

Quarterly Issues Programs List for KKTU FM 99.5

January 1 – March 31, 2024

Section I. Issues

This station has identified the following issues as significant issues facing our community this quarter:

- A. Christmas Tree Collection:** Old Christmas trees can be both a fire hazard and a hassle to dispose of, but they can also be put to good use.
- B. Public Health:** The health and safety of the community is a top priority as this year's flu/COVID season hits hard.
- C. Ambulance Response Times:** It is vitally important for ambulances to reach their destinations as fast as possible. New facilities and community cooperation are essential to this.
- D. School Bus Safety:** Drivers are frequently reported as not stopping for school buses thus putting the lives of school children at risk.
- E. Winter Driving Conditions:** Snow and ice can cause dangerous conditions for drivers during the winter months.
- F. Early Irrigation Season:** The unusually early start of irrigation season brings with it the need to warn and remind the public of the dangers of irrigation ditches.
- G. Churchill County Library:** As part of an ongoing expansion project, the community's library has more events, resources, and services than ever before, and many in the community may not be aware of them.

Section II. Responsive Programs

This station has broadcast programming dealing with each of the above-mentioned issues. Programming dealing with each issue is set out below.

A. Christmas Tree Collection:

- a. **Public Service Announcements** – Broadcast four times daily Monday through Friday starting on January 1, 2024, through January 19, 2024; Duration 60 seconds. Following Christmas, many households are left with their old and drying Christmas trees that become a fire hazard if not disposed of properly. The public service announcements run by this station inform the community of the Nevada Department of Wildlife’s free tree collection program. Instead of letting these old trees end up in a dump, the Nevada Department of Wildlife collects them for free in the weeks following the holidays and sinks them in reservoirs and ponds. There they will be used to provide cover for small fish to grow and thrive.

B. Public Health:

- a. **Churchill County COVID-19 Vaccine and Testing** – Broadcast two to three times daily from January 1, 2024, through March 31, 2024; Duration 2 minutes. In a continuing effort to fight and eradicate the COVID-19 virus, this station partnered with Churchill County officials to broadcast the daily COVID-19 vaccination and testing schedule. These short programs kept the community informed on which vaccines (and doses) were available each day, who was eligible for which doses and booster shots, and which kinds of tests were available. The location and times for the vaccine and testing sites varied each day, making these daily announcements invaluable to the community.
- b. **Encouraging Nevadans to Get Flu Shot for 2023/2024 Season** – Broadcast twice on January 8, 2024; February 6, 2024; and February 19, 2024; Duration 3 minutes. Partnering with the Nevada Department of Health and Human Services and the Central Nevada Health District, this station put together these programs to encourage all members of the community to be proactive for the upcoming influenza season by getting their flu shot and getting it early. This upcoming flu season is starting early and hitting children and the elderly particularly hard, especially with COVID-19 and other respiratory illnesses circulating. These

programs reminded the members of the community that the best way to ensure their health and the health of those around them is by getting the vaccines.

- i. **Public Service Announcements** - Broadcast twice daily starting on January 1, 2024, through February 29, 2024; Duration 30 seconds. These public service announcements were shorter versions of the three-minute programs encouraging Nevadans to get the flu shot.

C. Ambulance:

- a. **New Ambulance Facility** – Broadcast twice per week starting on February 5, 2024, through March 31, 2024; Duration 2-3 minutes. This station held meetings with the City of Fallon, Churchill County officials, and Banner Churchill Community Hospital regarding the need for a new satellite ambulance facility to better service the west side of the community and reduce ambulance response times. As a part of this advisory board, this station kept the public up to date on plans for this new satellite facility, where and when it would be established, and to stress above everything to “Get Out of the Way of Ambulances.” With this new facility on the west side of town, there will be more ambulances pulling onto the highway and more ambulances on the road where they hadn’t been previously. These programs helped make the public aware of this and encourage them to yield to these emergency vehicles.

- i. **Public Service Announcements** - Broadcast twice daily starting on February 5, 2024, through March 31, 2024; Duration 30 seconds. These public service announcements were shorter versions of the two- and three-minute programs informing the public about the new satellite ambulance facility.

- b. **Get Out of the Way of Ambulances** – Broadcast six times each week starting on March 1, 2024, through March 31, 2024, (with additional broadcasts as needed in response to the dispatch of emergency vehicles); Duration 2 minutes. After meeting with the Hospital Administrator of Banner Churchill Community Hospital and with Churchill Ambulance Services, this station put together these short programs urging the public to “Get out of the way of ambulances” when they see them coming. The failure of drivers to yield to emergency vehicles was an ongoing community concern, and it is even more of an issue with ambulances having to navigate construction. These short programs aim to keep ambulance response time down to a minimum by encouraging everyone to “Get out of the

way of ambulances.”

D. School Bus Safety:

- a. Public Service Announcements** – Broadcast five times daily Monday through Friday starting on January 1, 2024, through March 31, 2024; Duration 30 seconds. In response to frequent incidents of drivers speeding around stopped school buses and a few very near misses involving school children crossing the street, a series of public service announcements were aired every school day. These announcements urged drivers to stop for school buses and watch for children who are waiting at bus stops, loading and unloading from buses, and crossing the street. Above all, it stressed, “Keep our kids safe.”

E. Winter Driving Conditions:

- a. Safe Driving Weather Reports** – Broadcast three times daily during periods of adverse weather conditions throughout the months of January, February, and March 2024; Duration 60 seconds. Our community is very near the Sierra Nevada mountain range, and because of that, the surrounding areas can experience heavy snowfall and icy roads during the winter, even if our community does not. Partnering with the Nevada Department of Transportation, this station issues these Safe Driving Weather Reports to inform drivers about the road conditions for our community and the surrounding area. By listening to these reports, drivers are informed which roads have snow tires/chains/4-wheel drive requirements and which are closed, and can then plan their routes accordingly. Letting people “Know Before You Go.”

F. Early Irrigation Season:

- a. Public Service Announcements** – Broadcast three times daily starting February 19, 2024, through March 31, 2024; Duration 30 and 60 seconds. With the very wet winter we have had, there is an abundance of water in the mountains, rivers, and reservoirs. Therefore, ranchers and farmers have started irrigating earlier than normal. This can prove dangerous if the public is not made aware that the ditches will be full of swift running water. These public service announcements were broadcast by this station to inform the public of the early start of irrigation and warn them to “Stay out of the ditches.” There have been many tragic accidents over the years involving people playing in or around

ditches, many involving children. These announcements aim to prevent such devastating occurrences.

G. Churchill County Library:

- a. **“Not Your Father’s Library”** – Broadcast five times per week starting on February 19, 2024, through March 31, 2024; Duration 2-3 minutes. Partnering with the Churchill County Library, this station broadcasts this short “Not Your Father’s Library” program each week to keep the community updated on the library’s new schedule of events and resources. As part of an ongoing five-year expansion project, the Churchill County Library has more to offer the community than ever before. Classes on 3D printing (including hands on experience with the 3D printer), clubs for knitting and board games, computer assistance (including coding classes in wide range of languages), and even tax filing assistance, particularly for the elderly, are just a few of the new programs available. With their everchanging schedule, these short programs help keep the community up to date on what is available each week.