

**Quarterly Issues/Program List**  
**July 10, 2016 – October 9, 2016**  
**Radio Station KTSC-FM**  
**Pueblo, CO**

**ISSUE:**

How does the Pueblo County Fair benefit Pueblo?

**Discussion of Issue:**

This year marks the 100<sup>th</sup> anniversary of the Pueblo County Fair. Although not as highly attended as the Colorado State Fair, this event is centered in tradition and focuses on Pueblo County families and kids participating in 4H.

**Programming:** KTSC-FM addressed this issue through several different kinds of programs, including public affairs discussions, news stories, and PSA'S. The following are illustrative examples of such programming:

a. T-Wolf Talk                      07/22/16                      8:00 a.m. to 8:20 a.m.

Members from the Pueblo City-County Government office, the Pueblo County Fair Board and the Pueblo Fire Department discussed upcoming events at the fair, including how agriculture and livestock sales benefit the kids who spend their lives raising animals for the sale. The kids are able to pay for college due to the money raised from participating in 4H. They also talked about the Fire Department's annual fireman's pull and defined what a "ranch rodeo" is, horse shows and the more traditional events featured at the fair. The county has a significant impact on the Pueblo economy by with agriculture and kids participating in 4H eventually become leaders of Pueblo. (Local.)

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**ISSUE:**

How does the community of Pueblo benefit by hosting the Colorado State Fair?

**Discussion of Issue:**

The Colorado State Fair has been hosted in Pueblo for decades. Recent discussion in the community has centered around the possibility of moving the Fair to Denver in order to secure more prominent entertainment acts, be in a central location and possibly increase attendance. Additionally, Chris Wisemann who served as the general manager for the Colorado State Fair submitted his resignation to pursue a political career. Sarah Cummings was hired as his successor.

**Programming:** KTSC-FM addressed this issue through several different kinds of programs, including public affairs discussions, news stories, and PSA'S. The following are illustrative examples of such programming:

a. T-Wolf Talk                      08/23/16                      9:20 a.m. – 9:41 a.m.  
Sarah Cummings was hired as the General Manager of the Colorado State Fair earlier in the year. She discussed what to expect at the upcoming 2016 State Fair, how these changes might affect the Pueblo community, attendance for previous years and the experiences that Cummings brought to Colorado after managing county fairs in California. (Local).

b. T-Wolf Talk                      09/12/16                      9:20 a.m. – 9:25 a.m.  
Following the conclusion of the 2016 Colorado State Fair, Sarah Cummings was interviewed again to discuss the results of the 2016 Colorado State Fair, including community involvement, overall successes and the Pueblo economic impact and attendance records. (Local).

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**ISSUE:**

Should the ballot issue to improve transportation and other aspects of the Pueblo community be passed?

**Discussion of Issue:**

The local election in November 2016 has a number of ballot issues that impact the city of Pueblo. If ballot issue 1A passes, Pueblo County would allow the county to pay for countywide transportation as well as park and community capital improvement projects. The projects would be reviewed by county voters on a 10-year basis.

**Programming:** KTSC-FM addressed this issue through several different kinds of programs, including public affairs discussions and news stories. The following are illustrative examples of such programming:

- a. T-Wolf Talk                      08/30/16                      9:30 a.m. – 9:38 a.m.  
Rod Slyhoff, the CEO of the Greater Pueblo Chamber of Commerce discussed the November 2016 ballot that would repurpose money to improve transportation and other aspects of the Pueblo community. He explained why this measure was important, what it would mean for the Pueblo community and the reasoning behind creating the measure. (Local).

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**ISSUE:**

What impact will the “On The Move” campaign have on CSU-Pueblo?

**Discussion of Issue:**

The University recently announced its \$25 million campaign over the next three years to raise money for scholarships, to bring six new athletic programs and fund the renovation of the Occhiato Student Center.

**Programming:** KTSC-FM addressed this issue through several different kinds of programs, including public affairs discussions, news stories, and PSA’S. The following are illustrative examples of such programming:

- a. T-Wolf Talk                      09/18/16                      7:30 a.m. – 7:46 a.m.  
Todd Kelly, CEO of CSU-Pueblo Foundation, about the recently concluded On The Move campaign that raised over \$25 million over three years for CSU-Pueblo. They also discussed the foundation's future plans. (Local).

