



Cumulus Radio

STATION GROUP™
A DIVISION OF CUMULUS MEDIA

1st Quarter ISSUES PROGRAMMING

JANUARY | FEBRUARY | MARCH

(Salt Lake City Metro- #29)



Submitted to FCC Public File by:

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Operations Manager

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The Wasatch Gazette

A Public Affairs program produced by Cumulus Media Salt Lake

Description of shows: 1ST 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.

Air Date	Guest Name(s)	Title(s)	Organization(s)	Topic/Event	Website
1/3/2021	Stacey Stewart	President & CEO	March of Dimes	New March of Dimes Report Card Shines a Spotlight on the Ongoing U.S. Maternal and Infant Health Crisis	MarchOfDimes.org
1/3/2021	Chip Lyons	President & CEO	Elizabeth Glaser Pediatric AIDS Foundation	December 1st marks the 33rd World AIDS Day. This worldwide day of reflection is a time to take stock of the progress made in the fight to end AIDS.	PedAIDS.org
1/3/2021	Kamilah Bunn & Amber Smith	CEO of The Adoption Exchange Association & Foster kid that was adopted as a teen	Adopt US Kids	Adoption from Foster Care Campaign Highlights Rewards of Teen Adoption	AdoptUSKids.org
1/10/2021	Stacey Stewart	President & CEO	March of Dimes	New March of Dimes Report Card Shines a Spotlight on the Ongoing U.S. Maternal and Infant Health Crisis	MarchOfDimes.org
1/10/2021	Chip Lyons	President & CEO	Elizabeth Glaser Pediatric AIDS Foundation	December 1st marks the 33rd World AIDS Day. This worldwide day of reflection is a time to take stock of the progress made in the fight to end AIDS.	PedAIDS.org
1/10/2021	Kamilah Bunn & Amber Smith	CEO of The Adoption Exchange Association & Foster kid that was adopted as a teen	Adopt US Kids	Adoption from Foster Care Campaign Highlights Rewards of Teen Adoption	AdoptUSKids.org

1/17/2021	Stacey Stewart	President & CEO	March of Dimes	New March of Dimes Report Card Shines a Spotlight on the Ongoing U.S. Maternal and Infant Health Crisis	MarchOfDimes.org
1/17/2021	Chip Lyons	President & CEO	Elizabeth Glaser Pediatric AIDS Foundation	December 1st marks the 33rd World AIDS Day. This worldwide day of reflection is a time to take stock of the progress made in the fight to end AIDS.	PedAIDS.org
1/17/2021	Kamilah Bunn & Amber Smith	CEO of The Adoption Exchange Association & Foster kid that was adopted as a teen	Adopt US Kids	Adoption from Foster Care Campaign Highlights Rewards of Teen Adoption	AdoptUSKids.org
1/24/2021	Del Brady	Executive Director	American Red Cross Utah	Donation opportunities and and overall conversation of everything The Red Cross does	RedCross.org/local/utah
1/24/2021	Benjamin Sessions	Executive Director	Circles Salt Lake	Our mission is to reduce poverty throughout Salt Lake County. We do this by building bridges of friendship and community that support individuals and families on their journey from surviving to thriving.	CirclesSaltLake.org
1/31/2021	Kyleanne Hunter & Adam Friedman	Representative of The End Family Fire campaign & lost his grandfather to Family Fire	The Brady Campaign & The Ad Council	"End Family Fire" Ad Council campaign	EndFamilyFire.org
1/31/2021	Benjamin Sessions	Executive Director	Circles Salt Lake	Our mission is to reduce poverty throughout Salt Lake County. We do this by building bridges of friendship and community that support individuals and families on their journey from surviving to thriving.	CirclesSaltLake.org

2/14/2021	Dr. Panagis Galiatsatos	Pulmonologist and Cessation Expert	American Lung Association	American Lung Association and the Ad Council Launch New Youth Vaping Prevention Campaign Aimed at Parents	Lung.org
2/14/2021	Dr. Julie Morita	Executive Vice President	Robert Wood Johnson Foundation	Public Health Officials Argue COVID-19 Vaccine Rollout Fails to Prioritize Highest Risk Populations	RWJF.org
2/21/2021	Ivy Denihan	Program Director	Girls on the Run Utah	We inspire girls to be joyful, healthy and confident using a fun, experience-based curriculum which creatively integrates running.	GirlsOnTheRunUtah.org
2/21/2021	Dr. Katherine Hempstead	Senior Policy Adviser	Robert Wood Johnson Foundation	Americans who did not sign up for health insurance last year through the federal marketplace will receive another opportunity to obtain coverage, with the opening of a special, three-month enrollment period.	RWJF.org
2/28/2021	David Damschen	Treasurer	The State of Utah	During "Utah Saves" week, Utah Saves, the Office of State Treasurer, my529 and other local organizations will promote useful information and contests throughout the week on social media.	MY529.org
2/28/2021	Dr. Georges Benjamin	Executive President	American Public Health Association	Launch Largest Campaign in U.S. History focused on COVID-19 Vaccine Education	GetVaccineAnswers.org

