



KTOM-FM RADIO

MONTEREY, CA

QUARTERLY ISSUES / PROGRAMS LIST

FIRST QUARTER 2015

For Quarter beginning: X January 1, 2015
 April 1, 2015
 July 1, 2015
 October 1, 2015

KTOM-FM provides it's listeners with programming and public service announcements that address issues of concerns to our local community.

KTOM PUBLIC AFFAIRS PROGRAM is a weekly 30 minute Public Affairs Show hosted by Mark Carbonaro. This program features community guests and a variety of topics and local issues, events, and organizations.

This Program was created to bring local leaders together in an open forum to discuss the issues and community affairs and area events most important to our companies.

"KTOM PUBLIC AFFAIRS PROGRAM" runs each Sunday at 7:00 AM

KTOM-FM also airs 1 sixty second news/weather segment per hour from 6:00am to 9:00 am Monday through Friday and 9 thirty second traffic reports from 6:00 am to 9:00 am and 5 thirty second traffic reports from 3:30pm to 6:00pm Monday through Friday.



KTOM-FM

MONTEREY, CA

QUARTERLY ISSUES / PROGRAMS LIST

FIRST QUARTER, 2015

1/1/2015

KTOM – FM provides its listeners with programming and public service announcements that address issues of concern to our local community. Among the issues determined to be of the most concern to the community during the preceding calendar quarter were:

- **AFFORDABLE CARE ACT**
- **INCOME TAX PREPARENESS**
- **LOCAL ECONOMY**
- **WATER DROUGHT**
- **SAFETY**



KTOM-FM
Monterey, CA
Quarterly Issues/Programs List
First Quarter, 2015
04/04/2015

KTOM-FM
Quarterly Issues/Programs List

KTOM-FM provides its listeners with programming and public service announcements that address issues of concern to our local community. Among the issues determined to be of most concern to the community during the preceding calendar quarter were:

- **Affordable Care Act:** an interview w/Dr. Gary Gray, chief medical officer, Natividad Medical Center who discussed how the Affordable Care Act (ACA) is impacting public hospitals like Natividad. He talked about the establishment of the new trauma center designation at the hospital and how that will improve health care for Monterey County residents
- **CITY FINANCES AND TAX:** Discussed City Finances and how monies from new sales tax (\$20 million dollars annually) will be spent by city council. Improvements to police department, libraries, and debt services highlighted.
- **Counseling:** Marta Martinez of Monterey County Rape Crisis Center on advocacy training program for rape counseling
- **Earthquake Preparedness:** CA EARTHQUAKE AUTHORITY discussed the EBB (Earthquake Brace & Bolt Program)
- **Food Bank Assistance:** Melissa Kendrick with the Monterey Co Food Bank discussed the fire/arson that destroyed food banks delivery fleet & how the community can help rebuild it
- **INCOME TAX PREPAREDNESS:** CEO Mary Adams & Fatimas of United Way of Monterey County discussed annual program that helps lower income people file their income taxes and ensures those individuals receive the income tax rebates due them.
- **Library Services:** Cathy Lindstrom of Monterey County Free Library Foundation on programs for underserved communities
- **LOCAL ECONOMY AND WATER ISSUE:** Salinas Mayor Joe Gunter, pt. 2 of interview re: Salinas 2015. Discussed economic development and water issues affecting the City of Salinas. Talked about how Salinas is treating waste water for re-use in agriculture and industry. This directly impacts how the city saves water during the drought.
- **Marina Foundation:** Steve Emerson of Marina Foundation - on programs & projects funded by the organization.
- **NON PROFIT ORGANIZATIONS:** CEO Mary Adams & Fatimas of United Way of Monterey County discussed how this organization has changed its methodology for distributing grants to non profits and community organizations. She explained the new focus on making few grants to fewer organizations but increasing the dollar to those organizations in order to help them have a greater impact within the community. The focus is on the organizations that work on social justice issues.
- **Salinas Police Department:** Salinas Police Chief Kelly McMillin discusses the concept of Community Oriented Policing and how it is an effort to reach out to communities of color in Salinas and to help improve relations between those communities and the police department.
- **Sustainability:** Environmentalists' Neal Kruse & Larry Weingarten discuss sustainability & how we can create more

- YMCA Programs: Scott Maitland/Salinas YMCA programs for underserved communities

Section I
LOCAL PROGRAMMING

Section I lists regularly-scheduled and special programs that represent the station's issue-responsive programming providing the most significant treatment of the issues listed above for the calendar quarter.

