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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) Public Safety/Law Enforcement
- 2) Women's Issues
- 3) Community/Charity
- 4) Animals/Conservation/Environment
- 5) Health
- 6) Education/Youth
- 7) Housing/Homeless/Poverty
- 8) The Arts
- 9) Veterans
- 10) Children/Family
- 11) Transportation

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
Public Safety/Law Enforcement	OCT 2	6AM	15 MINUTES	San Jose Police Lieutenant Heather Randol, who directs the SJPD's officer recruitment efforts, discussed an upcoming Career Day event, designed to add much-needed personnel to San Jose's depleted police force. The force, which at one time numbered almost 1400 for a community of over a million people, has dwindled to fewer than 900 officers. Lieutenant Randol outlined the program and the challenges the SJPD faces as a result of pay and benefits cuts over the past few years.
	NOV 13	6AM	15 MINUTES	Police and Community was the issue with retired police officer Darryl Cortez, who founded the Shop With a Cop Foundation in retirement to provide an opportunity for low-income families and law enforcement personnel to interact in a positive way, which improves the lives of those working poor who are most likely to need police assistance over time. Mr. Cortez was interviewed as a way of letting the community know of a massive program to provide Holiday gifts and support to the impoverished.
	NOV 27	6AM	15 MINUTES	Police and Community was the topic, with Santa Clara County Assistant District Attorney Johnny Gogo, Santa Clara County Supervisor Mike Wasserman and San Jose Police Captain Ed Shroder. They are spearheading another guns buyback program in San Jose, where dozens of guns are turned in for gift cards, in order to remove firearms from the streets. The three discussed their cooperative efforts to lessen crime in San Jose, and

	DEC 4	6AM	15 MINUTES	<p>the problems facing law enforcement and legislators alike when they attempt to lower crime rates and make our South Bay streets safer.</p> <p>Fraternal Order of Police President Steve Mello and Vice President Robert Gallardo, both retired law enforcement officers, discussed issues of safety in our community and for our police officers. During the past year another San Jose officer was killed in the line of duty, and the Fraternal Order of Police is dedicated to supporting the families of fallen law enforcement and honoring them. Our guests talked about the Fallen Officers' Tree, which is placed in San Jose's Christmas in the Park to honor them.</p>
Women's Issues	OCT 9	6AM	15 MINUTES	<p>YWCA Silicon Valley Board President Barbara Wakefield and --- were interviewed about the upcoming YWCA Inspire Luncheon at the Santa Clara Convention Center, featuring author, actress and activist Ashley Judd as keynote speaker. The YWCA is a women's organization that provides critical programs and services for women, children and families throughout Silicon Valley. Our guests discussed those services, which include rape counseling and advocacy, domestic violence family support, daycare for the children of low income women, and other forms of support, all funded by events like the luncheon.</p>
	OCT 15	6AM	15 MINUTES	<p>Junior League of San Jose Mary Werthman and 50th Anniversary Board Chair-Sustainer Stephanie Beilanski-Fehr talked about the Junior League's 50 years of service to the city of San Jose. The League has been involved in</p>

				helping women and families for a half century, and celebrated with a gala at the San Jose Children's Discovery Museum. They discussed many programs such as the teen outreach plan, Smart Woman program and the volunteer recognition luncheon planned for 2017.
Community/Charity	OCT 2	6AM	15 MINUTES	Silicon Valley Cares Founder and CEO Kelly Dippel and SV Cares Director Amber Marienthal discussed the organization's annual Broomstick Ball, which raises funds for selected community service organizations every year. 2016's recipients were The Grateful Closet, which provides clothing for victims of domestic violence, The Pet Project, which supports care for lost and found pets, and Breakthrough Silicon Valley, which helps low-income students with college scholarships and other scholastic support. SV Cares presented checks of \$16,000 to each nonprofit organization.
	NOV 6	6AM	15 MINUTES	Sunday Friends Executive Director Ali Barekat discussed a new Holiday Shopping Spree to help working poor families earn affordable gifts. Sunday Friends is called the working alternative to charity. Families perform community service to earn scrip, which can be redeemed at Sunday Friends store for school and household items, as well as toys. The Holiday Shopping Spree is an annual opportunity for donors to help Sunday Friends.
	NOV 27	6AM	15 MINUTES	Downtown Streets Team is the beneficiary of an upcoming Classic Rock Christmas concert, presented by December People, a loose organization of rock musicians

