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ISSUES / PROGRAMS

The following are free public service announcements and/or public affairs programs aired on KBAY – FM. Announcements and Programs are aired in a variety of lengths and formats. Notable coverage of issues affecting our city of license are as follows:

- 1) Drought & Conservation
- 2) Housing
- 3) Health & Medicine
- 4) Education/Youth/The Arts
- 5) Poverty/Charity/Community
- 6) Minority/Gender Issues
- 7) Politics & Public Safety
- 8) Veterans

Public Affairs Program Description:

South Bay Sunday

An hour-long interview program featuring topics of the day and discussions with local leaders and citizens.

While the above mentioned issues were specifically discussed in individual interviews, they also touched on other issues and contained some overlapping problems being addressed by our community leaders and citizens.

ISSUE	DATE (S)	TIME(S)	LENGTH	DESCRIPTION
Drought and Conservation	APRIL 3	6AM	15 MINUTES	Santa Clara County Water District Board Chair Barbara Keegan and Deputy COO Garth Hall discussed the current state of the drought. Recent rainfall in our valley has caused water-users to relax their constraints on water usage. Our guests contend that while California has suffered a years-long drought and water conservation efforts have benefited the state, now is not the time to let up on our water conservation. Our guests urge continued limits on water usage, and voluntary restraint.
Housing	APRIL 3	6AM	15 MINUTES	Local landlord and housing activist Roberta Moore discussed housing in the South Bay. The high cost of housing is a result of the fact that there are so few homes available and so many who need them. In the Silicon Valley in particular, high tech pay has raised rental rates, leading to efforts at a broader form of rent control. Ms. Moore contends that government fees and requirements have driven up rents in the South Bay, and that more government controls do not provide a solution to the housing problem.
	APRIL 17	6AM	15 MINUTES	Home First CEO Andrea Urton discussed the many problems facing Santa Clara County residents who are having to deal with crushing rents and evictions, causing many low-income workers to leave the county. Home First is a nonprofit organization that emphasizes finding shelter, then acclimating folks to the rental market. Rental rates have risen astronomically in the past few years, due to a rise in the economy in the technology fields, and service workers and others making low-to-middle class incomes are struggling to keep a roof over their heads. Home First educates people about how to get into a home, and helps them find affordable housing; they also offer significant help for veterans.
	JUNE 19	6AM	15 MINUTES	San Jose District 9 Council member Donald Rocha, housing activist Sandy Perry, and President of the Martin Luther King Association of Santa Clara Valley Kathleen Flynn discussed the

	JUNE 19	6AM	15 MINUTES	<p>housing problems facing people in the South Bay. Corporations are hiring without taking steps to provide additional housing for their employees, thus driving rents and other housing costs to drastically high numbers. Guests discussed the issue from a legislative, activist, and consumer viewpoint, with suggestions for improving things. The conclusion: supply-and-demand are driving housing costs to unaffordable levels.</p> <p>San Jose Council member Donald Rocha discussed his efforts to deal with problems that face his District, including expansion of San Jose's rent control ordinance to include duplexes. Mr. Rocha also talked about possible solutions to overcrowding, including building more housing units over businesses and near transportation. He also discussed improving neighborhood services, public safety, education and public transportation services in San Jose.</p>
Health and Medicine	APRIL 10	6AM	15 MINUTES	<p>Mary Patterson, Health Trust Director, discussed the services provided by this nonprofit for seniors who are house-bound, AIDS patients, and other shut-ins in the South Bay. The Trust supplies meals, companionship and with health services to low-income seniors and others in need of health services. The Health Trust also promoted an upcoming walk to support their AIDS services funding.</p>
	APRIL 24	6AM	15 MINUTES	<p>San Francisco baseball legend Will Clark discussed his son Trey's battles with autism, and how his son's condition affected Will's family and career. Major Will has done all he can to learn about the condition and how to help his son. He talked about his learning experience as he traveled around the league, and his decision to retire early to help Trey cope with Autism. Hope Services serves families facing the challenges of autism in the South Bay, and Mr. Clark is a Hope Services volunteer.</p>
	MAY 1	6AM	15 MINUTES	<p>Healthy Planet U.S. CEO Bryan Jersky talked about healthy nutrition and cooking and his organization's Healthy Chef Challenge, aimed at helping young</p>