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
CITY FINANCES AND TAX	KTOM PUBLIC AFFAIRS SHOW	Discussed City Finances and how monies from new sales tax (\$20 million dollars annually) will be spent by city council. Improvements to police department, libraries, and debt services highlighted.	JOE GUNTER	01/04/2015 07:00 AM	033:11
Affordable Care Act	KTOM PUBLIC AFFAIRS SHOW	an interview w/Dr. Gary Gray, chief medical officer, Natividad Medical Center who discussed how the Affordable Care Act (ACA) is impacting public hospitals like Natividad. He talked about the establishment of the new trauma center designation at the hospital and how that will improve health care for Monterey County residents	Dr. Gary Gray	01/11/2015 07:00 AM	027:06
Earthquake Preparedness	KTOM PUBLIC AFFAIRS SHOW	CA EARTHQUAKE AUTHORITY discussed the EBB (Earthquake Brace & Bolt Program)	.	01/18/2015 07:00 AM	030:49
INCOME TAX PREPAREDNESS	KTOM PUBLIC AFFAIRS SHOW	CEO Mary Adams & Fatimas of United Way of Monterey County discussed annual program that helps lower income people file their income taxes and ensures those individuals receive the income tax rebates due them.	MARY ADAMS AND FATIMA DIAS	01/25/2015 07:00 AM	029:29
NON PROFIT ORGANIZATIONS	KTOM PUBLIC	CEO Mary Adams & Fatimas of United Way of	MARY ADAMS	02/01/2015 07:00 AM	029:29

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
	AFFAIRS SHOW	Monerey County discussed how this organization has changed its methodology for distributing grants to non profits and community organizations. She explained the new focus on making few grants to fewer organizations but increasing the dollar to those organizations in order to helpthem have a greater impact within the community. The focus is on the organizations that work on social justice issues.	AND FATIMA DIAS		
LOCAL ECONOMY AND WATER ISSUE	KTOM PUBLIC AFFAIRS SHOW	Salinas Mayor Joe Gunter, pt. 2 of interview re: Salinas 2015. Discussed economic development and water issues affecting the City of Salinas. Talked about how Salinas is treating waste water for re-use in agriculture and industry. This directly impacts how the city saves water during the drought.	JOE GUNTER	02/08/2015 07:00 AM	033:11
YMCA Programs	KTOM PUBLIC AFFAIRS SHOW	Scott Maitland/Salinas YMCA programs for underserved communities	Scott Maitland	02/15/2015 07:00 AM	028:00
Library Services	KTOM PUBLIC AFFAIRS SHOW	Cathy Lindstrom of Monterey County Free Library Foundation on programs for underserved communities	Cathy Lindstrom	02/22/2015 07:00 AM	030:21
Counseling	KTOM PUBLIC AFFAIRS SHOW	Marta Martinez of Monterey County Rape Crisis Center on advocacy training program for rape counseling	Marta Martinez	03/01/2015 07:00 AM	018:33
Marina Foundation	KTOM PUBLIC AFFAIRS SHOW	Steve Emerson of Marina Foundation - on programs & projects funded by the organization.	Steve Emerson	03/08/2015 07:00 AM	027:35
Salinas Police	KTOM	Salinas Police Chief Kelly	Police Chief	03/15/2015	028:30

