

CBS RADIO GROUP

ISSUES AND PROGRAMS REPORT

FOR KEGY HD-2 SAN DIEGO

FOURTH QUARTER, 2017

OCTOBER 1 THROUGH DECEMBER 31, 2017

Prepared by:

Marlo Rhodes
Public Affairs Director

**Issues of Concern to San Diego
Addressed In Responsive Programming In The
FOURTH QUARTER, 2017**

1. Jobs & Growth

The San Diego economy is enjoying a robust growth after the harsh set-backs of the 2009-2012 recession. San Diego's employers continue to add to their work forces. For many of them, finding qualified employees to fill open positions could start to be a bigger challenge in the near future.

2. Transportation

Morning and afternoon gridlock are major concerns in the San Diego area. Public Transportation opportunities continue to grow to alleviate constant congestion problems.

3. Business/Tourism

Tourism is one of the biggest sources of revenue to the San Diego area and San Diego continues to be a popular destination among tourist.

4. Education

The best way to keep the community growing and prospering is to educate and inform its citizens. We gain helpful insight from many community leaders on a range of issues.

5. Health/Environmental

San Diego is one of the healthiest cities in the nation. The excellent year-round weather makes for a conducive environment for exercising and staying fit. Part of living a healthy lifestyle requires clean air, water and our environment.

6. Crime Prevention

Being informed is the best way to detour crime and we continue educate San Diegans to help reduce and prevent crime whenever possible.

KEGY HD-2 PROGRAMMING THAT ADDRESSES COMMUNITY ISSUES

“Concerning San Diego”

Every Sunday morning 6 am to 7 am. This program addresses public issues and concerns through interviews with local community leaders. We gain helpful insight into problem situations and discuss possible solutions.

Public Service Announcements:

Aired during the weekly public affairs program; non-profit groups and organizations have an opportunity to publicize their need to the San Diego community. Local fund raising events are also displayed on our website at the ENERGY973.COM community page.

Special News Reports:

KEGY HD-2 is staffed 24 hours a day. If and when anything happens of major concern to the San Diego area; the air-staff reports the information promptly.

Ascertainments

Ascertainments to determine the top issues and problems facing the San Diego community are done on a constant ongoing basis by: e-mail, U.S. mail, and phone conversations. In addition, each guest making an appearance on “Concerning San Diego” is asked for their response. Findings from these interviews, e-mails, letters and phone conversations are collated to determine the top six issues to be addressed on a frequent basis through our public affairs program and in regularly scheduled newscasts.

Station management personnel are also in frequent contact with community leaders and are informed about significant problem areas.

**Marlo Rhodes
Public Affairs Director**

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OCTOBER 1 THROUGH DECEMBER 31ST, 2017**

MOST SIGNIFICANT ISSUE-RESPONSIVE PROGRAMMING

ISSUE: JOBS AND GROWTH

Jobs and growth directly support the local economy which is why information related to jobs is always a topic worthy of discussion. San Diego is home to several Technology, Research and Military organizations which attracts new talent every day.

Program: “Concerning San Diego” OCTOBER 1, 2017

Guest: Andrew Johnson, Staff Sargent, US Army

Recently the Army has lifted its ban on women, and gays serving in the infantry. Staff Sargent Johnson spoke passionately about the many opportunities available to those who are willing to serve our country including signing bonuses and funds for those who are interested in going to college. 21 minutes is spent talking with Staff Sargent Johnson.

Program: “Concerning San Diego” OCTOBER 1, 2017

Guest: Neville Billimoria, Communications Director, Mission Federal Credit Union

Mission Federal Bank is a large contributor to the San Diego Community often being a principal sponsor of a wide range of Non-Profit events countywide. Mission Federal offers several educational opportunities to help youth learn about finances and saving money. Mission Federal was once a credit union for teachers and has now grown to serve the needs of the community with over 250 branches around San Diego County. 18 minutes is spent talking with Mr. Billimoria.

Program: “Concerning San Diego” NOVEMBER 12, 2017

Guest: Donnie Dee, President and CEO of San Diego Rescue Mission

The San Diego Rescue Mission provides meals to San Diego community on a daily basis and also provides rehabilitation to men and women who are struggling with addiction and wish to lead normal lives again. Mr. Dee is a compassionate caring individual who is committed to helping others. 22 minutes is spent discussing the work SDRM does in the community.

