

KRTY
PROBLEMS AND PROGRAMS
October 1-December 31, 2017

Here are the chief problems or issues facing the Santa Clara County community during the Second quarter which began on October 1, 2017 and ended on December 31, 2017.

Transportation
Aide To Charitable Organizations
Community Good Will

We determine these problems or issues through our participation in the community. Nate Deaton, Michael Danberger 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.

Nate Deaton, general manager of KRTY, has been a member of Rotary for Fifteen years. He acts also on the board of directors 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 Nineteen-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.

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.

AID TO CHARITABLE ORGANIZATIONS

Our 4th quarter aid for Charitable Organizations begins in October with the Walk For Alzheimer's.

We are sponsors of the Annual Alzheimer's Walk here in San Jose on October 15. We had done a fundraiser in July with the help of a country artist that raised \$5,000 for the Alzheimer's walk.

During this period we promoted participation in the walk. KRTY ran 100 recorded 60 second promotional announcements and 100 live 20 second announcements inviting listeners to join our morning host Gary Scott Thomas as we helped raise awareness for the terrible disease.

New to the KRTY Charitable Awareness Campaign this year is the St Jude Research Hospital. General Manager Nate Deaton went on a tour in Memphis and discovered that the research outreach the hospital does is nationwide. The St Jude Protocols are used to fight childhood cancer throughout every region free of charge. KRTY ran an awareness campaign for St Jude donors with 100 live mentions over the Holiday season.

The holiday season is often the time many folks look to help out with the less fortunate. KRTY takes on two different charitable drives at this time of year.

Second Harvest Food Bank is the first of the two. KRTY runs a promotional campaign during the month of November to highlight Black Friday collection of goods at a shopping mall. KRTY ran 100 recorded 60 promo's and 100 live :20's from November 1-24. During the live 6 hour remote at Westgate center we collected over 1,000 cans of food and over \$1,000 in cash.

The second is a long time KRTY partner, The Family Giving Tree. They collect toys and games for less fortunate families to have a Christmas Present. This year KRTY ran 100 recorded promotional announcement and 100 live :20's to support going on line to pick up a tag for a needy child. In the past the toys were dropped off here at the station but with the on-line element this year the giving was more direct.

GENERAL COMMUNITY GOOD

KRTY runs an aggressive schedule of Public Service Announcements. This is a partial list of the PSA's we ran in 4th Quarter

Tiffany Rich & Disability Awareness	10.1 to 10.14	6
St Frances Cabrini & City Wellness	10.1 to 10.14	14
Silicon Valley Cares & Santa Teresa Church Festival	10.1 to 10.14	18
Santa Run & Pet Rescue	12.11 to 12.17	21
California Victim Compensation	10.17 to 11.5	40
Turkey Trot	11.19 to 11.22	16

