

3RD Q 2019

QUARTERLY ISSUES/PROGRAMS LIST

ISSUES PROGRAMS LIST

3RD Quarter 2019

ISSUE: ALZHEIMER'S CARE

TITLE OF PROGRAM: COMMUNITY RADIO JOURNAL

NARRATIVE: Representatives from the organization Alzheimer's and Dementia Services spoke about their efforts to find care and assistance for families and patients suffering from loss of cognitive function.

LENGTH: 1 hour

DATES/TIMES AIRED: 7/7/19 at 9:00 AM

ISSUE: URBAN DEVELOPMENT

TITLE OF PROGRAM: COMMUNITY RADIO JOURNAL

NARRATIVE: Urban planners spoke about the increasing popularity walkable developments in cities' urban cores as opposed to expansive suburban development.

LENGTH: 1 hour

DATES/TIMES AIRED: 7/14/19 at 9:00 AM

ISSUE: EDUCATION

TITLE OF PROGRAM: COMMUNITY RADIO JOURNAL

NARRATIVE: Area parents and teachers spoke about the importance of summer educational opportunities to help children maintain their learning abilities during summer break.

LENGTH: 1 hour

DATES/TIMES AIRED: 7/21/19 at 9:00 AM

ISSUE: WORKFORCE TRAINING

TITLE OF PROGRAM: COMMUNITY RADIO JOURNAL

NARRATIVE: Area technical schools spoke about the importance of providing adequate training opportunities for members of our community to gain the skills necessary to enter the workforce.

LENGTH: 1 hour

DATES/TIMES AIRED: 7/28/19 at 9:00 AM

ISSUE: HEALTH AND WELLNESS

TITLE OF PROGRAM: COMMUNITY RADIO JOURNAL

NARRATIVE: Representatives from the Genealogical Society spoke about their efforts to help people research their genealogical history in order to reveal their susceptibility to diseases such as Alzheimer's disease, sickle cell, and cancer.

LENGTH: 1 hour

DATES/TIMES AIRED: 8/4/19 at 9:00 AM

ISSUE: FARMING

TITLE OF PROGRAM: COMMUNITY RADIO JOURNAL

NARRATIVE: Area farmers spoke about the trials of farming and the importance of local farmer's markets and for distributing local, fresh produce to residents in our area.

LENGTH: 1 hour

DATES/TIMES AIRED: 8/11/19 at 9:00 AM

ISSUE: YOUTH ACTIVITIES

TITLE OF PROGRAM: COMMUNITY RADIO JOURNAL

NARRATIVE: Representatives from area community centers spoke about the importance of having activities available for youth during the summer months in order to engage them in a positive way leading up to their return to the classroom this month.

LENGTH: 1 hour

DATES/TIMES AIRED: 8/18/19 at 9:00 AM

ISSUE: SUICIDE PREVENTION

TITLE OF PROGRAM: COMMUNITY RADIO JOURNAL

NARRATIVE: Representatives from the Out of Darkness program spoke about their efforts to reduce the rate of suicides in our community.

LENGTH: 1 hour

DATES/TIMES AIRED: 8/25/19 at 9:00 AM

ISSUE: SERVICES FOR DISADVANTAGED YOUTH

TITLE OF PROGRAM: COMMUNITY RADIO JOURNAL

NARRATIVE: Representatives from Porter Leath Children's Center spoke about their efforts to provide meals, safe lodging, and counseling for disadvantaged, orphaned, and runaway youth.

LENGTH: 1 hour

DATES/TIMES AIRED: 9/1/19 at 9:00 AM

ISSUE: EDUCATION

TITLE OF PROGRAM: COMMUNITY RADIO JOURNAL

NARRATIVE: Students and professors from area colleges and universities spoke about the importance of having institutions of higher learning in order to draw potential employers seeking an educated workforce.

LENGTH: 1 hour

DATES/TIMES AIRED: 9/8/19 at 9:00 AM

ISSUE: ECONOMIC DEVELOPMENT

TITLE OF PROGRAM: COMMUNITY RADIO JOURNAL

NARRATIVE: Local government officials spoke about the importance of small business incubators and other projects designed to bring commerce and economic development to our area.

LENGTH: 1 hour

DATES/TIMES AIRED: 9/15/19 at 9:00 AM

ISSUE: MENTAL ILLNESS

TITLE OF PROGRAM: COMMUNITY RADIO JOURNAL

NARRATIVE: Representatives from the National Alliance on Mental Illness spoke about the importance of diagnosing and treating mental illness and the effects of untreated mental illness on our community.

