



# Cumulus Radio

STATION GROUP™

A DIVISION OF CUMULUS MEDIA

## Q3 ISSUES PROGRAMMING

July | August | September

(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: 3rd 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.

Air Date	Guest Name(s)	Title(s)	Organization(s)	Topic/Event	Website
7/7/2019	Ruth Drew & Cynthia Guzman	Director of Information and Support Services & A person living with Alzheimer's	The Alzheimer's Association	Early Detection of Alzheimer's Disease	ALZ.org
7/7/2019	Jorge Barraza & Megan Asadian	Prevention Coordinator & Outreach Coordinator	Rape Recovery Center	Programs, services, events and needs	RapeRecoveryCenter.org
7/14/2019	Dr Chad Bittner	Chief Medical Officer	Optum Care	Hearing and Speech Issues	OptumCare.com/state/ut
7/14/2019	Ivy Denihan	Program Director	Girls on the Run Utah	Programs, services, events and needs	GirlsOnTheRunUtah.org
7/21/2019	Julie Garner	Founder	Project Yellow Light	The dangers of distracted driving and what Project Yellow Light is doing to prevent it	ProjectYellowLight.com
7/21/2019	Gwen Knight	School Services & Community Outreach Program Administrator	PCAUtah.org	Prevent Child Abuse Utah	Mission and services offered by PCAU
7/28/2019	Robert Allen & Mallory Santa Cruz	Regional Disaster Workforce Engagement Manager Volunteer Partner & Regional Preparedness Manager	Red Cross	American Red Cross Home Fire Campaign	RedCross.org

7/28/2019	Ivy Denihan	Program Director	Girls on the Run Utah	Programs, services, events and needs	GirlsOnTheRunUtah.org
8/4/2019	Greg Thorpe & Trish Taggart	Founder, Just-A-Break & Event Coordinator, Chalk it up North	Just a Break/Chalk it Up North	Chalk it Up North event 8/23-8/24 to benefit Just A Break	JustABreak.org & ChalkItUpNorth.com
8/4/2019	Kendra Wyckoff & Sally Tauber	Executive Director & Director of Development and Marketing	Peace House	Walk A Mile In Her Shoes event 8/25	PeaceHouse.org
8/11/2019	Alyse Neibaur	Author	Raised By Narcotics: Growing Up In The Opioid Epidemic	Her Book	AlyseNeibaur.com
8/11/2019	Blake Murdock	Partner & General Manager at Murdock Hyundai	Murdock Hyundai Hope on Wheels	\$100,000 Donation to Primary Children's Hospital	HyundaiHopeOnWheels.org
8/11/2019	Lisa Sherman & Mark Thibideau	President & CEO of the Ad Council & Acting Fire Information Officer, U.S. Forest Service.	Ad Council & U.S. Forest Service	How Smokey Bear's campaign has changed over the decades and the important role Smokey has played in preventing wildfires over the past 75 years.	SmokeyBear.com
8/18/2019	Jared Thorkelson & Justin Olson	Board Member & Events Coordinator	Best Buddies	Larkin's Best Buddies Charity Golf Classic 8/21	BestBuddies.org/Utah
8/18/2019	Ivy Denihan	Program Director	Girls on the Run Utah	Sneaker Soiree Splash September 13th	GirlsOnTheRunUtah.org
8/25/2019	Sunny Grace	Singer	NA	Her album, "Believe" was written for the non-profit BELIEVE International which sponsors poor students in the Philippines to gain an education.	SunnyGraceMusic.com
8/25/2019	Ivy Denihan	Program Director	Girls on the Run Utah	Sneaker Soiree Splash September 13th	GirlsOnTheRunUtah.org
9/1/2019	Ryan Steinbeigle	Executive Director	National Center on Shaken Baby Syndrome	Play for Prevention in the KidCon area at Fan X 9/5-9/7	DontShake.org