	MAY 15	6AM	15 MINUTES	<p>people learn about good nutrition and cooking. The Healthy Chef Challenge is offering a \$1000 grant to the student who creates the tastiest healthy menu. Healthy Planet U.S. is a nonprofit that inspires a new generation of conscious eaters.</p> <p>Diabetes and Health, with Silicon Valley Tour De Cure Director Karen Zimmerman of the American Diabetes Association. Diabetes' epidemic growth in America was discussed, along with the programs initiated and supported by the American Diabetes Association dedicated to dealing with the problem. Tour De Cure is an annual fundraising event that draws thousands of cyclists to the South Bay Area.</p>
	MAY 22	6AM	15 MINUTES	<p>Dr. Peter Abaci, who is a nationally recognized authority on pain management, discussed pain control and the growing epidemic of opioid addiction in the United States. Dr. Abaci outlined methods of dealing with chronic pain and ways of avoiding habit-forming pain relief medications and practices.</p>
	JUNE 5	6AM	15 MINUTES	<p>Children's Tumor Foundation Director Debbie Parsons discussed Neurofibromatosis, a form of cancer that strikes children, and the efforts to ease the suffering of patients and to find a cure. She was raising awareness of the upcoming NF Walk to End Childhood Cancer, to be held at Los Gatos' Vasona Lake Park. There is an ever-growing effort to find a cure for this particularly cruel type of cancer, and the Children's Tumor Foundation is spearheading it, along with Lucille Packard Hospital.</p>
	JUNE 12	6AM	15 MINUTES	<p>Kaiser Hospital Director of Orthopedic Surgery, Dr. Christopher Fowler, discussed ways of preventing summer sports injuries and family health. Dr. Fowler is promoting a program f with focuses on the Sports Medicine side of orthopedics, and the prevention of injuries through preparation and caution.</p>
Education/Youth/The Arts	April 10	6AM	15 MINUTES	<p>Teacher of the Month Tyler Cripe, who teaches photography and multimedia technology at Monta Vista High School in the Fremont Union School District, received a Silicon Valley Education</p>

				<p>Foundation Classroom Innovation grant to provide a means for students to invent and refine their own musical instruments and record them. Students created one instrument on their own, and one collaboratively with other students. Mr. Cripe encourages creativity in his diverse student population.</p>
	APRIL 17	6AM	15 MINUTES	<p>Beach Blanket Babylon producer Jo Schuman Silver talked about the scholarship program for students in performing arts, funded by her Steve Silver Foundation. The "Scholarship for the Arts" program has grown into an annual event eagerly anticipated by Bay Area high school seniors. This year the students' scholarships were raised from \$10,000 to \$15,000. The scholarships are available to students who pursue higher education in the field of performing arts.</p>
	MAY 1	6AM	15 MINUTES	<p>Silicon Valley Education Foundation Teacher of the Month for May, Julie Federman, discussed natural science and how the understanding of natural science can help a child grow into a productive adult. Her grant from SVEF was designed to help first graders learn about animals and biodiversity Julie Federman received a Wells Fargo Teacher Innovation Classroom Grant from the Silicon Valley Education Foundation to purchase "STEM in Action" science exploration kits.</p>
	MAY 8	6AM	15 MINTUES	<p>Parent and author Michelle Borba discussed her book <u>UnSelfie: Why Empathetic Kids Succeed in Our All About Me World</u>. Dr. Borba was set to speak at several schools in the area on promoting empathy in our children, and her, researched-based, nine-step plan for reversing the lack of empathy in young people. She discussed parental roles, discipline, behavior modification and education, including why reading and science studies make kids smarter and kinder, and prepares them for success.</p>
	MAY 15	6AM	15 MINUTES	<p>Retired law enforcement officer Darrell Cortez discussed his Shop with a Cop program, which links young at-risk</p>