Program: “Concerning San Diego” DECEMBER 17, 2017

Guest: Alicia Quinn, Director of Programs, Mission Edge

Mission Edge provides nonprofit and social enterprise communities with the resources and knowledge necessary to make business processes easier and maximize social impact. Mission Edge fosters connections between the for-profit and non-profit sectors. These collaborations harness new perspectives and magnify the social sector's ability to reach more people and do more good. Start-ups and growing not-for-profits interested in building a sustainable revenue stream benefit from participating in the newly launched Social Enterprise Accelerator and Impact Lab (SAIL). The 10-week workshop provides a rich curriculum with mentorship, content, tools, workshops and lectures that help social entrepreneurs build and launch their idea. Both nonprofits and corporations are provided with tools, training and relationship management resources during every phase of these programs. 21 minutes is spent discussing the programs and services offered by Mission Edge.

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MOST SIGNIFICANT ISSUE-RESPONSIVE PROGRAMMING

ISSUE: TRANSPORTATION

Traffic reports are also provided on an as needed basis by KEGY HD-2 on-air staff when major traffic and congestion problems occur, along with alternative routes.

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MOST SIGNIFICANT ISSUE-RESPONSIVE PROGRAMMING

ISSUE: BUSINESS AND TOURISM

San Diego is one of the top 10 visitor and meeting destinations in the U.S. More than 34 million people visit San Diego each year. Many of San Diego's business leaders SECOND visited the region as a tourist or convention delegate.

Additionally, ENERGY973.COM website has a feature called “Events” and “Community Calendar” which highlights many non-profit events taking place around the county encouraging listeners to participate and become involved in the community and to get out and enjoy San Diego’s many local attractions.

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Program: “Concerning San Diego” NOVEMBER 26, 2017

**Guest: Heather Wolff, Rady Children’s Hospital Auxiliary Representative
Rady Children’s Hospital Auxiliary hosts the Rady Children’s Ice Rink at Liberty Station for the last 21 years. All net proceeds from the ice rink benefit the psychosocial services within the Pechka Center for Cancer and Blood Disorders at Rady Children’s Hospital. 15 minutes is spent discussing the hospital auxiliary and the family fun that awaits at the ice rink.**

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MOST SIGNIFICANT ISSUE-RESPONSIVE PROGRAMMING

ISSUE: EDUCATION

Education related stories are a regular part of Concerning San Diego. The show is programmed to entertain and inform as well as educate.

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Program: “Concerning San Diego” OCTOBER 8, 2017

Guest: Georgette Todd, Author and Spokesperson for Connect Our Kids

A former foster child herself Georgette Todd has become a spokesperson for Connect Our Kids and organization that is seeking donations for a computer program and technology that can be used by San Diego County to connect foster children with distant relatives rather than be raised in foster homes. 18 minutes is spent discussing this issue.

Program: “Concerning San Diego” OCTOBER 15, 2017

Guest: Jennifer Kalker, Community Development Manager, American Cancer Society

The Making Strides against Breast Cancer walk for San Diego takes place yearly. 19 minutes is spent discussing the details of this year’s walk. Breast Cancer is disease that affects millions of women and families regardless of ethnic backgrounds and income levels.

Program: “Concerning San Diego” OCTOBER 22, 2017

Guest: Dr. Kelly Elmore, MD and Program Director of VivaLife Health Hub

VivaLife is a Health Hub sponsored by BAME Community Development Corporation providing resources that improve physical and emotional health in lower income areas of San Diego. We spend 22 minutes with Dr. Elmore discussing women’s breast health, breast cancer and treatment options and what women can do to stay healthy.

Program: “Concerning San Diego” OCTOBER 29, 2017

Guest: Dr. Christina Casteel, Medical Director of the Breast Health Center at Sharp Memorial Hospital.

Sharp HealthCare is a leader in cancer research, offering patients the latest clinical trials that help in the discovery of new and improved treatments for cancer. 20 minutes is spent discussing these new clinical trials and how patients seeking treatment can get involved.

