

KRTY
PROBLEMS AND PROGRAMS
April 1-June 30 , 2018

Here are the chief problems or issues facing the Santa Clara County community during the Second quarter which began on April 1, 2017 and ended on June 30, 2018 .

Health Care
Transportation
Political
General Community Good

We determine these problems or issues through our participation in the community. John McLeod, Nate Deaton and Robert Kieve are members of the Rotary Club of San Jose, many of whose members are considered to be leaders in the community, and whose activities make the club a significant part of the community.

And the company president, Robert Kieve, has been involved in various aspect of community life for the past 50 years. For example, Mr. Kieve has served on the boards of a variety of non-profit organizations – the San Jose Symphony, Symphony Silicon Valley, the Silicon Valley Chamber of Commerce. He is also an active member of the Silicon Valley Leadership Group. He becomes involved in the area's political activities, attends many meetings of the San Jose City Council and personally knows most locally elected officials.

John McLeod, who is vice president of Empire Broadcasting and serves on its board, has served also on a variety of local boards – Junior Achievement, the San Jose Civic Light Opera, the San Jose Shelter Foundation and the Rotary Club, whose president he was in 1995-6.

Nate Deaton, general manager of KRTY, has been a member of Rotary for fifteen years. He is a long time board member and volunteer of the Almaden Little League which serves over 2,000 youth aged 4-17 in South San Jose

General Sales manager Tina Ferguson is a Twenty Five-year member of the Rotary Club of Cupertino. She currently Chairs the Rotacare Committee and is involved with many fundraising activities for community funding, including the youth service committee, Rotary Golf Tournament and Habitat for Humanity projects.

Julie Stevens McGurk, who is the program director of KRTY is very involved with many community activities. She is a den leader for her local Cub Scout Troup and a board member of the Oak Grove Neighborhood Association who recently completed a Graffiti clean up in south San Jose

We confront these problems in a variety of ways, many of which are outlined in the paragraphs that follow.

KRTY is known in the community as a station that cares. We raise funds for a variety of organizations that serve the community needs. In addition, as a company KRTY and Empire Broadcasting match all non profit paid schedules with the same number of public service spots.

HEALTH CARE

This quarter we ran a number of public awareness campaigns for health care in Santa Clara County:

We ran 552 commercials for CA Tobacco Control Program from April 30 to June 24

We ran 30 PSA's for Girls on The Run 5/14-5/18

We ran 26 for the Los Gatos Relay For Life 4/16-4/28

We ran a PSA Campaign for Stroke Awareness Walk with 68 commercials from 4/18-5/4

We run an ongoing campaign for Santa Clara County Behavioral Health 802 spots from 4/9-6/17

TRANSPORTATION

In an area which is widely spread and which was built by the automobile and not by public transportation, this is always an important problem for the community.

The station confronts this problem through traffic reports – five times an hour – during the heavy traffic of the hours between 6am and 9 am. Each traffic report lasts a minimum of 20 seconds. They are also broadcast in the afternoon from 3pm-7pm twice an hour at a minimum of 20 seconds.

GENERAL COMMUNITY GOOD

KRTY ran two fund raising campaigns for the local community in the second quarter. These events are done in conjunction with Country Music artists who have concerts in the area and KRTY asks them to donate some time around the show to host a group of listeners in a small setting to raise money for the charities. This Quarter we raised \$2750 for the Second Harvest Food Bank with Granger Smith and we raised \$3500 for St. Jude Children's Hospital with Josh Turner.

We also ran three sizeable public awareness campaigns in the area of water conservation, Commerce and general water useage.

KRTY ran 76 commercials for the Association of California Water Agencies from 5/14-6/3

KRTY ran 176 conservation spots for the SC Valley Water District from 5/21-6/17

And we ran a campaign on Business Tax information 80 times from 3/19-5/18

POLITICAL

The second quarter also had the June Primary election in it and as the timing was such we ran three campaigns on the upcoming election.

Dave Jones for Attorney General aired a total 70 times from 5/29-6/4

Headstart of Silicon Valley ran 126 times from 5/15-6/3

Santa Clara County Registrar of Voters ran 297 commercials from 4/9-6/3 looking for poll workers