	JUNE 5	6AM	15 MINUTES	<p>students with police in a positive, supportive way. The organization is a nonprofit which stresses learning and teamwork between youth and adults for success. Many law enforcement personnel and their families volunteer to provide mentoring and other support to at-risk youth.</p> <p>Silicon Valley Education Foundation Teacher of the Month for June, Jennifer Robinson, talked about the process of teaching young people and the challenges of teaching diverse classes in the tech-rich, multicultural environment that is the Santa Clara Valley. The purpose of her grant was to take her class on a field trip to experience ocean tide pools and learn about the ecosystems supported within them. Ms. Robinson teaches at Ramblewood Elementary in the Franklin-McKinley School District.</p>
	JUNE 12	6AM	15 MINUTES	<p>Children's Musical Theater Director Dana Zell talked about her unique theater for children, which includes all children who want to be a part of the program. The fundamental mission of the company is to see that every child who auditions is cast, and to support what that means in terms of their role in the community, and exposure to the arts. The upcoming season of shows was outlined.</p>
	JUNE 26	6AM	15 MINUTES	<p>Grant Elementary school principal Pauleen Zades, and Heart of America Director Colleen Nolan talked about the renovation of the Grant Elementary School library by dozens of local volunteers from AbbVie, a local tech company. They assembled furniture, prepared and shelved books, set up technology and put the finishing touches on the space. This effort is part of AbbVie's Week of Possibilities volunteering project, where employees provide more than 25,000 service hours to complete hands-on service projects in the communities where they live and work.</p>
Poverty/Charity/Community	APRIL 10	6AM	15 MINUTES	<p>The City of San Jose's Vice Mayor Rose Hererra discussed several issues facing San Jose in 2016. Ms. Hererra is a military veteran, so she talked about</p>

				<p>recent programs designed to create and find permanent housing for military veterans in Santa Clara County. She also discussed the upcoming grand opening of the newest library, and the celebration, which included local residents of many ethnicities reciting from a book in 100 different languages, to draw attention to literacy and diversity. Other issues discussed include crime prevention and efforts to improve law enforcement in San Jose.</p>
	MAY 15	6AM	15 MINUTES	<p>Bill Wilson Center CEO Sparky Harlan talked about the programs of the Center, and her 33 years with the organization. Changes in our community and the needs of at-risk youth were part of the discussion. The so-called aging-out of foster youth, and changes in the law to adapt to the problem were discussed. Mentoring and its role in keeping youth on a positive path was also discussed.</p>
	JUNE 5	6AM	15 MINUTES	<p>South Bay Sunday attended the Grand Opening of Cycles of Hope, the Hope Services Bicycle Shop in Fremont that provides jobs for people with disabilities and raises funds for services from bicycle sales. Our guests included the store's manager and several clients, people with developmental disabilities. One guest told a dramatic story of her parents' refusal to allow her to be "warehoused" as a child with disabilities, and her subsequent growth into a well-educated, contributing member of the community.</p>
	JUNE 26	6AM	15 MINUTES	<p>Gilroy Garlic Festival President David Reynolds, and Vice President Mike Zukowski, talked about the massive community undertaking in support of the Festival, which draws over 200,000 people every year, and raises funds for community projects year-round in Gilroy. Thousands of local volunteers cook, construct and contribute to the Festival. Over the years the Gilroy Garlic Festival has raised millions for local schools and nonprofits, and is internationally recognized for its community spirit.</p>
	JUNE 26	6AM	15 MINUTES	<p>San Jose entertainer and Elvis Presley tribute artist Rick Torres and Michelle Reno discussed their involvement in the</p>

