



**280 Commerce Circle  
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## **QUARTERLY ISSUES AND PROGRAMS REPORT**

**FOR**

**STATION KYMX FM/HD**

**3rd Quarter 2021  
(July 1<sup>st</sup> through September 30<sup>th</sup>)**

Prepared by:

**CODY ROBINSON, PUBLIC AFFAIRS COORDINATOR**



**Issues of Concern to SACRAMENTO  
Addressed in Responsive Programming in the  
3<sup>rd</sup> Quarter 2021  
(July 1 through September 30)**

- |    |                          |  |
|----|--------------------------|--|
| 1. | <b>CHILD SERVICES</b>    | <b>BIG BROTHERS BIG<br/>SISTERS OF GREATER<br/>SACRAMENTO</b>                      |
| 2. | <b>ENVIRONMENT</b>       | <b>SMUD: DRIVE ELECTRIC</b>  |
| 3. | <b>HEALTH</b>            | <b>UNITED HEALTHCARE:<br/>HEALTH DISPARITIES<br/>REPORTS</b>                       |
| 4. | <b>HOMELESS SERVICES</b> | <b>NORTH SACRAMENTO<br/>HART</b>   |
| 5. | <b>COVID</b>             | <b>BLOODSOURCE: COVID<br/>ANTIBODIES</b>   |
| 6. | <b>COVID</b>             | <b>1ST 5 CALIFORNIA:<br/>COVID VACCINE FOR<br/>PREGNANT WOMEN<br/>AND CHILDREN</b> |
| 7. | <b>ANIMAL SERVICES</b>   | <b>SAMMIE’S FRIENDS</b>  |
| 8. | <b>HEALTH</b>            | <b>PAINT SACRAMENTO<br/>PINK</b>   |
| 9. | <b>WOMEN’S SERVICES</b>  | <b>HOPE AMONG US:<br/>STORY OF 3 BREAST<br/>CANCER SURVIVORS</b>                   |

**Issues of Concern to SACRAMENTO  
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3<sup>rd</sup> Quarter 2021  
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10.	<b>DISABILITY SERVICES</b>	<b>FLY BRAVE</b>
11.	<b>MENTAL HEALTH</b>	<b>CAL HOPE: REDLINE PROGRAM</b>
12.	<b>CHILD SERVICES</b>	<b>CHILDREN'S HEART FOUNDATION</b>
13.	<b>ADVOCACY</b>	<b>CRIME VICTIMS UNITED</b>
14.	<b>COVID</b>	<b>UNITED HEALTHCARE: COVID VACCINE</b>
15.	<b>CHILD SERVICES</b>	<b>KEATON'S CHILD CANCER ALLIANCE</b>
16.	<b>ANIMAL SERVICES</b>	<b>MOSQUITO AND VECTOR CONTROL DISTRICT</b>
17.	<b>CHILD SERVICES</b>	<b>CONSUMNES COMMUNITY SERVICE DISTRICT</b>
18.	<b>MENTAL HEALTH</b>	<b>THE THIN LEDGE: HUSBAND'S MEMOIR OF LOVE, TRAUMA, &amp; UNEXPECTED CIRCUMSTANCES</b>
19.	<b>ENVIRONMENT</b>	<b>GREENSPAN PUBLIC ADJUSTERS</b>

**Issues of Concern to SACRAMENTO  
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3<sup>rd</sup> Quarter 2021  
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- |     |                           |                            |
|-----|---------------------------|----------------------------|
| 20. | <b>COVID</b>              | <b>VACCINATE ALL 58</b>    |
| 21. | <b>WOMEN<br/>SERVICES</b> | <b>WOMEN'S EMPOWERMENT</b> |
| 22. | <b>CHILD SERVICES</b>     | <b>SUNBURST PROJECTS</b>   |
| 23. | <b>ENVIRONMENT</b>        | <b>CLEAN UP THE LAKE</b>   |

**Programs That Address Community Issues  
(Regularly Scheduled Public Affairs Programs)  
3<sup>rd</sup> Quarter 2021  
(July 1 through September 30)**

<b><u>Public Affairs Program</u></b>	<b><u>Schedule and Description</u></b>
1. <b>PUBLIC AFFAIRS</b>	(Sundays, 6:00 a.m.-7:00 a.m.) Locally developed, hosted and produced by Cody Robinson. This topical weekly program features community organizations, events and activities of interest to people living in the greater Sacramento region, including nonprofits and agencies that provide various outreach, education and support services.

**Most Significant Issue-Responsive Programming**  
**3<sup>rd</sup> Quarter 2021**  
**(July 1 through September 30)**

**ISSUE: CHILD SERVICES**

**BIG BROTHERS BIG SISTERS**

July 4, 2021

6:00 a.m.

