

Quarterly Issues/Programs List for Station – KFFM 107.3 KFFM

The following is a listing of some of the significant issues responded to by **KFFM 107.3 KFFM Yakima, Washington** along with the most significant programming treatment of those issues for the period of **January 1 through March 31, 2018**.

Section 01 Issues:

KFFM has identified the following as significant issues facing our community in this quarter:

- 01.) Youth Impact:** Identifying activities and programs for local and area youth. Combating poor school attendance rates and encouraging the development of theatrical talents.
- 02.) Community Sports & Leisure:** Improving community mental health by providing awareness of available leisure and sports/hobby interests to area residents.
- 03.) Adult Enrichment & The Arts:** Assist non-profits promote theatrical and musical performances, dances, interactive art shows and culinary ventures.
- 04.) Health & Wellness:** Identifying special health needs of the community and provide information on healthier lifestyles and activities.
- 05.) Military:** Utilizing opportunities to honor and support the emotional and financial needs of our local veterans.

Section 02 Programs: 2018 1st Quarter I&P report for KFFM:

Description of Issue	Program/Segment	Date	Time	Duration	Narration of Type & Description of Program/Segment
01) Youth Impact	P.A.C.E. Bike Program	2/13/2018	8:30a	5 Minutes	Conducted interview with elementary vice-principal about ways to encourage kids strive for perfect school attendance in order to win a free bike.
01) Youth Impact	West Valley High School	3/1/2018	8:30a	5 Minutes	Interview with high school students from the Ike Players drama program at Eisenhower High School about their play "Godspell".
01) Youth Impact	P.A.C.E. Bike Program	3/6/2018	8:30a	5 Minutes	Conducted interview with elementary school counselor about positive behaviors parents can use to help their children strive for perfect attendance.

01) Youth Impact	West Valley PTA/ Senior Parent Group	3/13/2018	8:30a	5 Minutes	Conducted interview with a high school student and a first grader An interview with Keston Vernon (high school student) and Luke Dunstan (first grader) to promote the family-friendly "mother-son dance" at the West Valley Junior High School.
01) Youth Impact	Eisenhower High School	3/15/2018	8:30a	5 Minutes	Conducted interview with several high school students promoting their student-led spring production of "Seussical the Musical".
02) Community Sports & Leisure	Yakima Youth Soccer	2/1/2018	8:30a	5 Minutes	Conducted interview with a representative from Yakima Youth Soccer Association, who spoke about spring signups for the recreational afterschool soccer program and tournament opportunities for kids.
02) Community Sports & Leisure	Show 'n' Shine Car Show	3/20/2018	8:30a	5 Minutes	Conducted interview with a representative from the Sunnyside Car Show to promote vehicle registration fees and location, public viewing times and judging competition prizes for the annual Lower Valley event.
02) Community Sports & Leisure	Team Yakima Volleyball	3/27/2018	8:30a	5 Minutes	Conducted interview with a representative from the Team Yakima Volleyball Club to promote the non-profit volleyball teaching program for adults and scholarship opportunities available for area youth of various ages who want to participate but cannot afford entry fees.

03) Adult Enrichment & The Arts	The Seasons Performance Hall	1/11/2018	8:30a	5 Minutes	Conducted interview with representatives from the Larson Gallery and The Seasons Performance Hall to promote their annual collaborative "Light Night - Burlesque" fundraiser.
03) Adult Enrichment & The Arts	Harman Center	2/8/2018	8:30a	5 Minutes	Conducted interview with a representative from the Harmon Center to promote upcoming dances and themed nights for the Valentine holiday season.
03) Adult Enrichment & The Arts	The Seasons Performance Hall	2/20/2018	8:30a	5 Minutes	Conducted interview with a representative from The Seasons Performance Hall to promote a musical performance and discussion featuring Mandy Harvey, a Deaf American singer-songwriter.
03) Adult Enrichment & The Arts	Warehouse Theatre	2/22/2018	8:30a	5 Minutes	Conducted interview with a representative from the Warehouse Theatre Company to promote their upcoming production performances of the play "The Boys Next Door".
03) Adult Enrichment & The Arts	Harman Center	3/8/2018	8:30a	5 Minutes	Conducted interview with a representative from the Harmon Center to promote upcoming spring arts & crafts projects and dances for adults, and planned youth activities for the Easter holiday season.
03) Adult Enrichment & The Arts	Leadership Yakima	3/22/2018	8:30a	5 Minutes	Conducted interview with representatives from Leadership Yakima to promote Yakima's very first "Restaurant Week" to increase exposure to area restaurants and encourage local citizens to get out and enjoy what Yakima has to offer.

04) Health & Wellness	Astria Health	1/9/2018	8:30a	5 Minutes	Conducted interview with medical representatives to promote a free "baby shower" event offering gifts, resources and emotional and practical support for expectant mothers who are at least 28 weeks pregnant.
04) Health & Wellness	Children's Miracle Network	2/27/2018	8:30a	5 Minutes	Conducted interview with representatives from the Virginia Mason Memorial Hospital to promote free pancakes to anyone in who makes a suggested donation CMN, which provides medical services for children and families with special needs.
05) Military	Yakima Warriors	3/29/2018	8:30a	5 Minutes	Conducted interview with a representative from the Yakima Warriors Association to promote their "Welcome Home" event honoring the sacrifices and life experiences of veterans from the Vietnam War.