2/28/2021	Dr. Julie Morita	Executive Vice President	Robert Wood Johnson Foundation	The Ad Council & COVID Collaborative. Public Health Officials Argue COVID-19 Vaccine Rollout Fails to Prioritize Highest Risk Populations	RWJF.org
3/7/2021	Monica Owen	Chief Development Officer	Columbus Community Center	Columbus is hosting the first annual Art from the Heart fundraising event to support the NextWork Autism Program and Academy of Independent Living.	ColumbusServes.org
3/7/2021	Dave Isay	Founder	StoryCorps	The Ad Council's campaign Love Has No Labels and StoryCorps' One Small Step bring American's together one conversation at a time	LoveHasNoLabels.com/OneSmallStep
3/7/2021	Dr. Katherine Hempstead	Senior Policy Adviser	Robert Wood Johnson Foundation	Americans who did not sign up for health insurance last year through the federal marketplace will receive another opportunity to obtain coverage, with the opening of a special, three-month enrollment period.	RWJF.org
3/14/2021	Ivy Denihan	Program Director	Girls on the Run Utah	We inspire girls to be joyful, healthy and confident using a fun, experience-based curriculum which creatively integrates running.	GirlsOnTheRunUtah.org
3/14/2021	Ginette Bot & Rachel Jensen	President & CEO and Public Relations Manager	Utah Food Bank and Associated Food Stores	The Feed Utah food drive will be held on Saturday, March 20th	UtahFoodBank.org/FeedUtah

3/14/2021	Nick Rupp	Communications and PR Manager	Salt Lake County Health Department	COVID-19 vaccine rollout and "This is Our Shot" website	ThisIsOurShot.com
3/21/2021	Monica Owen	Chief Development Officer	Columbus Community Center	Columbus is hosting the first annual Art from the Heart fundraising event to support the NextWork Autism Program and Academy of Independent Living.	ColumbusServes.org
3/21/2021	Dr. Adam Spivak	Professor at U of U School of Medicine and Co-founder and leader of Utah's first and only free HIV prevention clinic	Division of Infectious Diseases at the University of Utah	"Getting to Zero" is a collaborative initiative among HIV medical providers, community-based organizations, and state and local health departments	HIVandMe.com
3/21/2021	Derryl Yeager	Founder and Artistic Director	Odyssey Dance Theatre	Live performances are scheduled to resume.	OdysseyDance.com
3/28/2021	Molly Vandenberg	Technology Expert	Google	Spring Clean Your Routine: Google's Guide to Wellbeing	Google.com
3/28/2021	Dr. Ross McKinney	Chief Scientific Officer	Association of American Medical Colleges	The Pandemic One Year Later: To Return to Normal, We Must Build Confidence in COVID-19 Vaccines	aamc.org
3/28/2021	Alyssa Stump	Director, Mission Advancement	Best Buddies International	Best Buddies Friendship Walk, Saturday, April 10th, Rio Tinto Stadium	BestBuddies.org/Utah

STATION EFFORTS (Q1) 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.

From March 22-March 27, 2021 K-Bull 93 hosted Show Us Your Hometown. The KUBL team visited the city of Riverton. They highlighted the local community and local business. Travis Moon spoke with the mayor and emphasized the shop local campaign.

Starting on November 19, 2020 and continuing through 1st 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.

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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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.

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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.

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difference. VolunteerMatch connects inspired people with inspiring causes. The station promoted Project Shine with on air promo's and social media posts.

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.

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KKAT-AM

Starting on November 19, 2020 and continuing through 1st 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

Boy Scout Food Drive

Salt Lake County Health Department

Drought.Utah.gov

State of Utah Dept of Workforce Services

Utah Department of Transportation

Children's Services Society