Program: “Concerning San Diego” NOVEMBER 5, 2017

Guest: Shaina Gross, President and CEO, Susan G. Komen San Diego

Susan G. Komen San Diego has granted more than \$19 million to fund global research and local non-profits that provide everything from free diagnostic mammograms, meal delivery, temporary financial aid, transportation and more. The Susan G. Komen race for the cure is a unique 5K and 1 mile race designed and implemented to promote positive awareness, education and detection of breast cancer. 21 minutes is spent discussing the details of this year’s race and the work Susan G. Komen does for the San Diego community.

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Program: “Concerning San Diego” NOVEMBER 12, 2017

Guest: Ed McShane, Author and Licensed Psychotherapist

Mass shooting and terrorist attacks have plagued the world during 2017. We spend 21 minutes talking with Mr. McShane how to best explain these shocking and violent news stories to children who are upset and scared by these tragic events.

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Program: “Concerning San Diego” DECEMBER 3, 2017

Guest: Scott Silverman, Author and Crisis Coach, Confidential Recovery Treatment Center

Our entire 60-minute program is devoted to the topic of drug and alcohol addiction. Families across the nation are being forced to deal with Addiction. There were approximately 20.6 million people in the United States over the age of 12 with an addiction in 2011. 100 people die every day from drug overdoses. This rate has tripled in the past 20 years. Rates of illicit drug use is highest among those aged 18 to 25.

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MOST SIGNIFICANT ISSUE-RESPONSIVE PROGRAMMING

ISSUE: HEALTH/ENVIRONMENTAL

Living green is part of the San Diego lifestyle. Continued growth in markets such as solar, wind, energy efficiency, storage and electric vehicles has elevated San Diego as a leader in the climate action and smart cities movements, San Diego continues to lead in the development and adoption of clean technologies.

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MOST SIGNIFICANT ISSUE-RESPONSIVE PROGRAMMING

ISSUE: CRIME PREVENTION

Crime is prevalent in all cities across the country. Concerning San Diego goal is to educate and inform listeners as a mode of self-defense.

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**PUBLIC SERVICE ANNOUNCEMENTS
FOURTH QUARTER, 2017
OCTOBER 1 THROUGH DECEMBER 31ST, 2017**

Throughout the quarter the station aired periodic PSAs providing information on a variety of local community activities and issues. Representative examples of such PSAs include the following:

AMERICAN RED CROSS – DISASTER PREPAREDNESS: 3:00

SALVATION ARMY – ADULT REHABILITATION CENTER: 60

GOODWILL FOUNDATION – DONATIONS: 60

NATIONAL SUICIDE PREVENTION LIFELINE – SUICIDE PREVENTION: 60

AMERICAN HEART ASSOCIATION –HEART HEALTH- :30

AD COUNCIL – PREVENT ATTACKS OF CHILDHOOD ASTHMA: 60

AD COUNCIL – LEARNING AND ATTENTION ISSUES - :30

AD COUNCIL – EMERGENCY PREPAREDNESS - :30

AD COUNCIL – ADOPTION - :30

ALZHEIMER’S ASSOCIATION - ALZHEIMER’S AWARENESS - :30

OFFICE OF TRAFFIC SAFETY – DISTRACTED DRIVING - :30

OFFICE OF TRAFFIC SAFETY – IMPAIRED DRIVING - :30

ADDENDUM

In addition to the public affairs programming contained in this report, KEGY HD-2 was involved in the following community events:

4TH QUARTER SIGNIFICANT COMMUNITY ISSUES

**AJ'S Kids crane benefitting Rady Children's Hospital, San Diego, CA
KEGY HD-2 Live Broadcast:
November 10, 2017 - November 15, 2017**

Morning Show Host AJ Machado volunteered to spend 5 consecutive days living in a crane to raise funds and toys for the children at Rady Children's Hospital.

Rady Children's Hospital is the largest source of comprehensive pediatric medical services in San Diego. Rady Children's is the only hospital in the San Diego area dedicated exclusively to pediatric healthcare and is the region's only designated pediatric trauma center. U.S. News & World Report ranked Rady Children's among the nation's best in five pediatric specialties. KEGY HD-2 24-hour live broadcast over 5 days for AJ's Kids Crane was a success, raising 100,000 toys for Rady Children's Hospital and its' Patients and KEGY HD-2 remains firm in its commitment to help serve and strengthen the San Diego community.