

KRTY
PROBLEMS AND PROGRAMS
July 1-September 30 , 2017

Here are the chief problems or issues facing the Santa Clara County community during the Second quarter which began on July 1, 2016 and ended on September 30, 2016.

Health Care
November Election
Transportation
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 twelve 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 Twenty-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

Health and homelessness were another subject of importance during this period. KRTY annually does a tremendous amount of outreach for the AVON Breast Cancer Walk

AVON WALK FOR BREAST CANCER

The Stations biggest community involvement by far is our association with the AVON Walk for Breast Cancer. This year the walk returned to San Francisco on July 22-24 so the beginning of the 3rd quarter period is the final stage of fund raising for the walk. Even though KRTY starts recruitment for the walk participants each year in January, much of the final recognition and work is in July.

The support of the Walk is really a three pronged approach: Recruit, Fund Raise, Execute.. The last step will occur closer to the walk. For the 13 weeks in the 3rd quarter, KRTY ran 325 :60 recorded promotional announcements to join the KRTY Team for the AVON Walk. This resulted in over 65 walkers and \$175,000 raised for Breast Cancer treatment here in the Bay Area.

The Bay Area Chapter of the Alzheimer's Association holds a walk to raise both funds and awareness in October of each year. This year KRTY did a special event with Country Star Brad Paisley to raise over \$5,000 to participate in the walk. In addition, KRTY matches the paid schedule for Alzheimer's by running over 100 free commercials in addition to the paid campaign.

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.

COMMUNITY GOOD

KRTY ran three campaigns for the local community in the third quarter. They included a campaign for the St. Timothy's Church Carnival, City of Hope Services and a campaign for the United Methodist Church. These campaigns include matching up to 100 commercials and or running stand alone spots in the same quantity.

Two other local campaigns we ran additional PSA coverage for during the 3rd quarter were Back to School drives. One was for Family Giving Tree who collects school supplies for backpacks that are then distributed to needy families. We ran over 100 matching commercials for this campaign as well.

Sleep Train also runs a back to school campaign through their charity for shoe donations. We match their paid campaign which runs year round.

