



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

**3<sup>rd</sup> Quarter ISSUES PROGRAMMING**

**JULY | AUGUST | SEPTEMBER**

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



Submitted to FCC Public File by:

Chris Hoffman / Rick Vaughn / Bonnie Jovi, Cumulus Media (Salt Lake City)

Operations Manager

FILED: **OCTOBER 5, 2021**

## **The Wasatch Gazette**

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

### **Description of shows: 3<sup>ND</sup> Quarter 2021**

The Wasatch Gazette airs Sunday mornings pm 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>
7/4/2021	CELESTE EDMUNDS	Executive Director	The Christmas Box International	Christmas in July donation opportunities	TheChristmasBox.org
7/4/2021	DR. CHAD BITTNER	Chief Medical Officer	Optum Care Utah	Optum Care Network Utah Rolls Out Mobile Clinic	Optumcare.com
7/4/2021	ARCHIE MAGOULAS	Food Safety Expert	USDA	USDA Provides Fourth of July Food Safety Tips to Grilling Pros and Beginners	Ask.USDA.gov
7/11/2021	ABBEY COFSKY	Managing Director	Robert Wood Johnson Foundation	The US is in the throes of an affordable housing crisis that plagued the nation long before the pandemic but has been exacerbated by Covid-19.	RWJF.org
7/11/2021	LAUREN JUDKINS	Marketing Manager & Big Sister	Big Brothers Big Sisters of Utah	You can help Big Brothers Big Sisters of Utah recruit 100 Male Mentors in 100 days! Nearly 100 boys in Utah are waiting to be matched with a male mentor.	BBBSU.org
7/11/2021	BETH MITCHELL	Senior Manager for External Communications	Natural History Museum of Utah	The Natural History Museum of Utah Introduces Explorer Corps, The summer-long challenge encourages Utahns & tourists to	NHMU.Utah.edu

				discover natural history in every county	
7/18/2021	CANDICE HASENYAGER	Deputy Director	Utah Division of Water Resources	Utah's extreme drought requires EVERYONE to reduce their water use	SlowTheFlow.org
7/18/2021	KAIT WEBB	Statewide Prevention & Fire Communications Coordinator	Utah Division of Forestry, Fire & State Lands	How to practice "Fire Sense" during Utah's extreme drought	UtahFireSense.org
7/18/2021	MORIAH MASON	Regional Manager	Alzheimer's Association, Utah Chapter	2021 Walk to End Alzheimer's Salt Lake County, September 25th	ALZ.org/Utah
7/25/2021	DR. ANN MACINTYRE	Infectious Disease Physician	Infectious Diseases Society of America	As Delta Becomes Dominant COVID Variant in U.S., Infectious Disease Experts Share Tips on How to Stay Safe This Summer	GetVaccineAnswers.org

7/25/2021	AIMEE SNOW	Executive Director	My Healing Home	My Healing Home is dedicated to helping families of children who have experienced trauma and adversity through TBRI training, support and coaching.	MyHealingHome.org
7/25/2021	STAFF SERGEANT ERIC TABOR	Air Force Reserve Recruiter	U.S. Air Force	Whether you've experienced military life before or not, you have the opportunity to serve your country, earn extra income and gain health, education and other benefits	AFReserve.com
8/1/2021	DR. REX HEAD	Founder & Board Chair	Orphanage Support Services Organization	Orphanage Support Services Organization (OSSO) supports the daily needs of orphans and disabled youth. Children depend on OSSO everyday to keep them feeling safe, protected, joyful, and loved.	OrphanageSupport.org
8/1/2021	DR. RICHARD FRAME	Medical Oncology and Hematology	Jordan Valley Hospital	Time to Screen: New National Campaign Urges Adults Not to Skip Cancer Screening	TimeToScreen.org