				annual Rose, White and Blue Parade, and their service to the community. The Rose, White and Blue Parade is an annual Independence Day celebration, a parade involving hundreds of participants that draws tens of thousands of local residents to celebrate America. Rick Torres has been a participant in the parade for several years, volunteering and raising funds.
Minority/Gender Issues	APRIL 3	6AM	15 MINUTES	Santa Clara County Human Relations Commissioner Sabuhi Siddique and Amer Safir, the Chief Editor of the monthly magazine of comparative religion, The Review of Religions, discussed recent incidents of Islamophobia in America, and Islam's efforts to reach out to non-Muslims. Mr. Safir is on a national speaking tour to explain the differences between the Muslim religion and radical Islamic terrorism. Ms. Siddique also discussed the issue as seen through the eyes of South Bay Muslim citizens, along with the many attempts to educate citizens about the real intentions of Muslims living in the South Bay.
	APRIL 17	6AM	15 MINUTES	Tuyen Fiack from Silicon Valley Faces discussed the project called "Camp Everytown" a weeklong camp for High School students designed to help them address social issues, such as racism. The camp is facilitated by Silicon Valley Faces, and also local law enforcement personnel. During camp, students are encouraged to discuss their differences and to work out any conflicts arising from them. Gender, stereotypes and racial prejudices were part of the camp. Ms. Fiack says the camp begins with students isolating themselves, and the week ends with improved attitudes and inclusiveness. Law enforcement plays a role by sitting in and listening to what young people have to say about police then revealing who they are after prejudices are revealed by students attending camp.
	MAY 1	6AM	15 MINUTES	The annual Women in Engineering Leadership Conference was outlined by conference chair Nita Patel, and Cisco Systems engineer Roxsana Hadjizadeth. The conference is

				<p>dedicated to helping to raise the number of women in the field of engineering, and help women network for success in this challenging field. Our guests focused on the Leadership Conference and gender in the workplace.</p>
	MAY 8	6AM	15 MINUTES	<p>Our interview revolved around the thriving Vietnamese culture in Silicon Valley. Jennifer Chung is an activist for Vietnamese issues and a volunteer involved in raising funds for education and cultural outreach for the South Bay Vietnamese community. Ms. Chung is a representative for the bi-annual Ao Dai Festival, and will be hosting many of the activities celebrating Vietnamese Culture in San Jose.</p>
	MAY 22	6AM	15 MINUTES	<p>Billy DeFrank Center Board President Gabrielle Antolovich discussed LGBT issues in light of LGBT Pride Month, especially recent concerns about a new wave of discrimination against gays, lesbians and transgender individuals. The organizations many programs of inclusion for the gay community were discussed as well, along with new developments, such as the new "rainbow crosswalk" on the street in front of the Billy DeFrank Center. The Center's new outreach and support program, titled "Better Together", celebrated with a kick-off party in early May, and continues throughout the year.</p>
	MAY 22	6AM	15 MINUTES	<p>Silicon Valley Black Chamber of Commerce President and Executive Director Carl Davis Jr. discussed the organization's latest outreach effort, a "Juneteenth" Celebration in downtown San Jose. The festivities involved activities led by local community leaders, designed to raise funds and awareness. The Black Chamber of Commerce of Silicon Valley partners with other chambers of commerce to promote business development and growth, and raise the profile of minority businesses in San Jose.</p>
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Politics & Public Safety	APRIL 24	6AM	15 MINUTES	Congressman Mike Honda discussed the many issues affecting our area, including public safety, housing and homelessness, and health care. The conversation, by phone from Washington DC, was recorded as the Congressman was about to oversee a committee meeting on funding for housing for veterans of the military in the South Bay Area. The interview covered community problems and needs.
	APRIL 24	6AM	15 MINUTES	Congressional Candidate Ro Khana explained his vision for improving conditions in the Silicon Valley. Mister Khana's agenda included the high cost of housing and living in the Silicon Valley, employment, crime and public safety. Housing for military veterans was also one of the issues discussed.
	MAY 29	6AM	15 MINUTES	With summer approaching, we discussed summer driving and safety with Chris Cochrane of the California Office of Traffic Safety. Mr. Cochrane pointed out new laws taking effect over the summer, as well as new uses of technology to promote safe driving, such as a new app for drivers who find they have consumed too much alcohol and have become driving impaired. This is part of a new driver education effort, in partnership with the California Highway Patrol to improve highway safety.
	JUNE 12	6AM	15 MINUTES	Alameda Business District Director Larry Clark and Rose, White and Blue Parade coordinator and director Mike Hennessy talked about this annual 4 th of July event that dates back almost 100 years. The current version of the Independence Day parade features community organizations, military attractions, floats from schools and others, and local