27 minutes of a 60-minute program

Today's program feature Dimitrius Stone, chief executive officer of Big Brothers of Greater Sacramento, and Brenda Fraiser, executive director of Big Brothers of Northern Sierra, a nonprofit that aims to create a better community with one-on-one mentoring between adults and youth. They discussed their programs, how to become a mentor, and Over the Edge, a fundraising event on August 7<sup>th</sup>. Locally hosted and produced by Cody Robinson.

**CHILDREN'S HEART FOUNDATION**

August 8, 2021

6:40 a.m.

20 minutes of a 60-minute program

Today's program featured Laura Andrews, mother and volunteer with the Children's Heart Foundation, a nonprofit advancing the diagnosis, treatment, and prevention of congenital heart defects by funding promising research. She discussed her infant son Carter's heart defects, what it was like getting that news, treatments to repair it, the need for research, and the Sacramento Congenital Heart Walk on August 15<sup>th</sup>. Locally hosted and produced by Cody Robinson.

**Most Significant Issue-Responsive Programming**  
**3<sup>rd</sup> Quarter 2021**  
**(July 1 through September 30)**

**ISSUE: CHILD SERVICES (CONT.)**

**KEATON'S CHILD CANCER ALLIANCE**

August 22, 2021

6:00 a.m.

27 minutes of a 60-minute program

Today's guest featured Jessica Alonso, event director for Keaton's Child Cancer Alliance, a nonprofit providing a network of compassionate support to children with cancer and their families. She discussed their services, September being National Childhood Cancer Month, how to help local children battling cancer and their virtual Glow for the Gold Gala on October 16th. Locally hosted and produced by Cody Robinson.

**COSUMNES COMMUNITY SERVICE DISTRICT**

August 29, 2021

6:00 a.m.

22 minutes of a 60-minute program

Today's program featured Colin Smith, aquatic supervisor at Consumes Community Services District, to discuss September being Childhood Obesity Awareness month, how to prevent childhood obesity, and their Healthy Kids Extravaganza on Sept 11th from 1-4pm. Locally hosted and produced by Cody Robinson.



**Most Significant Issue-Responsive Programming**  
**3<sup>rd</sup> Quarter 2021**  
**(July 1 through September 30)**

**ISSUE: CHILD SERVICES (CONT.)**

**SUNBURST PROJECTS**

September 26, 2021

6:00 a.m.

29 minutes of a 60-minute program

Today's program featured Jake Bradley-Rowe, executive director of Sunburst Projects, a non-profit that serves Sacramento-area low-income individuals and families impacted by HIV. He discussed their mental health and social support services, youth programs, and the "Drag Your Balls" Celebrity Golf Tournament coming up on October 16th. Locally hosted and produced by Cody Robinson.

**Most Significant Issue-Responsive Programming**  
**3<sup>rd</sup> Quarter 2021**  
**(July 1 through September 30)**

**ISSUE: ENVIRONMENT**

**SMUD: DRIVE ELECTRIC**

July 4, 2021

6:27 a.m.

33 mins of a 60 min program

Today's program featured John Grindrod and Brigida Harrison from SMUD, Sacramento's nonprofit Municipal Utility District, to discuss the many benefits of driving an electric vehicle. They went over the differences between electric and gas cars, how charging works, their range, costs and incentives, and how they can help the environment. They also mentioned SMUD's Clean Energy Vision for 2021. Locally hosted and produced by Cody Robinson.

**GREENSPAN PUBLIC ADJUSTERS**

September 5, 2021

6:00 a.m.

28 mins of a 60 min program

Today's program featured Steve Severaid, a public adjuster with the Greenspan Company, which settles home, business or commercial property insurance claims for insurance holders. He discussed what a public adjuster is, the need for fire insurance in our area, what to do in the event of a fire, and how to get help settling claims. Locally hosted and produced by Cody Robinson.

**Most Significant Issue-Responsive Programming**  
**3<sup>rd</sup> Quarter 2021**  
**(July 1 through September 30)**

**ISSUE: ENVIRONMENT (CONT.)**

**CLEAN UP THE LAKE**

September 26, 2021

6:29 a.m.

31 minutes of a 60-minute program

Today's program featured Colin West, founder and executive director of Clean Up the Lake, a nonprofit that aims to fight back against plastic and all forms of pollution both on land and under the surface, starting with Lake Tahoe and the Cayes in Belize. He discussed collecting trash by SCUBA diving, how they sort and recycle, the need for experienced volunteers, and their event with Blue Zone Sports on September 26<sup>th</sup>. Locally hosted and produced by Cody Robinson.

**Most Significant Issue-Responsive Programming  
3<sup>rd</sup> Quarter 2021  
(July 1 through September 30)**

**ISSUE: HOMELESS SERVICES**

**NORTH SAC HART**

July 11, 2021

6:28 a.m.

