

KTEA

QUARTERLY ISSUES & PROGRAMS

4TH QUARTER 2022

ISSUE: Boating Safety.

RESPONSE: In association with the U.S. Coast Guard Auxiliary, KTEA presented a PSA campaign promoting a USCG course on responsible boating, held Saturday, 11/5/22 at the port San Luis harbor conference room. Topics included an introduction to boating, boating law, and safe operation and navigation.

ISSUE: Fentanyl in Trick or Treat Candy.

RESPONSE: In association with San Simeon Lodge, KTEA presented a PSA campaign promoting a “Trunk or Treat” event on 10/31/22, providing a safe place for children to trick or treat and celebrate Halloween.

ISSUE: Homeless Animals

RESPONSE: In association with HART, Home Animals Rescue Team of Cambria, KTEA presented a PSA campaign promoting “Wines, Pines, & Felines,” a fundraiser to benefit HART, held on 11/6/22. Established in 1983, HART is a volunteer service organization and no-kill shelter with a threefold mission: Rescuing and caring for kittens and cats in need; Placing cats and kittens in caring, permanent homes; and Reducing feline overpopulation with an active spay/neuter program for HART’s felines and a trap-neuter-return (TNR) program for feral cats.

ISSUE: Cambria Newcomers and Neighbors Community Involvement.

RESPONSE: KTEA produced and presented a PSA campaign promoting the Cambria Neighbors Club Arts & Crafts fair, held 10/15, at Cambria Pines Lodge. The event featured artwork and crafts for sale and entertainment. Proceeds benefited the Cambria Neighbors Club. Cambria Neighbors Club (CNC) is a not-for-profit community social organization formed to provide newcomers and neighbors opportunities to learn, have fun, and make friends. CNC meets on the third Thursday of each month at various local restaurants/locations in the area. CNC presents a different speaker or activity each month.

ISSUE: Covid 19.

RESPONSE: Covid Vaccine updates were provided with on-air announcements and online links to the SLO County Health Department website indicating vaccine schedules and locations, including the community health center in Cambria.

ISSUE: Senior Citizen Empowerment.

RESPONSE: In association with Non-Profit group Morro Bay Active Adults...55+, KTEA produced and presented a PSA campaign promoting "Tunes At The Tidelands" a free concert series, occurring 10/6 and 10/13 at Tidelands Park. Live bands were chosen by seniors with proceeds benefiting seniors in the Estero Bay area. The mission of Morro Bay Active Adults...55+ is to empower seniors and enhance the quality of their lives via education, enrichment and socialization.

KTEA features hourly community calendar announcements for the following non-profit, community organizations on the Central Coast. Announcements are updated on a weekly basis and each announcement plays at least 10 times per week:

Alzheimers Assoc (Slo Co. Central Coast)
American Legion Post 432
Beautify Cambria
BLM (Piedras Blancas Light Sta)
Cambria Center for the Arts Gallery
Cambria Center for the Arts Theater
Cambria Chamber of Commerce
Cambria Chorale
Cambria Community Council
Cambria Community Healthcare District
Cambria Community Services District
Cambria Connection
Cambria Dance Club
Cambria Film Festival
Cambria Historical Society
Cambria Scarecrow Festival
Camp Ocean Pines
Coast Unified School District
Friends of the Fiscalini Ranch Preserve (FFRP)
Friends of the Elephant Seals (FES)
Greenspace Cambria Land Trust (Nature Club)
Homeless Animal Rescue Team (HART)
Native Daughters of the Golden West
Rotary Club of Cambria
SLO County Elections
SLO County Food Bank
SLO County Library
SLO County North Coast Advisory Council (NCAC)
SLO County Public Health Dept
Toys for Tots
UUCC
UWC (University Women)