				elected officials riding in classic cars. It runs through the historic Rose Garden District of San Jose, and wraps up in the Alameda Business District.
Veterans	MAY 8	6AM	15 MINUTES	Armed Forces Day services in the South Bay, as well as military and veterans issues were discussed with veterans Tiara Cortez Miller and Frank Chavez, who are the founders of Veterans Supportive Service Agency, a nonprofit that provides guidance and support to veterans in the South Bay Area. The problems military veterans face as they reenter society here at home were also discussed.
	MAY 29	6AM	15 MINUTES	Mary Cortani, the Founder and Director of Operation Freedom Paws, and a military veteran who has dealt with her own personal PTSD issues, discussed Memorial Day and what it means to veterans. Ms. Cortani's organization trains and provides service animals to veterans free-of-charge. The animals undergo months of training to prepare them for service to military veterans in need of support.
	MAY 29	6AM	15 MINUTES	South Bay Sunday attended an Armed Forces Day event and interviewed several guests, including San Jose Vice Mayor Rose Herrera, and family members of military personnel. Current problems, such as the need to improve health and other services for military veterans, were discussed as well.

Public Service Announcement Descriptions:

KBAY Salutes

KBAY Salutes in a one-minute (:60 Seconds) feature that covers topics of concern to our area (South Bay Area).

KBAY Teacher of the Month

Teacher of the Month is a one-minute feature that highlights teachers who have received grants arranged by our station. This feature discusses areas of education.

KBAY/KEZR PSA Descriptions:

Beginning April 18, 2016

American Heart Association

Did you know that heart disease is the number one killer of women? The American Heart Association invites you to learn more when you join KBAY's Sam & Lissa as they host the American Heart Association's "Go Red for Women" lunch, Thursday May 5th at the San Jose Fairmont!

Walk For Water Mission

Join your neighbors on Saturday, April 30th, for the second annual Silicon Valley Walk for Water to spread awareness about the global water crisis. Silicon Valley Walk for Water is raising money to provide safe water for people in developing countries and disaster situations. You, your friends, your family, are invited to come out, participate at St. Timothy's Lutheran Church on Camden Avenue in San Jose, and learn more at KBAY CARES at KBAY.COM.

Pacific Coast Farmers' Market Association

The Farmer's Market at San Pedro Square is back! The market offers more than fresh-picked fruits and vegetables direct from California growers. Opening day is May 6th, and it features live music, Pacific Coast Farmers' Market Association chef demonstrations and recipe tastes.

Parking validations are available too! Learn more at KBAY CARES at KBAY.COM.

History San José

History San José's annual [Valley of Heart's Delight](#) celebration returns **Saturday, June 25**. This year features a new format with the theme "Then & Now!" You'll enjoy interactive theater experiences, music courtesy of the **San Jose Jazz Boom Box**; live glass blowing with the [Bay Area Glass Institute](#) and a "then & now" menu with old favorites and new creations by [Catered Too!](#). Don't miss this! Learn more at KBAY CARES at KBAY.COM.

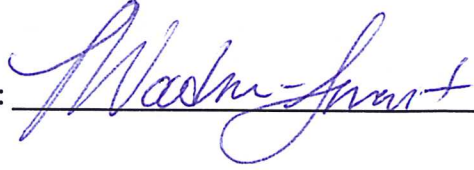
KBAY & KEZR Generic Public Service Announcements

Announcements cover a variety of issues, concerns, information and community organizations that are important to our listeners and citizens in the South Bay Area.

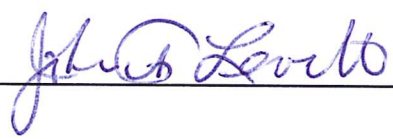
NAME	COUNT	DATES	LENGTH
KBAY – PSA	637	04/01/16-06/30/16	:30
KEZR - PSA	455	04/01/16-06/30/16	:30
KBAY – TEACHER OF THE MONTH	128	04/06/16-06/30/16	:60

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