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QUARTERLY ISSUES AND PROGRAMS REPORT

FOR

STATION KYMX FM/HD

4th Quarter 2021
(October 1st through December 31th)

Prepared by:

CODY ROBINSON, PUBLIC AFFAIRS COORDINATOR

**Issues of Concern to SACRAMENTO
Addressed in Responsive Programming in the
4th Quarter 2021
(October 1 through December 31)**

- | | |
|------------------------|---|
| 1. CHILD SERVICES | SUNBURST PROJECTS |
| 2. ENVIRONMENT | SAC-YOLO MOSQUITO &
VECTOR CONTROL
DISTRICT |
| 3. DISABILITY SERVICES | PRIDE INDUSTRIES |
| 4. ENVIRONMENT | CLEAN UP THE LAKE |
| 5. HEALTH | JUNIOR DIABETES
RESEARCH
FOUNDATION |
| 6. ANIMAL SERVICES | FRONT STREET ANIMAL
SHELTER |
| 7. ADVOCACY | PAINT SACRAMENTO
PNIK |
| 8. HEALTH | HOPE AMONG US:
STORY OF 3 BREAST
CANCER SURVIVORS |
| 9. COVID | VACCINATE ALL 58

CRIME VICTIMS UNITED |
| 10. ADVOCACY | |

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11. ANIMAL SERVICES	SAMMIE'S FRIENDS
12. MENTAL HEALTH	THE THIN LEDGE: HUSBAND'S MEMOIR OF LOVE, TRAUMA, & UNEXPECTED CIRCUMSTANCES
13. CHILD SERVICES	FLY BRAVE
14. COVID	CALIFORNIA DEPARTMENT OF HOUSING & COMMUNITY: COVID RENT RELIEF
15. HEALTH	AHA – GRATITUDE
16. MENTAL HEALTH	CALHOPE: REDLINE PROGRAM
17. CHILD SERVICES	KEATON'S CHILD CANCER ALLIANCE
18. COVID	BLOODSOURCE
19. MENTAL HEALTH	1 ST 5 CALIFORNIA
20. HEALTH	UNITED HEALTHCARE – HOLIDAY EATING HABITS

**Issues of Concern to SACRAMENTO
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|-----|--------------------------|-----------------------------------|
| 20. | HOMELESS SERVICES | CITRUS HEIGHTS
HART |
| 21. | WOMEN SERVICES | SACRAMENTO LIFE
CENTER |
| 22. | SAFETY | OFFICE OF TRAFFIC SAFETY |

**Programs That Address Community Issues
(Regularly Scheduled Public Affairs Programs)
4th Quarter 2021
(October 1 through December 31)**

<u>Public Affairs Program</u>	<u>Schedule and Description</u>
1. PUBLIC AFFAIRS	(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
4th Quarter 2021
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ISSUE: CHILD SERVICES

SUNBURST PROJECTS

October 3, 2021

6:00 a.m.

28 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.

FLY BRAVE

November 14, 2021

6:31 a.m.

29 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, who made history running in the Boston marathon and his journey getting there. Locally hosted and produced by Cody Robinson.

Most Significant Issue-Responsive Programming
4th Quarter 2021
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ISSUE: CHILD SERVICES (CONT.)

KEATON'S CHILD CANCER ALLIANCE

November 28, 2021

6:20 a.m.

40 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 and resources, her experience caring for her son, and how to help local children battling cancer. Locally hosted and produced by Cody Robinson.

**Most Significant Issue-Responsive Programming
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ISSUE: ENVIRONMENT

SAC-YOLO MOSQUITO & VECTOR CONTROL DISTRICT

October 3, 2021

6:28 a.m.

32 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.

CLEAN UP THE LAKE

October 10, 2021

6:31 a.m.

29 mins of a 60 min 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 upcoming events. Locally hosted and produced by Cody Robinson.

**Most Significant Issue-Responsive Programming
4th Quarter 2021
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ISSUE: DISABILITY SERVICES

PRIDE INDUSTRIES

October 10, 2021

6:00 a.m.

31 mins of a 60 min program

Today's program featured Leah Burdick, Chief Growth Officer of PRIDE Industries, a Sacramento-area nonprofit creating job opportunities for people with disabilities. She discussed October being National Disability Awareness Month, what goes into employee training, the jobs they offer, the success local companies have had working with the organization, and why companies should work with them. Locally hosted and produced by Cody Robinson.

**Most Significant Issue-Responsive Programming
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ISSUE: HEALTH

JUNIOR DIABETES RESEARCH FOUNDATION

October 17, 2021

6:00 a.m.

35 minutes of a 60-minute program

Today's program featured Jennifer Dole, Junior Diabetes Research Foundation NorCal Chapter Board Member and One Walk participant. She discussed what type 1 diabetes is, how it differs from type 2, what it's like living with disease, how JDRF offers support and resources for those with diabetes and funds research to treat it. She also mentioned the virtual One Walk on November 7th and how to sign up. Locally hosted and produced by Cody Robinson.

HOPE AMONG US: STORY OF 3 BREAST CANCER SURVIVORS

October 24, 2021

6:27 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, to discuss October being Breast Cancer Awareness month. She was also joined by Rhonda Eyzaguerra, 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.

