

KTEA Issue Program List
Quarterly Issues Programs List for Station – KTEA
October 1, 2015 – December 31, 2015
Placed in Public File – January 15, 2016

Section I. Issues

The station has identified the following issues facing our community in this quarter:

A. COMMUNITY OUTREACH:

- a. Community Difference
- b. Your Outdoors
- c. Elderly Assistance, Health and Welfare

B. COMMUNITY SERVICES:

- a. Emergency Preparedness
 - a.i. Heavy Rains and Flooding
 - a.ii. Wildfire
- b. Child Safety
- c. Holiday Happenings
- d. Military Support

C. EDUCATION:

- a. ArtBeat Homework Club
- b. Cambria Education Foundation
- c. CUHS Broncos Football, Homecoming and FFA
- d. Financial Future

D. SENIOR CITIZEN OUTREACH:

- a. Community Council Bus (continuing)
- b. St. Paul's Episcopal Monthly Free Health Screening (continuing)
- c. Caregiver – Full Circle Support and Assistance

E. AGRICULTURAL ISSUES:

- a. Water-Reduction Issues and Information (continuing)

Section II. Responsive Programs

A. COMMUNITY OUTREACH:

a. Community Difference KTEA aired National Ad Council(NAC) Community Difference spots from October through December 2015 and continuing into 1st Quarter 2016.

b. Your Outdoors KTEA encourages listeners to get outside and stay healthy by airing NAC Discover Nature PSA's throughout the month(s) of October, November, December 2015 and continuing into the 1st quarter 2016. In addition, KTEA aired PSA's for the Chamber of Commerce promoting local walking tours during October (Harvest Festival Farm Day), November (Hospitality Night Main Street Walk) and December (Festival of Trees).

c. Elderly Assistance and Welfare KTEA encourages elderly listeners to stay active in addition to airing any information giving access to needed assistance. Throughout the month of October, KTEA aired NAC PSA promoting Brain Health. For November, KTEA aired NAC PSA promoting BFF-Eye Check and Oral Health Matters. During December, KTEA aired NAC PSA advising as to Healthy Smiles and CDC Stroke Sensation Tips. In addition, during KTEA Live Play-by-Play CUHS Football, information was aired for Community Council Bus and Free Health Screenings on 10/2; 10/9; 10/16; 10/23 and 10/30.

B. COMMUNITY SERVICES

a. Emergency Preparedness KTEA encouraged listeners to participate in the CERT Emergency Preparedness Seminars on 10/30 and 11/22 by airing PSA's promoting both events throughout the months of October and November.

a.i. Heavy Rains and Flooding KTEA aired both hourly PSA's and scheduled PSA's regarding sandpile locations, sandbag purchase locations and CERT's free sandbag filling events. Sandbag information began airing December 27th and continued into 1st quarter 2016.

a.ii. Wildfire KTEA aired NAC PSA's addressing Wildfire Prevention throughout the months of October and November, 2015.

b. Child Safety KTEA promotes Child Safety by airing NAC PSA's regarding Brain Health;

Study Habits; Adoption; Education; Oral Health and Child Safety. In total, KTEA aired six (6) different PSA's promoting Child Safety throughout the months of October, November and December, 2015.

c. Holiday Happenings As the Central Coast is a tourist destination, the Holiday's are a festive time of year. To support this, KTEA aired PSA's promoting Chamber of Commerce events, free to the public. These include: Harvest Festival; Hospitality Night; Festival of Trees and The Cambria Scarecrow Festival, of which, Adelman Broadcasting served as official media sponsor running promotions and advertisements throughout the month of October. During the month of November, Harvest Festival and Hospitality Night PSA's were aired. December Holiday Happening PSA's included continued Hospitality Night PSA and Festival of Trees.

d. Military Support All over the Nation, there are sons and daughters, moms and dads serving our military. KTEA honors and remembers their sacrifice by airing NAC PSA's throughout the month of October for Soldier Says Thank You. Beginning in November, KTEA aired NAC's PSA promoting today's Military and Cyber Security Training. During December, KTEA aired the NAC PSA Today's Military Doctor.

C. EDUCATION

a. ArtBeat Homework Club Free homework club offered to students from Kindergarten through Fifth Grade. KTEA assisted ArtBeat by providing a live mention during weekly CUHS football programs 10/2, 10/9, 10/16, 10/23 and 10/30.

b. Cambria Education Foundation offer Coast Unified School District students access to technological and science-based classes and activities free of charge. To assist with this, KTEA aired PSA's promoting CEF's movie night during the months of October and November, through the 17th.

c. Coast Union High School Bronco's Football. Live, local broadcasts of all football games both home and away. Promoting community involvement with education and sportsmanship. Offered produced halftime shows featuring interviews with school officials and coaches and dealing with issues of community concern. KTEA broadcasts live games weekly. Segments aired 10/2, 10/9, 10/16, 10/23 and 10/30. In addition, KTEA aired PSA's for CUHS Homecoming Association Balloon Drive, throughout the month of October as well as an additional PSA announcing new location and silent auction for the CUHS FFA Program.

d. Financial Future is an issue of local and national concern. KTEA featured National Ad Council PSA spots addressing problem and solutions throughout the months of October, November and December 2015 continuing into 1st Quarter 2016.

D. SENIOR CITIZEN OUTREACH

a. Community Council Bus offers FREE rides to citizens in need. KTEA encourages listeners to use whenever necessary. Segment aired during live weekly football broadcasts 10/2; 10/9; 10/16; 10/23 and 10/30.

b. Free Health Screening St. Paul's Episcopal Church requested assistance in getting the word out to the community regarding their monthly free health screening for anyone over eighteen years of age. KTEA encouraged listeners to attend and bring their friends and family. Segment aired during live weekly football broadcasts 10/2; 10/9; 10/16; 10/23 and 10/30.

c. Caregiver – Full Circle Support KTEA aired National Ad Council PSA addressing problem and offering solutions in a PSA airing throughout the months of October, November and December 2015 and continuing into the 1st Quarter of 2016.

E. AGRICULTURAL ISSUES

a. Water Issues KTEA advises listeners of all water useage updates, new potable water locations and gives directions. Segment aired during weekly football broadcasts 10/2; 10/9; 10/16; 10/23 and 10/30.