32 minutes of a 60-minute program

Locally hosted and produced by Cody Robinson.

**Most Significant Issue-Responsive Programming**  
**3<sup>rd</sup> Quarter 2021**  
**(July 1 through September 30)**

**ISSUE: COVID**

**BLOODSOURCE: COVID ANTIBODIES**

July 18, 2021

6:00 a.m.

29 minutes of a 60-minute program

Today's program feature Drew Fowler, Marketing & Communications Manager at Vitalant, a national organization of blood collection, testing, distribution, and research centers. He discussed the constant need for blood, why you should consider donating, what they're doing in response to the COVID-19 pandemic, including safety protocols and antibody testing, and how and where to make an appointment. Locally hosted and produced by Cody Robinson.

**1<sup>ST</sup> 5 CALIFORNIA: COVID VACCINE**

July 18, 2021

6:29 a.m.

31 minutes of a 60-minute program

Today's program featured Max Vargas, Deputy Director of External and Governmental Affairs at First 5 California, a state agency dedicated to making sure every child in California gets the best start in life by providing a comprehensive array of resources, information and support to parents and caregivers of young children. He discussed the importance of families getting vaccinated, ensuring it's safe for pregnant women, and how families can receive assistance & support during the pandemic. Locally hosted and produced by Cody Robinson.

**Most Significant Issue-Responsive Programming**  
**3<sup>rd</sup> Quarter 2021**  
**(July 1 through September 30)**

**ISSUE: COVID (CONT.)**

**WESTERN HEALTH ADVANTAGE: COVID VACCINE**

August 15, 2021

6:36 a.m.

24 minutes of a 60-minute program

Today's program featured Dr. Khuram Arif, Chief Medical Officer with Western Health Advantage, to encourage everyone to get a vaccine when it's their turn to help Sacramento get back to normal. He mentioned how the vaccine works, why it's safe, and their "It's Up to You" awareness campaign, part of a national push, to provide accurate vaccine information and help those – especially communities of color and those in rural areas – get vaccinated. Locally hosted and produced by Cody Robinson.

**VACCINATE ALL 58**

September 5 + 19, 2021

6:28 a.m.

32 minutes of a 60-minute program

Today's program featured Betty Williams, executive director California & Hawaii NAACP. She discussed Vaccinate All 58, a campaign to spread factual information on the COVID-19 vaccine, answer any questions one may have, & how important it is for marginalized communities vaccinated. Locally hosted and produced by Cody Robinson.

**Most Significant Issue-Responsive Programming**  
**3<sup>rd</sup> Quarter 2021**  
**(July 1 through September 30)**

**ISSUE:           ANIMAL SERVICES**

**SAMMIE’S FRIENDS**

July 25, 2021

6:00 a.m.

60 minutes of a 60-minute program

Today’s program featured Cheryl Wicks and Curt Romander, co-founders of Sammie’s Friends, a nonprofit that provides medical care for the animals at the Nevada County Animal Shelter and supports other disadvantaged animals in Nevada County that without help would otherwise be euthanized. They discussed how their organization has expanded since 2001, the animals they’ve saved, the animals currently up for adoption, and their Grass Valley thrift store that supports the organization. Locally hosted and produced by Cody Robinson.

**MOSQUITO AND VECTOR CONTROL DISTRICT**

August 22 + September 12, 2021

6:27 a.m.

33 minutes of a 60-minute program

Today's guest featured Luz Maria Robles, Public Information Officer of the Sacramento-Yolo Mosquito & Vector Control District, which provides mosquito and vector control services for residents using a proven integrated pest management approach that includes education campaigns, surveillance and research. She discussed mosquitos, the disease they transmit from bites, how to protect yourself from them and ways the district can help. Locally hosted and produced by Cody Robinson.

**Most Significant Issue-Responsive Programming**  
**3<sup>rd</sup> Quarter 2021**  
**(July 1 through September 30)**

**ISSUE:           WOMEN SERVICES**

**HOPE AMONG US: STORY OF 3 BREAST CANCER SURVIVORS**

August 1, 2021

6:26 a.m.

33 minutes of a 60-minute program

Today's program featured Dr Claudia De Young, a board-certified internist who specializes in breast cancer and runs a breast cancer clinic at South Sacramento Kaiser Permanence. She was also joined by Rhonda Eyzaguierra, Jennifer Dresser and Mari Guzman, all breast cancer survivors and coauthors of Hope Among Us: Stories of Three Young Breast Cancer Survivors. They shared their breast cancer journey for awareness while explaining why they wrote the book, how healing it was and their hope to help others. Locally hosted and produced by Cody Robinson.