9/1/2019	Jennifer Rees & Misty McFall	VP of Finance and VP of Member Services	Intermountain Healing Hearts	Heroes of the Heart Gala 9/14	IntermountainHealingHearts.org
9/8/2019	Taryn Aiken Hiatt	Area Director for Utah & Nevada	American Foundation for Suicide Prevention	Out of the Darkness Salt Lake City Walk 9/14	AFSP.org/Utah
9/8/2019	Jennie Dopp	Development Coordinator	Utah Parent Center	Topgolf Fundraiser & Silent Auction 9/19	UtahParentCenter.org
9/15/2019	Deann Shepherd & Justin Peck	Director of Marketing & Communications and Race Car Driver/Author	Humane Society of Utah	Mental health and how having a pet can be a great help for people who are struggling with mental health issues	UtahHumane.org
9/22/2019	Cheryl Marzec	President	Sumi Nungwa	Annual Fundraiser Gala 11/13	SumiNungwa.org
9/22/2019	Toni Harris & JC Graham	Assistant Dean, College of Humanities and Social Sciences and Director of Crisis Services	Utah Valley University	UVU Conference on Suicide Prevention, Oct 4th	UVU.edu/chss/suicide_prevention
9/29/2019	Emily Milam & Heather Chase	Campaign Director & Campaign Manager	Leukemia & Lymphoma Society, Utah Chapter	September is Blood Cancer Awareness Month & Light the Night Walk October 12th	LLS.org/Utah
9/29/2019	Mark Lee	Director	International Youth Fellowship	The free Gracias Christmas Cantata, October 1st at The Maverik Center	ChristmasCantata.us

## **STATION EFFORTS (Q3) 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.

During 3rd Quarter KUBL talked about the Drive Sober or Get Pulled over Campaign sponsored by Utah Department of Public Safety.

On July 11, 2019 KUBL hosted Family Fun Days at the Gallivan Center. Family Fun days is a free event for the community.

July 16-20, 2019 KUBL's afternoon personality did the Moon Walk to celebrate the 50 year anniversary of the Moon Landing. People donated to his walk and all the monies collected benefitted Shriners Hospitals for Children Salt Lake City.

August 13-17, 2019 KUBL 93 supported the volunteers building a new home for 2 families in Ogden with Extreme Home Makeover. We delivered water and snacks throughout the week.

August 22, 2019 KUBL promoted and supported the Jimmy Allen Concert in Ogden. The concert was a benefit for Enable Utah. Enable Utah is an organization that is committed to helping the Disabled population with jobs.

### **KENZ**

During 3rd Quarter KENZ talked about the Drive Sober or Get Pulled over Campaign sponsored by Utah Department of Public Safety.

On July 11, 2019 KENZ hosted Family Fun Days at the Gallivan Center. Family Fun days is an free event for the community.

### **KBEE**

On July 6 and August 3, 2019 KBEE hosted the Camp K Summer Koncert Series to raise money for Camp K. Camp K is a organizations that helps people and children with disabilities.

On July 11, 2019 KENZ hosted Family Fun Days at the Gallivan Center. Family Fun days is an free event for the community.

During 3rd Quarter KBEE talked about the Drive Sober or Get Pulled over Campaign sponsored by Utah Department of Public Safety.

August 13-17, 2019 KBEE supported the volunteers building a new home for 2 families in Ogden with Extreme Home Makeover. We delivered water and snacks throughout the week.

## **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 August 24 KBER supported the Ride to Zero Event. The Ride to Zero event is put on to End Veteran Suicide. Leading up to the Event Mick and Allen had the organizers on their show to talk about the event.

On August 25, 2019 KBER attended and supported the Walk a Mile in Her Shoes Walk. The walk supports victims of domestic violence.

On September 7, 2019 KBER supported the Cooneyz Customz 14<sup>th</sup> Annual Gift of Life Ride. The ride spreads awareness of transplants. Mick and Allen has the organizers of the ride on their show to talk about their event and raise awareness.

On September 29, 2019 KBER supported the 20<sup>th</sup> Annual UMF You are not Forgotten Toy Run. The run collects new toys for the children at Primary Childrens Hosptial.

During 3rd Quarter KBER talked about the Drive Sober or Get Pulled over Campaign sponsored by Utah Department of Public Safety.

## **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.

During 3rd Quarter KHTB talked about the Drive Sober or Get Pulled over Campaign sponsored by Utah Department of Public Safety.

## **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

Children's Miracle Network Hospitals

Paralyzed Veterans of America

National Police Association

Stand Up to Cancer