				<p>who live in the South Bay and gather every Christmas Season to produce rock concerts beneficial to community organizations. The Downtown Streets Team is a unique organization that patrols the downtown area, cleaning up trash, looking out for people to help and assisting law enforcement and other official groups in an effort to improve our downtown streets. Robert Berry is a longtime South Bay resident who provides music to schools and nonprofits, and operates a recording studio and musical enterprise in Campbell, designed to both educate and entertain. He talked about Downtown Streets Team and the upcoming concerts.</p> <p>South Bay businessman and community leader Mike Hennessy discussed his latest program to help families in need of support, "Adopt A Family", which provides emotional and other assistance to those with family members who are going through drug rehabilitation programs in the South Bay Area. Mr. Hennessy's "Hot San Jose Nights" organization links community-minded car club members to raise funds and awareness for family-oriented organizations such as San Jose's Bill Wilson Center, and spearheaded a drive to organize interested parties to help families recover from drug trauma.</p>
	DEC 18	6AM	15 MINUTES	
Animals/Conservation/Environment	OCT 30 & DEC 18	6AM	15 MINUTES	<p>Happy Hollow Park and Zoo Conservation and Communications Director Vanessa Rogier and Zoo Director Valerie Reigle discussed new developments at the Zoo, including the arrival of two red pandas, and the</p>

	DEC 18	6AM	15 MINUTES	<p>renovation project. The Happy Hollow Conservation Foundation's efforts to protect animals and support animal protection organizations worldwide was also discussed, along with plans for the coming year's season and special events at Happy Hollow Park and Zoo.</p> <p>Animal Rescue – Bird lover and volunteer Catie Kneiss, from Mikaboo Bird Sanctuary, talked about how the expansion of the Santa Clara Valley has pushed out many birds and threatened their existence. Mikaboo Bird Sanctuary's mission is to help bird-lovers network to help rescue parrots and other companion birds who have been neglected, abused, or injured. Volunteers provide medical care and safe homes for birds and educate the general public about the care and protection of birds.</p>
Health	OCT 16	6AM	15 MINUTES	<p>Pancreatic Cancer Action Network Chair Diane Borrison was a guest, discussing pancreatic cancer and its devastating effect on women in America. The average five-year survival rate is 8%, and pancreatic cancer is projected to be the leading cause of cancer-related deaths by the year 2020. Ms. Borrison discussed a fundraiser in the South Bay, the PurpleStride Silicon Valley, and recruited volunteers to assist and to participate in the upcoming walk to meet a goal for 2016 of \$100 million.</p>
	NOV 6	6AM	15 MINUTES	<p>Dr. Balaji Govindaswami, Director of Neonatology and the Neonatal Intensive Care Unit at Santa Clara Valley Medical Center, and March of Dimes volunteer and "MissionMom", Heidi Leamon,</p>

				<p>who lost a child to premature birth. The U.S. has one of the highest premature birth rates in the world. Solving the problem of premature birth can help to prevent lifelong health problems in surviving infants, and save millions in medical care, not of mention prevent grief and suffering in families.</p>
Education/Youth	OCT 30	6AM	15 MINUTES	<p>Silicon Valley Education Foundation Teacher of the Month for October, Andrea Morikawa received a Wells Fargo Teacher Innovation Classroom Grant to help fund her students go to the Web of Life Field School for Science Camp. Web of Life Field School (WOLF). The grant money allowed her to offer scholarships to families that would not otherwise be able to pay for camp." WOLF students live and learn at the school, gaining academic content knowledge and life skills through exploration, cooperation in solving real world challenges, the discovery of new facts about plants and animals, and taking steps to become empowered citizens. Latimer School is in the Moreland School District.</p>
	NOV 13	6AM	15 MINUTES	<p>November Silicon Valley Education Foundation Teacher of the Month Monica Lun talked about her use of robotics to excite and engage students in her classroom. Ms. Lun used her SVEF Classroom Innovation Grant to purchase robotics kits. Robotics are an important means of access to technology, and Ms. Lun used the robotics kits as an incentive to students. Her school, Glider Elementary School, provides many after-school programs, and the robotics kits were a way to encourage TEAM learning.</p>