LENGTH: 1 hour

DATES/TIMES AIRED: 9/22/19 at 9:00 AM

ISSUE: AFFORDABLE HOUSING

TITLE OF PROGRAM: COMMUNITY RADIO JOURNAL

NARRATIVE: Representatives from the Urban Development Initiative spoke about their efforts to redevelop blighted communities with government assisted and low income housing units.

LENGTH: 1 hour

DATES/TIMES AIRED: 9/29/19 at 9:00 AM

ISSUE: SUICICIDE
TITLE OF PROGRAM: SUICIDE PREVENTION PSA
NARRATIVE: Listeners are encouraged to reach out to those who are struggling with mental health issues.
LENGTH: 60 SECONDS
DATES/TIMES AIRED: 4/1 – 6/30:
Mondays 6:20 AM, Tuesdays 3:20 PM, Wednesdays 11:20 PM, Thursdays 12:20 PM, Fridays 3:20 PM, Saturdays 9:20 PM, Sundays 11:20 PM

ISSUE: HUNGER
TITLE OF PROGRAM: MEALS ON WHEELS PSA
NARRATIVE: Volunteers for Meals on Wheels spoke about the importance of providing meals to homebound and needy individuals.
LENGTH: 60 SECONDS
DATES/TIMES AIRED: 4/1 – 6/30:
Mondays 8:20 PM, Tuesdays 12:20 PM, Wednesdays 8:20 PM, Thursdays 11:20 PM, Fridays 10:20 PM, Saturdays 11:20 PM

ISSUE: HEALTH AND WELLNESS
TITLE OF PROGRAM: KIDNEY DISEASE PSA
NARRATIVE: Listeners are asked to have regular checkups and tests for kidney disease, as chronic kidney disease often goes undetected.
LENGTH: 60 SECONDS
DATES/TIMES AIRED: 4/1 – 6/30:
Mondays 6:20 PM, Tuesdays 10:20 AM, Wednesdays 4:20 PM, Thursdays 8:20 PM, Fridays 11:20 AM, Saturdays 5:20 AM, Sundays 8:20 PM

ISSUE: CANCER PREVENTION
TITLE OF PROGRAM: COLORECTAL CANCER PSA
NARRATIVE: Listeners are encouraged to be checked regularly for colorectal cancer. Warning signs and prevention techniques are also provided.
LENGTH: 60 SECONDS
DATES/TIMES AIRED: 4/1 – 6/30:
Mondays 9:20 AM, Tuesdays 4:20 PM, Wednesdays 5:20 AM, Thursdays 1:20 PM, Fridays 6:20 AM, Saturdays 3:20 PM, Sundays 12:20 PM

ISSUE: FIRE SAFETY
TITLE OF PROGRAM: NATIONAL SAFETY COUNCIL PSA
NARRATIVE: Listeners are warned to take precautions against fires, including checking faulty wiring, eliminating space heaters, keeping matches and lighters away from children, and having fire places cleaned regularly.
LENGTH: 60 SECONDS
DATES/TIMES AIRED: 4/1 – 6/30:
Mondays 5:20 AM, Tuesdays 11:20 PM, Wednesdays 11:20 AM, Thursdays 6:20 PM, Fridays 12:20 PM, Saturdays 1:20 PM, Sundays 5:20 PM

ISSUE: POVERTY
TITLE OF PROGRAM: POVERTY LINE PSA
NARRATIVE: Listeners are told of the large number of American families living below the poverty line and are asked to become involved in the fight to eliminate poverty in the United States.
LENGTH: 60 SECONDS
DATES/TIMES AIRED: 4/1 – 6/30:
Mondays 1:50 PM, Tuesdays 10:50 AM, Wednesdays 7:50 PM, Thursdays 9:50 AM, Fridays 2:50 PM, Saturdays 6:50 AM, Sundays 7:50 PM

ISSUE: EDUCATION
TITLE OF PROGRAM: UNCF PSA
NARRATIVE: Listeners are encouraged to support the United Negro College Fund and its efforts to provide scholarship opportunities to minority students.
LENGTH: 60 SECONDS
DATES/TIMES AIRED: 4/1 – 6/30:
Mondays 10:20 AM, Tuesdays 8:50 PM, Wednesdays 9:20 AM, Thursdays 4:50 PM, Fridays 10:20 AM, Saturdays 8:50 PM, Sundays 3:50 PM

ISSUE: CRIME
TITLE OF PROGRAM: CRIMESTOPPERS PSA
NARRATIVE: Listeners are asked to help stop crime in our community by reporting any known criminal activity to the local Crime Stoppers hotline.
LENGTH: 60 SECONDS
DATES/TIMES AIRED: 4/1 – 6/30:
Mondays 6:50 AM, Tuesdays 8:50 AM, Wednesdays 12:50 PM, Thursdays 5:50 PM, Fridays 8:50 AM, Saturdays 11:50 AM, Sundays 4:50 PM

