

CBS RADIO GROUP
ISSUES AND PROGRAMS REPORT
FOR KEGY SAN DIEGO
THIRD QUARTER, 2017
JULY 1 THROUGH SEPTEMBER 30TH, 2017

Prepared by:

Marlo Rhodes
Public Affairs Director

**Issues of Concern to San Diego
Addressed In Responsive Programming In The
THIRD QUARTER, 2017**

1. Jobs & Growth

The San Diego economy is enjoying a robust growth after the harsh set-backs of the 2009-2012 recession. San Diego's employers continue to add to their work forces. For many of them, finding qualified employees to fill open positions could start to be a bigger challenge in the near future.

2. Transportation

Morning and afternoon gridlock are major concerns in the San Diego area. Public Transportation opportunities continue to grow to alleviate constant congestion problems.

3. Business/Tourism

Tourism is one of the biggest sources of revenue to the San Diego area and San Diego continues to be a popular destination among tourist.

4. Education

The best way to keep the community growing and prospering is to educate and inform its citizens. We gain helpful insight from many community leaders on a range of issues.

5. Health/Environmental

San Diego is one of the healthiest cities in the nation. The excellent year-round weather makes for a conducive environment for exercising and staying fit. Part of living a healthy lifestyle requires clean air, water and our environment.

6. Crime Prevention

Being informed is the best way to detour crime and we continue educate San Diegans to help reduce and prevent crime whenever possible.

KEGY PROGRAMMING THAT ADDRESSES COMMUNITY ISSUES

“Concerning San Diego”

Every Sunday morning 6 am to 7 am. This program addresses public issues and concerns through interviews with local community leaders. We gain helpful insight into problem situations and discuss possible solutions.

Public Service Announcements:

Aired during the weekly public affairs program; non-profit groups and organizations have an opportunity to publicize their need to the San Diego community. Local fund raising events are also displayed on our website at the ENERGY1037.COM community page.

Special News Reports:

KEGY is staffed 24 hours a day. If and when anything happens of major concern to the San Diego area; the air-staff reports the information promptly.

Ascertainments

Ascertainments to determine the top issues and problems facing the San Diego community are done on a constant ongoing basis by: e-mail, U.S. mail, and phone conversations. In addition, each guest making an appearance on “Concerning San Diego” is asked for their response. Findings from these interviews, e-mails, letters and phone conversations are collated to determine the top six issues to be addressed on a frequent basis through our public affairs program and in regularly scheduled newscasts.

Station management personnel are also in frequent contact with community leaders and are informed about significant problem areas.

**Marlo Rhodes
Public Affairs Director**

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MOST SIGNIFICANT ISSUE-RESPONSIVE PROGRAMMING

ISSUE: JOBS AND GROWTH

Jobs and growth directly support the local economy which is why information related to jobs is always a topic worthy of discussion. San Diego is home to several Technology, Research and Military organizations which attracts new talent every day.

Program: “Concerning San Diego” AUGUST 20, 2017

Guest: Laurel Marie Bruch, Volunteers of America Southwest

Volunteers of America Southwest provides education, behavioral health, housing, and veterans services to over 8,000 children, adults, and families annually in San Diego, their vision is a safe, healthy, and productive community where families are strengthened, people live with dignity, and human potential is realized. 22 minutes is spent discussing the many programs offered by their organization and their annual golf tournament fundraiser for 2017.

Program: “Concerning San Diego” SEPTEMBER 13, 2017

Guest: Alicia Quinn, Director of Programs, Mission Edge

Mission Edge provides nonprofit and social enterprise communities with the resources and knowledge necessary to make business processes easier and maximize social impact. Mission Edge fosters connections between the for-profit and non-profit sectors. These collaborations harness new perspectives and magnify the social sector's ability to reach more people and do more good. Start-ups and growing not-for-profits interested in building a sustainable revenue stream benefit from participating in the newly launched Social Enterprise Accelerator and Impact Lab (SAIL). The 10-week workshop provides a rich curriculum with mentorship, content, tools, workshops and lectures that help social entrepreneurs build and launch their idea. Both nonprofits and corporations are provided with tools, training and relationship management resources during every phase of these programs. 21 minutes is spent discussing the programs and services offered by Mission Edge.