**Most Significant Issue-Responsive Programming
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ISSUE: HEALTH

UNITED HEALTHCARE: HOLIDAY EATING HABITS

December 12, 2021

6:00 a.m.

30 minutes of a 60-minute program

Today's program featured Dr. Jacob Asher, Chief Medical Officer with UnitedHealthcare of Northern California, to discuss healthy eating habits during the holiday. He gave practical steps, including planning your portions, not showing up hungry, revise recipes to make them healthier and more. Locally hosted and produced by Cody Robinson.

**Most Significant Issue-Responsive Programming
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ISSUE: ANIMAL SERVICES

FRONT STREET ANIMAL SHELTER

October 17, 2021

6:35 a.m.

25 minutes of a 60-minute program

Today's program featured Haley Waugh, Public Information Officer for Front Street Animal Shelter, to discuss the animals they currently have in house, how to become a foster or adopt, the recourses they have for low-income pet owners, and their need for donations. She also mentioned their Paws to Party fundraising on October 29th event at the California Automobile Museum. Locally hosted and produced by Cody Robinson.

SAMMIE'S FRIENDS

November 7, 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. Locally hosted and produced by Cody Robinson.

**Most Significant Issue-Responsive Programming
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ISSUE: ADVOCACY

PAINT SACRAMENTO PINK

October 24, 2021

6:00 a.m.

27 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 October being Breast Cancer Awareness Month, why they started the campaign, how 100% of donations will go directly to those who need assistance with their breast cancer diagnosis and what their future goals are. Locally hosted and produced by Cody Robinson.

CRIME VICTIMS UNITED

October 31, 2021

6:32 a.m.

28 minutes of a 60-minute program

Today's program featured Darlene Lyons and Nina Salarno Besselman 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 how you can receive help. Locally hosted and produced by Cody Robinson. Locally hosted and produced by Cody Robinson.

**Most Significant Issue-Responsive Programming
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ISSUE: COVID

VACCINATE ALL 58

October 31, 2021

6:00 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 about the virus and vaccine, stats on how marginalized communities are affected by the virus differently and how important it is for them to get vaccinated. Locally hosted and produced by Cody Robinson.

**CALIFORNIA DEPARTMENT OF HOUSING & COMMUNITY:
COVID RENT RELIEF**

November 21, 2021

6:00 a.m.

34 minutes of a 60-minute program

Today's program featured Geoffrey Ross, Deputy Director of the Division of Federal Financial Assistance with the California Department of Housing & Community Development, to discuss California's COVID-19 Rent Relief Program. He went over who's eligible, how to apply, the amount participants will receive, and what to do if you get an eviction notice. Locally hosted and produced by Cody Robinson.

Most Significant Issue-Responsive Programming
4th Quarter 2021
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ISSUE: COVID (CONT.)

BLOODSOURCE: COVID ANTIBODIES

December 5, 2021

6:00 a.m.

30 minutes of a 60-minute program

Today's program feature Drew Fowler, Marketing & Communications Manager at Bloodsource, 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.

**Most Significant Issue-Responsive Programming
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ISSUE: MENTAL HEALTH

**THE THIN LEDGE: HUSBAND’S MEMOIR OF LOVE, TRAUMA, &
UNEXPECTED CIRCUMSTANCES**

November 21, 2021

6:34 a.m.

26 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.

CALHOPE: REDLINE ALLIANCE

November 28, 2021

6:00 a.m.

33 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.

**Most Significant Issue-Responsive Programming
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ISSUE: MENTAL HEALTH (CONT.)

1ST 5 CALIFORNIA

December 5, 2021

6:30 a.m.

30 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
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ISSUE: HOMELESS SERVICES

CITRUS HEIGHTS HART

December 19 + 26, 2021

6:00 a.m.

25 minutes of a 60-minute program

Today's program featured Irene Hronicek, longtime volunteer and board member of Citrus Heights HART, a local nonprofit homeless assistance resource program. She discussed how they got their start in Citrus Heights and the countless resources they provide the homeless, including meals, laundry, showers, renter assistance and their winter sanctuary starting December 26th. She also mentioned what she wants others to know about the homeless and their need for volunteers. Locally hosted and produced by Cody Robinson.

**Most Significant Issue-Responsive Programming
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ISSUE: WOMEN'S SERVICES

SACRAMENTO LIFE CENTER

December 19, 2021

6:25 a.m.

35 minutes of a 60-minute program

Today's program featured Marie Leatherby, Executive Director of Sacramento Life Center, a community medical clinic offering free medical services and emotional & material support to women facing unplanned pregnancy. She discussed the resources they provide local women in need and their Baskets4Babies drive through December 31st. She mentioned the supplies they were looking for and how to donate. Locally hosted and produced by Cody Robinson.

**Most Significant Issue-Responsive Programming
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ISSUE: SAFETY

CALIFORNIA OFFICE OF TRAFFIC SAFETY

December 26, 2021

6:00 a.m.

35 minutes of a 60-minute program

Today's program featured Tim Weisberg, Acting Deputy Director and Marketing and Public Affairs of the California Office of Traffic Safety. He discussed tips for holiday travel, how to drive in the snow and avoid drinking and driving, and the consequences of a DUI. Locally hosted and produced by Cody Robinson.

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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 – Q4 2021.***

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