ISSUE: ECONOMIC DEVELOPMENT
TITLE OF PROGRAM: JUNIOR ACHEIVEMENT PSA
NARRATIVE: Listeners are told about the Junior Achievement's efforts to promote economic development programs in our community.
LENGTH: 60 SECONDS
DATES/TIMES AIRED: 4/1 – 6/30:
Mondays 9:20 AM, Tuesdays 4:20 PM, Wednesdays 5:20 AM, Thursdays 1:20 PM, Fridays 6:20 AM, Saturdays 3:20 PM, Sundays 12:20 PM

ISSUE: SEATBELT SAFETY
TITLE OF PROGRAM: CHILDHOOD SEATBELT USE PSA
NARRATIVE: Listeners are told statistics on injuries to children while riding in vehicles and are encouraged to assure that their children are buckled up.
LENGTH: 60 SECONDS
DATES/TIMES AIRED: 4/1 – 6/30:
Mondays 6:50 AM, Tuesdays 3:50 PM, Wednesdays 11:50 PM, Thursdays 12:50 PM, Fridays 3:50 PM, Saturdays 9:50 PM, Sundays 11:50 PM

ISSUE: CRIME
TITLE OF PROGRAM: IDENTITY THEFT PSA
NARRATIVE: Tips about defending yourself against identity theft are presented, including shredding documents, depositing mail into locked receptacles, and checking credit reports.
LENGTH: 60 SECONDS
DATES/TIMES AIRED: 4/1 – 6/30:
Mondays 12:50 PM, Tuesdays 7:50 AM, Wednesdays 2:50 PM, Thursdays 6:50 AM, Fridays 4:50 PM, Saturdays 7:50 AM, Sundays 2:50 PM

ISSUE: SUBSTANCE ABUSE
TITLE OF PROGRAM: ALANON PSA
NARRATIVE: Listeners are told of how the families of those living with substance abuse can find support and encouragement through the group Alanon.
LENGTH: 60 SECONDS
DATES/TIMES AIRED: 4/1 – 6/30:
Mondays 7:50 PM, Tuesdays 1:50 PM, Wednesdays 5:50 PM, Thursdays 7:50 AM, Fridays 5:50 AM, Saturdays 6:50 PM, Sundays 10:50 PM

ISSUE: CHILDHOOD ILLNESS
TITLE OF PROGRAM: MAKE A WISH PSA
NARRATIVE: Listeners are invited to help fund the Make-a-Wish Foundation, which provides wishes to children with life-threatening or debilitating illnesses.
LENGTH: 60 SECONDS
DATES/TIMES AIRED: 4/1 – 6/30:
Mondays 5:20 AM, Tuesdays 11:20 PM, Wednesdays 11:20 AM, Thursdays 6:20 PM, Fridays 12:20 PM, Saturdays 1:20 PM, Sundays 5:20 PM

ISSUE: RESOURCES FOR PARALYZED VETERANS
TITLE OF PROGRAM: PARALYZED VETERANS OF AMERICA PSA
NARRATIVE: Paralyzed Veterans of America explains the ordeal that wounded veterans returning from war experience and how their organization can help them.
LENGTH: 60 SECONDS
DATES/TIMES AIRED: 4/1 – 6/30:
Mondays 10:50 AM, Tuesdays 11:50 AM, Wednesdays 9:50 PM, Thursdays 3:50 PM, Fridays 1:50 PM, Saturdays 12: 50 PM, Sundays 6:50 PM



KPGF-FM Public Issues - Q3 2019

General Public Service Advertisements

Airing advertisements produced by the Ad Council regarding various public causes. A rotation of 7 spots aired 66 times.

Nevada Broadcasters Association Public Service Advertisements

Airing advertisements on behalf of the Nevada Broadcasters Association, including public service advertisements for: tourism in Northern Nevada, the Nevada National Guard, Nevada Humane Society, and more. A rotation of 34 :30 and :60 spots aired 836 times.

Community Spotlight

In hosted hours, mentions of events for not-for-profit organizations in the Reno area. Over 30 community organizations and programs were featured, including Nevada Humane Society, Northern Nevada Food Bank, the National Parks Service.

- Minimum 3x Per Day M-F

Step 1 Gift of Hope Golf Challenge

In support of the Step 1 Recovery fundraiser for the Step 1 Recovery Center

- Spot aired 14 times Sept 27th to Sep 30th

Burlap Ball Fundraiser

In support of Family Counseling Service and their Safe Families Camp to raise funds for sending children to camp.

- 2x mentions per day Sept 23rd-October 4th
- Interview aired on Sept. 27th