



**Cumulus Radio**  
STATION GROUP™  
A DIVISION OF CUMULUS MEDIA

**Q1 ISSUES PROGRAMMING**

**January | February | March**

**(Salt Lake City Metro- #29)**



**2019**

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## The Wasatch Gazette

### A Public Affairs program produced by Cumulus Media Salt Lake

#### Description of shows: 1<sup>st</sup> Quarter 2019

The Wasatch Gazette airs Sunday mornings at 6 on all six Cumulus Media Salt Lake City radio stations KBEE, KUBL, KENZ, KHTB, KBER & KKAT.

Each week's show contains two 15 minute interviews.

The show is hosted by Mike Parsons.

<b>Air Date</b>	<b>Guest Name(s)</b>	<b>Title(s)</b>	<b>Organization(s)</b>	<b>Topic/Event</b>	<b>Website</b>
1/6/2019	Sarah Robbins	School Psychologist	Jordan Family Education Center	Winter Class offerings that are free to the public and start 1/15/19	JordanDistrict.org/Departments/Guidance
1/6/2019	Gina Cornia	Executive Director	Utahns Against Hunger	Update on programs, services, goals and needs	UAH.org
1/13/2019	Sgt. Bradley Blair	Air Force Tech	Real Warriors	Encouraging service members, veterans, and their families to reach out for care for alcohol misuse	RealWarriors.net
1/13/2019	Grif Neilson	Level 3 CHEK Holistic Lifestyle Coach	NA	America's Sugar Addiction and what can be done about it	NA
1/20/2019	Gordon Sauders	Cost of Care Expert	Genworth Financial	New survey details about the growing costs of long-term care in the U.S. and Utah	Genworth.com /CostOfCare

1/20/2019	Gwen Knight	School Services & Community Outreach Program Administrator	Prevent Child Abuse Utah	Mission and services offered by PCAU	PCAUtah.org
1/27/2019	Cheryl Marzec	President	Sumi Nungwa	Providing food, clothing, medical supplies and firewood to Navajo & Hopi elders.	SumiNungwa.org
1/27/2019	Diana Clark	Addiction and Family Expert	Turnbridge Addiction Treatment Center	The impact of drug addiction on families and what treatment is most effective	TPAddictionTreatment.com
2/3/2019	Laurel Ingham	Development Director	Fourth Street Clinic	Programs, services and plans for 2019	FourthStreetClinic.org
2/3/2019	Jennifer Rees & Tammy Alsup	VP of Finance & VP of Public Relations	Intermountain Healing Hearts	Congenital Heart Defect Awareness Week, February 7-14th	IntermountainHealingHearts.org
2/10/2019	Sgt Lawrence Hopper	Utah Highway Patrolman	Utah Highway Patrol	Drive Sober or Get Pulled Over campaign	highwaysafety.utah.gov
2/10/2019	Jennifer Rees & Tammy Alsup	VP of Finance & VP of Public Relations	Intermountain Healing Hearts	Congenital Heart Defect Awareness Week, February 7-14th	IntermountainHealingHearts.org
2/17/2019	Amberlie Phillips & Danielle Norman	Chief Development Officer & YWCA Young Women's Council Member	YWCA Utah	March is Women's History Month, Upcoming Events	YWCAUtah.org

2/17/2019	Dan Webster	Lead Foster Adoptive Consultant	Utah Foster Care	Plans, needs and focus for 2019	UtahFosterCare.org
2/24/2019	Dr Lien Hoang	Medical Director	Optum Care Utah	February is American Heart Month: A Time To Be Aware And Care	Optumcare.com
2/24/2019	Amberlie Phillips & Danielle Norman	Chief Development Officer & YWCA Young Women's Council Member	YWCA Utah	March is Women's History Month, Upcoming Events sponsored by YWCA Utah	YWCAUtah.org
3/3/2019	Dr Lien Hoang	Medical Director	Optum Care Utah	February is American Heart Month: A Time To Be Aware And Care	Optumcare.com
3/3/2019	Amberlie Phillips & Danielle Norman	Chief Development Officer & YWCA Young Women's Council Member	YWCA Utah	March is Women's History Month, Upcoming Events sponsored by YWCA Utah	YWCAUtah.org
3/10/2019	Mike & Jan McMillian	Parents	Utah Highway Patrol	Drive Sober or Get Pulled Over campaign. Discussing how their 27 year old son Mikey was killed by a drunk driver in March of 2015	highwaysafety.utah.gov
3/10/2019	Sgt Lawrence Hopper	Utah Highway Patrolman	Utah Highway Patrol	Drive Sober or Get Pulled Over campaign	highwaysafety.utah.gov