**WOMEN'S EMPOWERMENT**

September 19, 2021

6:00 a.m.

28 minutes of a 60-minute program

Today's program featured Zoe Fishman, executive director of Women's Empowerment, a nonprofit that educates and empowers women who are experiencing homelessness with the skills and confidence necessary to get a job, maintain a healthy lifestyle, and regain a home for themselves and their children. She discussed their programs and 20<sup>th</sup> anniversary celebration, a virtual fundraiser for job training on September 30<sup>th</sup>. Locally hosted and produced by Cody Robinson.



**Most Significant Issue-Responsive Programming**  
**3<sup>rd</sup> Quarter 2021**  
**(July 1 through September 30)**

**ISSUE:       HEALTH**

**UNITED HEALTHCARE: HEALTH DISPARITIES REPORT**

July 11 + September 12, 2021

6:00 a.m.

25 minutes of a 60-minute program

Today's program featured Dr. Janice Huckaby, medical director and chief medical officer for Population Health Solutions at UnitedHealthcare. She discussed their annual Health Disparities Report, which highlights the constant and changing contours of disparities across race and ethnicity, education, gender and geography across the country. She also went over California's numbers and why it's important to examine the findings. Locally hosted and produced by Cody Robinson.

**PAINT SACRAMENTO PINK**

August 1, 2021

6:00 a.m.

25 minutes of a 60-minute program

Today's program featured Lacey Nelson, community liaison, and Cheri Andrew, a 2x breast cancer survivor and the face of the Paint Sacramento Pink, a campaign that raises funds for the Albie Aware Breast Cancer Foundation in Sacramento, a local nonprofit providing the community with breast cancer treatment, education, support, and awareness. They discussed why they started the campaign, how 100% of donations will go directly to those who need assistance with their breast cancer diagnosis, how you can donate, and what their future goals are. Locally hosted and produced by Cody Robinson

**Most Significant Issue-Responsive Programming**  
**3<sup>rd</sup> Quarter 2021**  
**(July 1 through September 30)**

**ISSUE:           DISABILITY SERVICES**

**FLY BRAVE**

August 8, 2021

6:00 a.m.

24 minutes of a 60-minute program

Today's program featured Vanessa Bieker, founder and executive director of Fly Brave, a non-profit with a mission of opening an employment program for adults with autism when they age out of the school system. She discussed their programs, the opening of their storefront, Fly Brave Emporium, and her son John, who's nonverbal autistic, running in the Boston Marathon on October 11<sup>th</sup>. Locally hosted and produced by Cody Robinson.

**Most Significant Issue-Responsive Programming**  
**3<sup>rd</sup> Quarter 2021**  
**(July 1 through September 30)**

**ISSUE:           ADVOCACY**

**CRIME VICTIMS UNITED**

August 15, 2021

6:00 a.m.

36 minutes of a 60-minute program

Today's program featured Darlene Lyons, event coordinator for the All-American Rib Cook Off, and Nina Salarno Besselman, president of Crime Victims United, a nonprofit strengthening sentencing laws for violent crimes, creating a more effective criminal rehabilitation system, and establishing and protecting rights for crime victims and their families. They discussed their services and resources, efforts to aid victims and their families over the years, and the annual All-American Rib Cook Off fundraiser on August 28th at Recreation Park in Auburn. Locally hosted and produced by Cody Robinson.

**Most Significant Issue-Responsive Programming**  
**3<sup>rd</sup> Quarter 2021**  
**(July 1 through September 30)**

**ISSUE:            MENTAL HEALTH**

**CALHOPE: REDLINE PROGRAM**

August 8, 2021

6:24 a.m.

16 minutes of a 60-minute program

Today's program featured Jackie Pierson, Redline Program Manager of CalHOPE, a nonprofit with health and wellness network that meets the needs of American Indians living in urban communities. She discussed their mental health live chat and resources, how the American Indian communities can navigate the COVID-19 pandemic, and the importance of wearing masks and getting vaccinated. Locally hosted and produced by Cody Robinson.

**THE THIN LEDGE: HUSBAND'S MEMOIR**

August 29, 2021

6:22 a.m.

38 minutes of a 60-minute program

Today's program featured Daniel Shapiro, author of "The Thin Ledge," a memoir about the hardships of becoming a caretaker to his wife after she suffered mental and physical decline caused by a devastating illness. He discussed the realities of abruptly becoming a caretaker, the toll it took on him and his family, how he coped, and what he wants others in the same position to know. Locally hosted and produced by Cody Robinson.

**Most Significant Issue-Responsive Programming**  
**3<sup>rd</sup> Quarter 2021**  
**(July 1 through September 30)**

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

*Please see attached document **KYMX PSA REPORT – Q3 2021.***

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