Program: “Concerning San Diego” SEPTEMBER 20, 2017

Guest: Andrew Johnson, Staff Sargent, US Army

Recently the Army has lifted its ban on women, and gays serving in the infantry. Staff Sargent Johnson spoke passionately about the many opportunities available to those who are willing to serve our country including signing bonuses and funds for those who are interested in going to college. 21 minutes is spent talking with Staff Sargent Johnson.

Program: “Concerning San Diego” SEPTEMBER 27, 2017

Guest: Neville Billimoria, Communications Director, Mission Federal Credit Union

Mission Federal Bank is a large contributor to the San Diego Community often being a principal sponsor of a wide range of Non-Profit events countywide. Mission Federal offers several educational opportunities to help youth learn about finances and saving money. Mission Federal

was once a credit union for teachers and has now grown to serve the needs of the community with over 250 branches around San Diego County. 18 minutes is spent talking with Mr. Billimoria.

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MOST SIGNIFICANT ISSUE-RESPONSIVE PROGRAMMING

ISSUE: TRANSPORTATION

Program: “Concerning San Diego” JULY 9, 2017

Guest: Chris Cochran, Assistant Director of Marketing and Public Affairs, California Office of Traffic Safety.

San Diego is the third highest city in the state of California for arrests for DWI’S.

Recently a young teenage driver was arrested in the Torrey Pines area for driving while intoxicated and charged with vehicle manslaughter for death of his classmate who was a passenger in the car. We’re also reminded from Mr. Cochran that state laws forbid talking or texting on cell phones while driving can severely inhibit a driver’s attention to the road. 40 minutes is devoted to this subject.

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MOST SIGNIFICANT ISSUE-RESPONSIVE PROGRAMMING

ISSUE: BUSINESS AND TOURISM

San Diego is one of the top 10 visitor and meeting destinations in the U.S. More than 34 million people visit San Diego each year. Many of San Diego's business leaders SECOND visited the region as a tourist or convention delegate.

Additionally, ENERGY1037.COM website has a feature called “Events” and “Community Calendar” which highlights many non-profit events taking place around the county encouraging listeners to participate and become involved in the community and to get out and enjoy San Diego’s many local attractions.

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ISSUE: EDUCATION

Education related stories are a regular part of Concerning San Diego. The show is programmed to entertain and inform as well as educate.

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Program: Concerning San Diego” JULY 16, 2017

Guest: Jamie LaBuzetta, Neurointensive Specialist, UCSD Hospital and Author of “Bad Moves”. Dr. LaBuzetta discusses the myth and dangers surrounded by the idea of “Smart Drugs”. These Pharmaceutical drugs were developed for people with ADHD and narcolepsy but young normal adults are taking these drugs to get the upper hand on their peers. 22 minutes was spent discussing this fascinating topic.

Program “Concerning San Diego” JULY 16, 2017

Guest: Christina Sandefur, Executive VP, Goldwater Institute

California became the 32nd state to adopt the “Right to Try” law that allows terminally ill patients to the right to try treatments that are being safely used in clinical trials. The new Right to Try law gives no hope to terminally ill patients who previously had none. Many terminally ill patients die before they can be selected to participate in a clinical trial or become part of the compassionate use program run by drug manufacturers. 20 minutes is spent discussing the new Right to Try law.

Program: “Concerning San Diego” JULY 23, 2017

Guest: Dr. Michael Bailey, Medical Director, Optum San Diego

Optum has provided customized administrative services to meet the specific needs of County of San Diego Behavioral Health and the clients/providers they serve since 1997. One of the services Optum provides for the County is the San Diego Access and Crisis Line. The San Diego Access and Crisis Line provides crisis intervention and assessment services for the three million residents of San Diego County. 30 minutes is spent talking to Dr. Bailey about how mental health and suicide prevention relate to each other and how people who seek help can get services.

Program: “Concerning San Diego” JULY 30, 2017

Guest: David Code, Author and Marriage and Family Counselor.

Stressed-out parents can be hazardous to their children’s health, but David Code’s book, “Kids Pick Up on Everything” offers a surprising solution: to raise healthy kids, a friend, and a Spanish plaza to go socialize in every evening! Being stressed out is The New Normal for parents, and the surprising cause of our increased stress is social isolation—NOT our jobs, or technology. Code argues that humans are social animals, with a primal need to bond and to belong. Socializing reduces stress, so the best gift you can give your children is to build community. 20 minutes is spent talking with Mr. Code.