3/17/2019	Eddie Albanez & Lea Mendez	Overseer for Salt Lake City & Church Member	ASEZ World Mission Society Church of God	Student Volunteer Group activities	USA.WATV.Org
3/17/2019	Mike & Jan McMillian	Parents	Utah Highway Patrol	Drive Sober or Get Pulled Over campaign. Discussing how their 27 year old son Mikey was killed by a drunk driver in March of 2015	highwaysafety.utah.gov
3/24/2019	Joy Xi	Google Product Lead	Google.com	Google	Google launched new features to help Veterans find jobs
3/24/2019	Gustavo Torrez & Sachit Gali	Director of Youth Advocacy and Anti-Tobacco Youth Advocate	Campaign For Tobacco Free Kids	The health risks of e-cigarettes & Juul	tobaccofreekids.org
3/24/2019	Dr Chad Bittner	Chief Medical Officer	Optum Care Utah	March is Colorectal Cancer Awareness Month	Optumcare.com/state/ut
3/31/2019	Lisa Stillman	Bilingual School Psychologist	Jordan Family Education Center	Upcoming free class offerings	JordanDistrict.org/Departments/jfec
3/31/2019	Gwen Knight	Executive Director	Prevent Child Abuse Utah	April is National Child Abuse Prevention Month	PCAUtah.org

## **STATION EFFORTS (Q1) 2019**

### **KUBL**

Every Tuesday during the Quarter hosts Lexi & Banks sits down with a representative from the Nuzzles and Co. to discuss a specific pet that is ready to be adopted. The pet is then featured on the stations social media pages and websites in hopes to have it adopted.

On March 16, 2019 KUBL participated and promoted the St Patrick's Day Parade benefitting the Utah Hibernian Society. On October 26, 2018 KUBL took part in raising money for Over the Edge to benefit the YWCA Salt Lake Area Family Justice Center.

During 1<sup>st</sup> Quarter KUBL talked about the Drive Sober or Get Pulled over Campaign.

### **KENZ**

During 1<sup>st</sup> Quarter KENZ talked about the Drive Sober or Get Pulled over Campaign.

### **KBEE**

During 1<sup>st</sup> Quarter KBEE talked about the Drive Sober or Get Pulled over Campaign.

### **KBER**

Every Thursday during the Quarter the station hosts "CAWS" and they feature a pet each week looking to be adopted. KBER discusses the benefits of adopting a new pet and how they can help the community.

On March 16, 2019 KBER participated and promoted the St Patrick's Day Parade benefitting the Utah Hibernian Society.

During 1<sup>st</sup> Quarter KBER talked about the Drive Sober or Get Pulled over Campaign.

### **KHTB**

Every Tuesday during the Quarter host Lindsey sits down with a representative from the Utah Humane Society to discuss a specific pet that is ready to be adopted. The pet is then featured on the stations social media pages and websites in hopes to have it adopted.

On March 16, 2019 KUBL participated and promoted the St Patrick's Day Parade benefitting the Utah Hibernian Society.

During 1<sup>st</sup> Quarter KHTB talked about the Drive Sober or Get Pulled over Campaign.

### **PUBLIC SERVICE ANNOUNCEMENTS**

\*In addition to the listed issues programming, each station actively rotates a myriad of 501-c-3 (et al) charitable/issues-related PSA's these PSA's compromise of :15's, :30's, and :60's and the number aired varies.

PSA sampling: (not all inclusive)

Ad Council

St Jude Research Hospital

Utah Broadcasters Association

US military (ALL BRANCHES)

Camp Kostopulos

Drive Sober or Get Pulled Over