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
Department	PUBLIC AFFAIRS SHOW	McMillin discusses the concept of Community Oriented Policing and how it is an effort to reach out to communities of color in Salinas and to help improve relations between those communities and the police department.	Kelly McMillin	07:00 AM	
Sustainability	KTOM PUBLIC AFFAIRS SHOW	Environmentalists' Neal Kruse & Larry Weingarten discuss sustainability & how we can create more	Neal Kruse and Larry Weingarten	03/22/2015 07:00 AM	030:00
Food Bank Assistance	KTOM PUBLIC AFFAIRS SHOW	Melissa Kendrick with the Monterey Co Food Bank discussed the fire/arson that destroyed food banks delivery fleet & how the community can help rebuild it	Melissa Kendrick	03/29/2015 07:00 AM	028:49

Section II
NETWORK (and/or SYNDICATED) PROGRAMMING

Section II lists the network-provided (and/or syndicated) programming that the station broadcast during the preceding calendar quarter that addresses community issues.

ISSUE	PROGRAM / TITLE	DESCRIPTION	DATE/TIME	DURATION
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(Insert network and/or syndicator-provided programs lists here.)

Section III
PUBLIC SERVICE ANNOUNCEMENTS

Section III lists public service announcements that the station broadcast during the preceding calendar quarter that address community issues.

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
HEALTH	AMERICAN DIABETES ASSN	001:00	011
EDUCATION	CC HOUSE RC (DRUMMOND)	000:26	157
EDUCATION	CC HOUSE RC (DRUMMOND)	000:30	019

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
EDUCATION	CCH/RANCHO CIELO ROUND UP	000:30	060
HEALTH	IHR PSA/GO RED	000:30	021
HEALTH	KION PSA/APNEA :20	000:20	001
HEALTH	KION PSA/APNEA :30	000:30	004
HEALTH	KION PSA/APNEA :60	001:00	004
MILITARY AND VETERANS	KION PSA/ARMY MUSEUM	000:30	003
HEALTH	KION PSA/ARRL #02	000:30	001
HEALTH	KION PSA/ARRL #03	000:28	001
HEALTH	KION PSA/ARRL #05	000:30	007
YOUTH	KION PSA/BGCMC (GENERIC)	000:31	005
EDUCATION	KION PSA/CA HS-03	001:00	006
EDUCATION	KION PSA/CA HS-04	001:00	009
MILITARY AND VETERANS	KION PSA/DVDs4VETS	000:30	007
HEALTH	KION PSA/ESGR	000:30	002
BUSINESS	KION PSA/FDOM ROTARY	000:30	003
HEALTH	KION PSA/GO RED	000:30	002
MILITARY AND VETERANS	KION PSA/GUARD & RESERVE	000:30	005
MILITARY AND VETERANS	KION PSA/GWAY	000:16	005
MILITARY AND VETERANS	KION PSA/IRAQ VETS-03	000:30	001
HEALTH	KION PSA/LDS-01	000:15	009
HEALTH	KION PSA/LDS-02	000:20	002
HEALTH	KION PSA/LDS-04	000:10	007
HEALTH	KION PSA/LDS-06	000:20	002
HEALTH	KION PSA/MC-SARD	000:30	002
HEALTH	KION PSA/NSVMAD	000:16	008
BUSINESS	KION PSA/POSSE :30	000:30	004
BUSINESS	KION PSA/RCYC	000:30	002
BUSINESS	KION PSA/ROTARY -02	000:30	006
MILITARY AND VETERANS	KION PSA/USNL	000:30	003

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
MILITARY AND VETERANS	KION PSA/USO (:15)	000:15	057
MILITARY AND VETERANS	KION PSA/USO (:60)	001:00	007
ENVIRONMENT	KION PSA/WILDFIRES	000:28	002
ENVIRONMENT	MONTEREY BAY AQUARIUM	000:30	001
BUSINESS EXPO	SALINAS VALLEY CHAM OF COMM	000:21	002
BUSINESS EXPO	SALINAS VALLEY CHAM OF COMM	000:30	045
BUSINESS EXPO	SALINAS VALLEY CHAM OF COMM	000:31	070
HEALTH AND FITNESS	AMERICAN HEART ASSOCIATION	000:30	005
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:30	010
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:31	019
HEALTH	AMERICAN HEART ASSOCIATION	000:15	042
YOUTH	KION PSA/SCORE :30	000:30	003