8/1/2021	RACHEL ANDERSON	Marketing Specialist	The Road Home	With your help, the Apple Tree program will help provide much needed back-to-school clothing and supplies for the children living in The Road Home	TheRoadHomeAppletree.com
8/8/2021	LAURIE RUBINER & LINDA MENDONCA	Executive Vice President & President	Campaign for Tobacco-Free Kids & National Associations of School Nurses	As Kids Go Back to School, Health and Education Advocates Raise Concern They Could be Returning to E-Cigarette Use	TobaccoFreeKids.org
8/8/2021	JEANETTE KOWALIK	Director of Policy Development	Trust for America's Health	New Report Outlines How Policy Decisions Outside the Health Sector Impact Americans' Health	TFAH.org
8/8/2021	JENNIE DOPP	Development Coordinator	Utah Parent Center	Annual Charity Top Golf Fundraiser and Silent Auction September 16th	UtahParentCenter.org
8/15/2021	ROBERTO LOPEZ	Board Member	Project Rainbow	1st Annual Big Gay Barbie-Q and Project Rainbow Volunteer Appreciation Party 8/21	ProjectRainbowUtah.org

8/15/2021	SHAWN TIEGAN	Vice President & Director of Research	Utah Foundation	Utah Foundation releases Going for the Green: How Utah Can Thrive in the New Clean Economy.	UtahFoundation.org
8/15/2021	CARLA FREIN	Development Manager	Utah Community Action	Virtual Head Start Bloom Gala supporting children and families	UtahCA.org
8/22/2021	DONYA O'KEEFE	Massage Therapist	Still Lucidity Massage	Virtual Walk-A-Thon for International Overdose Awareness Day 8/31	Still-Lucidity.square.site
8/22/2021	DR. RICHARD FRAME	Medical Oncology and Hematology	Jordan Valley Hospital	Time to Screen: New National Campaign Urges Adults Not to Skip Cancer Screening	TimeToScreen.org
8/22/2021	AIMEE SNOW	Executive Director	My Healing Home	My Healing Home is dedicated to helping families of children who have experienced trauma and adversity through TBRI training, support and coaching.	MyHealingHome.org

8/29/2021	DR THOMAS FRIEDEN	Former CDC Director	The Ad Council	Ad Council "It's Up to You" campaign on Pfizer FDA approval. Experts hopeful the news will sway undecided on getting vaccinated.	GetVaccineAnswers.org
8/29/2021	LIZ PITTS & BRIAN MCOMIE	Chamber Vice Chair & Board Member and Events Director	Utah LGBTQ+ Chamber of Commerce	The 3rd Annual Utah LGBTQ+ Economic Summit 9/23	UtahLGBTQChamber.org
8/29/2021	SHANA LOOMIS	Account Manager	American Red Cross	The annual blood battle with USU/WSU the first week of school	RedCross.org
9/5/2021	DR. ZANTHIA WILEY	Infectious Disease Physician	Association of American Medical Colleges	The Latest FDA approval news, booster shots, and the latest guidance on vaccines & masks as children start the new school year.	VaccineWise.org
9/5/2021	SHAWN TIEGAN	Vice President & Director of Research	Utah Foundation	Utah Foundation releases Going for the Green: How Utah Can Thrive in the New Clean Economy.	UtahFoundation.org



9/5/2021	JENNIE DOPP	Development Coordinator	Utah Parent Center	Annual Charity Top Golf Fundraiser and Silent Auction September 16th	UtahParentCenter.org
9/12/2021	MORIAH MASON	Regional Manager	Alzheimer's Association, Utah Chapter	2021 Walk to End Alzheimer's Salt Lake County, September 25th	ALZ.org/Utah
9/12/2021	NATALIE EL-DEIRY	Executive Director	International Rescue Committee, Salt Lake City	The International Rescue Committee responds to the world's worst humanitarian crises and helps people whose lives and livelihoods are shattered by conflict and disaster to survive, recover and gain control of their future.	Rescue.org
9/12/2021	DR THOMAS FRIEDEN	Former CDC Director	The Ad Council	Ad Council "It's Up to You" campaign on Pfizer FDA approval. Experts hopeful the news will sway undecided on getting vaccinated.	GetVaccineAnswers.org