Program: “Concerning San Diego” AUGUST 6, 2017

Guest: Clay Howe, Battalion Chief & Fire Mitigation Specialist, Bureau of Land Management.

Southern California with its surplus of sunny weather is prone to two major issues; drought and wildfires. California has an over-abundance of dry grass and trees that are very dry and brittle. Mr. Cochran gives us great insight on how to best protect homes in the event of a wildfire, with some simple yearly maintenance of trees and shrubs around a homeowner’s residence. 21 minutes is spent talking about this topic.

Program: “Concerning San Diego” AUGUST 13, 2017

Guest: Scott Silverman, Author and Crisis Coach, Confidential Recovery Treatment Center

Our entire 60-minute program is devoted to the topic of drug and alcohol addiction. Families across the nation are being forced to deal with Addiction. There were approximately 20.6 million people in the United States over the age of 12 with an addiction in 2011. 100 people die every day from drug overdoses. This rate has tripled in the past 20 years. Rates of illicit drug use is highest among those aged 18 to 25.

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Guest: Laurel Marie Bruch, Volunteers of America Southwest

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Program: “Concerning San Diego” AUGUST 27, 2017

Guest: Lisa Will, Professor of Astronomy, San Diego City College

16 minutes of our program is spent discussing the upcoming 2017 Solar Eclipse and the dangers to retinas if viewed without specially made eclipse viewing sunglasses and the details of what happens during a solar eclipse, why it is so rare and why this event is so unique and historic.

Program: “Concerning San Diego” SEPTEMBER 6, 2017

Guest: Patty Chavez, Communications Director, South Bay Community Services

SBCS provides the most comprehensive range of services and programs for children, youth and families in San Diego County’s southern region. South Bay Community Services’ (SBCS) Mi Escuelita Therapeutic Preschool is the only one of its kind designed especially for children affected by domestic violence and abuse to help break the cycle of violence, help children heal and begin the right path for school. Children who have been exposed to domestic violence are more likely than their peers to experience a wide range of difficulties that affect their development, education and health. Other programs include: Domestic Violence, Family Self Sufficiency programs, food distribution services, youth prevention and intervention and after school programs. 22 minutes is spent discussing the programs and services offered at South Bay Community Services.

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ISSUE: HEALTH/ENVIRONMENTAL

Living green is part of the San Diego lifestyle. Continued growth in markets such as solar, wind, energy efficiency, storage and electric vehicles has elevated San Diego as a leader in the climate action and smart cities movements, San Diego continues to lead in the development and adoption of clean technologies.

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California became the 32nd state to adopt the “Right to Try” law that allows terminally ill patients to the right to try treatments that are being safely used in clinical trials. The new Right to Try law gives no hope to terminally ill patients who previously had none. Many terminally ill patients die before they can be selected to participate in a clinical trial or become part of the compassionate use program run by drug manufacturers. 20 minutes is spent discussing the new Right to Try law.

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ISSUE: CRIME PREVENTION

Crime is prevalent in all cities across the country. Concerning San Diego goal is to educate and inform listeners as a mode of self-defense.

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**PUBLIC SERVICE ANNOUNCEMENTS
THIRD QUARTER, 2017
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Throughout the quarter the station aired periodic PSAs providing information on a variety of local community activities and issues. Representative examples of such PSAs include the following:

AMERICAN RED CROSS – DISASTER PREPAREDNESS: 3:00

SALVATION ARMY – ADULT REHABILITATION CENTER: 60

GOODWILL FOUNDATION – DONATIONS: 60

NATIONAL SUICIDE PREVENTION LIFELINE – SUICIDE PREVENTION: 60

AMERICAN HEART ASSOCIATION –HEART HEALTH- :30

AD COUNCIL – PREVENT ATTACKS OF CHILDHOOD ASTHMA: 60

AD COUNCIL – LEARNING AND ATTENTION ISSUES - :30

AD COUNCIL – EMERGENCY PREPAREDNESS - :30

AD COUNCIL – ADOPTION - :30

ALZHEIMER’S ASSOCIATION - ALZHEIMER’S AWARENESS - :30

OFFICE OF TRAFFIC SAFETY – DISTRACTED DRIVING - :30

OFFICE OF TRAFFIC SAFETY – IMPAIRED DRIVING - :30