

Quarterly Public Affairs Report – 2018 Q1

The following is a list of some of the more significant community issues addressed by these station(s) for the quarter specified. This listing is by no means complete, nor is the order in which these issues appear intended to imply any degree of priority or significance of the issues. PSA Show duration: Two 10-minute segments. This information is available in the public files of each radio station and may be viewed upon request at Cumulus Media, 595 East Plumb Lane, Reno, Nevada, 89502.

- Jake Parker, Cumulus Media Reno Public Affairs Director

2018 QUARTER:



1ST



2ND



3RD



4TH

KKOH- 780AM SUNDAY @ 12PM - 12:30PM

KBUL- 98.1FM SUNDAY @ 6AM – 6:30AM

KWYL- 102.9FM SUNDAY @ 7AM – 7:30AM

KNEV- 95.5FM SUNDAY @ 6AM – 6:30AM

ISSUE DESCRIPTION: PROGRAM/SEGMENT: DATE/TIME:

DURATION: DISCUSSION IN SEGMENT:

1. **Sheep Dip Parody for Charity Executive Producer Linda Lott. Nevada Outlook 1/7/18.** Linda Lott discusses the goals and achievements of the satirical show for charity.

2. **Protecting yourself from an active shooter. Joey Walker, author of *Shots Fired: Surviving an Active Shooter/Assailant*. Nevada Outlook 1/14/18.** Author Joey Walker discusses what to do if you find yourself in an active shooter scenario.
3. **The Decline of the bee population. Debbie Gilmore, owner of Hall's Honey. Nevada Outlook 2/4/18.** Debbie Gilmore discusses the important role bees play in the ecosystem, and their impact on agriculture and the economy, as well as how you can help prevent their decline in population.
4. **Drug Testing and Drug Education. Linda Honey: Dir. Operations and Nicole Nance: CEO, Timely Testing. Nevada Outlook 2/11/18.** Linda and Nicole discuss the community's need for effective and practical drug testing and drug-use education for employers, employees, parents and children.
5. **Data Mining of K-12 public school students. The Dan Mason Show 2/22/18 segments 1 & 2.** John Eppolito of Nevadans Against Common Core discusses the dangers of third-party data mining of students.
6. **Unplugging from technology dependency.** Nevada Outlook, 3/4/18, segment 1. Tanya Schevitz, Spokesperson for the National Day of Unplugging. Taking a 24-hour detox from all technology (aka "unplugging") to reestablish interpersonal connections.
7. **Computers 4 Kids.** Nevada Outlook 3/4/18 segment 2. Adam Hopkins, President of the Reno Cigar Lions Computers for Kids program. Taking donated computers, loading them with student-friendly software and gifting them to K-12 students whose parents cannot afford computers at home.
8. **Battling Fake News and Supporting Good Journalism.** Nevada Outlook 3/11/18, segments 1&2. UNR Reynold's School of Journalism Dean Alan Stavitsky discusses the changes in news reporting since the advent of social media, and the impacts felt in the community.
9. **The changing economy in Northern Nevada.** Nevada Outlook 3/18/18, segments 1&2. EDawn Senior VP of Entrepreneurial Development Doug Erwin discusses the projected changes to living and working in Northern Nevada as the tech industry continues to grow.
10. **Fighting Stress.** Nevada Outlook 3/25/18, segments 1&2. Colleen Camenisch of Equilibrium-MBSR (Mindfulness Based Stress Reduction) talks

about her program's efforts to teach stress management and reduction to foster more efficiency and productivity in the community.