9/19/2021	CHARLOTTE SMITH	Google Search Trends Expert	Google	Google Experts Reveal Fall Forecast and Top Search Trends as Americans Look Forward to the Changing Season	Google.com
9/19/2021	NICK FUOCO	Festa Italiana Director	Festa Italiana	Explore the culture, entertainment and culinary diversity of Utah's Italian community. Proceeds support local non-profit charitable organizations supported by the Italian-American Civic League of Utah.	FestaItalianaSLC.com
9/19/2021	SANDRA LEAL	President	American Pharmacists Association	American Pharmacists Association Urges Unvaccinated Americans to Get COVID-19 Shot	Pharmacist.com
9/26/2021	ROB WESEMANN	Executive Director	NAMI Utah	NAMI Utah is hosting their annual Mental Health Awareness Conference virtually on 9/30	NAMIUT.org
9/26/2021	DERRYL YEAGER	Founder and Artistic Director	Odyssey Dance Theatre	Odyssey Dance Theatre will present its smash Halloween Hit Thriller in six locations in Utah this year.	OdysseyDance.com

9/26/2021	DR. CHAD BITTNER	Chief Medical Officer	Optumcare Utah	Free Flu Shots for Adults 65+ at Optum Community Centers	Optumcare.com
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## **STATION EFFORTS (Q3) 2021**

### **KUBL-FM**

Since March 13, 2020 and continuing today KUBL has been informing the community about Covid-19 and the ways our community can be safe.

Starting on November 19, 2020 and continuing through 3<sup>rd</sup> Qtr 2021 KUBL promoted the Cumulus Corporate initiative Project Shine. Project shine connects listeners with VolunteerMatch. VolunteerMatch offers the greatest number of volunteers, not-profits and opportunities to make a difference. VolunteerMatch connects inspired people with inspiring causes. The station promoted Project Shine with on air promo's and social media posts.

On July 1, 2021 KUBL hosted a remote with the Salt Lake County Health Department. This was a COVID Vaccine Clinic.

On July 3, 2021 KUBL hosted and announced the July 4<sup>th</sup> Parades in the Cities of Murray and West Jordan. These are both big community events.

On July 23, 2021 KBUL announced the Days of '47 Parade in Downtown Salt Lake City. The Days of '47 celebrates Utah's heritage and brings the community together.

From August 23-27, 2021 K-Bull 93 hosted Show Us Your Hometown. The KUBL team visited the city of Tooele. They highlighted the local community and local business. Travis Moon spoke with the mayor and many local non-profits and community organizations.

On September 11, 2021 Cumulus Media Salt Lake was the media partner for the 9/11 Healing Field in Sandy. The stations promoted this community event through Social Media, On-Air and PSA's. Each station also did an appearance to pay our respects along with the community.

On Friday September 17, 2021 K-Bull 93 Hosted and promoted the J Marc Baily Concert at the Union Event Center. This event was founded by the Life's Worth Living Foundation. The Life's worth living foundation was created to raise awareness of, educate of, educate on and prevent suicide.

September 21-25, 2021 KUBL's Travis Moon walked 87 miles to raise money for St Jude's Children's Research Hospital. September is Childhood Cancer Awareness Month and Travis Moon was able to raise \$10,000 for ST Jude.

## **KENZ-FM**

Since March 13, 2020 and continuing today KENZ has been informing the community about Covid-19 and the ways our community can be safe.

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On September 11, 2021 KENZ's Johnny McKeon hosted a charity event The 5<sup>th</sup> Annual Bruce Andrews Golf Tournament.

## **KHTB-FM**

Since March 13, 2020 and continuing today KHTB has been informing the community about Covid-19 and the ways our community can be safe.