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**ISSUE:**

What is being done to address the increase of drug use and abuse in Pueblo?

**Discussion of Issue:**

Since the legalization of marijuana, there has been an increase in other drug abuse. Opioid and heroin addiction is on the rise. The university's Health and Prevention program was heavily involved in working with the District Attorney's office to bring workshops and raise awareness locally to prevent drug abuse.

**Programming:** KTSC-FM addressed this issue through several different kinds of programs, including public affairs discussions, news stories, and PSA'S. The following are illustrative examples of such programming:

a. T-Wolf Talk                                  09/25/16                                  7:03 a.m. – 7:19 a.m.  
Zeke Knocks, chief of the drug enforcement task force, discussed the District Attorney's involvement in an event co-sponsored with the Health and Prevention Department at CSU-Pueblo. They discussed the upcoming Chasing the Dragon event and what state agencies are doing to bring awareness and prevent drug abuse and the national drug epidemic in general. (Local).

b. T-Wolf Talk                                  09/25/16                                  7:20 a.m. – 7:35 a.m.  
Lindsay Reeves, community engagement director for Pueblo Triple Aim, discussed the newly formed Pueblo Heroin Task Force and a forum that was taking place on September 26, 2016. She explained what is being done to help Pueblo citizens prevent and stop heroin drug abuse, how the task force was formed and its purpose. (Local).

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- a. No shows aired between July 1, 2016 and August 21, 2016 due to a university recognized recess.
- b. News Programming

Throughout August, September and October, KTSC-FM News Department covered important events relating to a variety of local community issues broadcast in our daily five-minute news brief airing at 5:00 p.m., Monday through Friday. (Local). Duration 25 minutes per week, totaling 150 minutes of news programming for the quarter.

- c. Remote Broadcasts

On August 8, August 9 and August 10, KTSC-FM broadcasted live from Centennial, Central and East High Schools for the Pueblo Community Health Center to talk about high school students needing to get sports physicals completed for the upcoming sports season. Information was provided about the deadlines to get physicals completed before the school year, as well as the additional services provided by the non-profit school-based wellness centers located inside the high schools. Interviews were conducted with PCHC staff and talking points included that students did not need to attend any of the specific high schools to be seen during the school year, they just needed to be registered within the school district. Broadcasts were from 10 a.m. until noon on the three days.

Total duration: 6 hours.

On August 24, KTSC-FM broadcasted live from 12 p.m. to 4 p.m. for the Student Involvement and Employment Festival for Welcome Week. This event served to inform students of opportunities on campus, as well as connect the community to students. Interviews were conducted with staff from the Office of Student Engagement and Leadership and discussed the importance of getting involved in campus and the community.

Duration: 4 hours.

KTSC-FM was a community partner for the Colorado State Fair from Friday, August 26 through Sunday, September 4. As part of our community partnership, the radio station broadcasts live from the Small Animal Building at the Fairgrounds and conducts interviews with the General Manager of the Colorado State Fair, members of the media relations team, as well as 4-H and FFA members. The content of these interviews and broadcasts serve the community by providing information about the economic impact of the State Fair to the Pueblo economy, information regarding agriculture, arts, culture, farming industry, animal husbandry programs as well as information about the 4-H and FFA programs. KTSC-FM broadcasted live on six

days during the fair. Dates of the broadcasts: August 26, August 27, August 28, August 30, September 2, September 3, and September 4. Specialty days included the State Fair's 5k which promoted active and healthy lifestyles for families.

Total duration: 60 hours.

On September 9, KTSC-FM broadcasted live from 4 p.m. to 9 p.m. for Pack Fest. This was a campus event designed to bolster school spirit and connection with students, faculty and staff. Associated Students Government and the Campus Activities Board hosted the event. Interviews were conducted with representatives from both departments.

Duration 5 hours.

On September 10, September 17, September 24, KTSC-FM broadcasted live for two hours from the CSU Pueblo Alumni Tailgate events. For the September 10 event, we talked about the football program's season last year and speculated on what their 2016 run would look like. For September 17, we discussed Band Day and highlighted the local area bands who performed during halftime. For September 24 we talked about the local youth football teams and the importance of little league sports. During each tailgate remote, we interviewed the Director of Alumni and Community Relations, Tracy Samora, to raise awareness for each topic that was highlighted.

Total duration: 6 hours.