarette toxins than adults.