Starting on November 19, 2020 and continuing through 3<sup>rd</sup> Qtr 2021 KHTB promoted the Cumulus Corporate initiative Project Shine. Project shine connects listeners with VolunteerMatch. VolunteerMatch offers the greatest number of volunteers, not-profits and opportunities to make a difference. VolunteerMatch connects inspired people with inspiring causes. The station promoted Project Shine with on air promo's and social media posts.

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On September 11, 2021 KENZ's Johnny McKeon hosted a charity event 5<sup>th</sup> Annual Bruce Andrews Golf Tournament.

## **KBEE-FM**

Since March 13, 2020 and continuing today KBEE has been informing the community about Covid-19 and the ways our community can be safe.

Starting on November 19, 2020 and continuing through 3<sup>rd</sup> Qtr 2021 KBEE promoted the Cumulus Corporate initiative Project Shine. Project shine connects listeners with VolunteerMatch.

VolunteerMatch offers the greatest number of volunteers, not-profits and opportunities to make a difference. VolunteerMatch connects inspired people with inspiring causes. The station promoted Project Shine with on air promo's and social media posts.

On July 3, 2021 KBEE hosted and announced the July 4<sup>th</sup> Parades in the Cities of Murray and West Jordan. These are both big community events.

On July 9, 16, 30, 2021 and August 6, 2021 KBEE hosted the Sandy City Movies in the Park. Movies in the park is an event to bring the community together and celebrate spending time together.

On August 14, 2021 Val and Mike promoted, hosted and participated in the Bowling for Kids Sake to raise money for Big Brothers and Big Sisters of Utah.

On September 11, 2021 Cumulus Media Salt Lake was the media partner for the 9/11 Healing Field in Sandy. The stations promoted this community event through Social Media, On-Air and PSA's. Each station also did an appearance to pay our respects along with the community.

On September 15, 2021 Val and Mike hosted a Trivia Night to raise money for Big Brothers and Big Sisters of Utah.

## **KBER-FM**

Every week 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.

Every week during the Quarter the station hosted The Humane Society, 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.

Since March 13, 2020 and continuing today KBER has been informing the community about Covid-19 and the ways our community can be safe.

Starting on November 19, 2020 and continuing through 3<sup>rd</sup> 2021 KBER promoted the Cumulus Corporate initiative Project Shine. Project shine connects listeners with VolunteerMatch. VolunteerMatch offers the greatest number of volunteers, not-profits and opportunities to make a difference. VolunteerMatch connects inspired people with inspiring causes. The station promoted Project Shine with on air promo's and social media posts.

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On September 18, 2021 and the week leading up to the event KBER 101 promoted the 7<sup>th</sup> Annual Ride to Zero. This is a ride to bring awareness and raises money to reduces the suicide rate of U.S. military veterans through the community.

On September 25, 2021 and the week leading up to the event KBER 101 promoted the 23<sup>rd</sup> Annual UMF You're Not forgotten Toy Run for Primary Children's Hospital. They promoted ways to donate and take care of the kids.

## **KKAT-AM**

Starting on November 19, 2020 and continuing through 3<sup>rd</sup> Qtr 2021 KKAT promoted the Cumulus Corporate initiative Project Shine. Project shine connects listeners with VolunteerMatch. VolunteerMatch offers the greatest number of volunteers, not-profits and opportunities to make a difference. VolunteerMatch connects inspired people with inspiring causes. The station promoted Project Shine with on air promo's and social media posts.

## **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)

U.S. Marines Toys for Tots

Utah Department of Health (Utah Broadcasters Association)

State of Utah

Red Cross

Easter Seals Good Will

Salt Lake County Health Department

State of Utah Dept of Workforce Services

Utah Department of Transportation

Children's Services Society

Hibernian Society

Life's Worth Living Foundation

National Police Foundation

National Oncology Alliance

Children's Miracle Network

Paralyzed Veterans of America

9/11 Healing Field