	NOV 20 & DEC 11	6AM	15 MINUTES	<p>Crissa "Ace" Jackson of the Harlem Globetrotters discussed the Globetrotters' community activities, including their history of performing for the troops and addressing issues such as racism and bullying during visits to schools where the Globetrotters play. Ms. Jackson is the thirteenth female Globetrotter. She addressed the history of the team and the contributions to communities the team visits each year.</p>
	NOV 20	6AM	15 MINUTES	<p>San Jose's Franklin McKinley School District Supervisor Juan Cruz discussed the school's progress since it was placed in a program improvement District 20 years ago. The District has met and exceeded criteria tied to making sure schools make adequate yearly progress in academics, and is thriving under the direction of Superintendent Cruz. The Franklin McKinley School District is set in an ethnically diverse area of San Jose, which is high in both a Hispanic and Vietnamese immigrant population. This presents challenges not experienced in other South Bay school districts.</p>
	DEC 4	6AM	15 MINUTES	<p>Maria Dane, Executive Director for Parents Helping Parents, and Jan Tuber, who is a technology specialist in the field of learning disabilities, discussed the use of technology and parental interaction to help students, families and professionals to understand and explore technology tools that help them gain equal access to education and achieve success. Ms. Tuber is currently on the California</p>

	DEC 11	6AM	15 MINUTES	<p>Department of Education's Committee to Develop Dyslexia Program Guidelines. Parents Helping Parents is working with that committee to search for improvements for people with dyslexia.</p> <p>Silicon Valley Education Foundation President and CEO Muhammed Chaudrey and SVEF Education Manager Bob Nichols, looked back on a decade of providing thousands of dollars to local classrooms to enhance the learning process in our schools. Over the past ten years, our stations have supported this program that shines a light on innovative teachers while providing grants of a thousand dollars to fund field trips and equipment, largely focusing on STEM and other science-based classroom grants. Our guests looked to the future of education as well, along with the trend toward more education programs that meet the needs of the Silicon Valley by providing graduates who are suited for employment here.</p>
Housing/Homeless/Poverty	OCT 23	6AM	15 MINUTES	<p>Hunger at Home organization founder Ewell Sterner and Martha's Kitchen Executive Director Edita Cruz discussed their collaboration to help fight hunger and homelessness in the Silicon Valley. Mr. Sterner's organization utilizes communications technology to locate available food that would otherwise be wasted, and redistribute that food to local food banks and homeless centers. Martha's Kitchen is a well-known Silicon Valley nonprofit dedicated to providing thousands of meals annually. Their collaboration was designed to more effectively raise funds to feed needy people in our area.</p>

	NOV 6	6AM	15 MINUTES	<p>Santa Clara County Supervisor Cindy Chavez discussed the high cost of housing in the Silicon Valley and ballot Measure A, which would provide money through bond sales to develop and construct affordable housing. A partnership of nonprofit organizations, Measure A will fund the development of permanent affordable housing for the County's most vulnerable populations, including homeless, veterans, disabled, seniors, and foster youth. The affordable housing units will be built throughout the County. The funds will be leveraged to attract matching funds from private, state and federal sources.</p>
	NOV 13	6AM	15 MINUTES	<p>Team San Jose General Manager Ewell Sterner and Martha's Kitchen CEO Edita Cruz discussed their alliance to fight hunger in the South Bay Area. Hunger at Home is a collaboration which in the two years of existence, has benefited so many people and nonprofits. They have helped Martha's Kitchen, Second Harvest Food Bank, Salvation Army, Bill Wilson Center, Downtown Streets, Sunday Friends, and many more. They have distributed 2 million meals and thousands of tons of silverware, china, linen, tv's, gym equipment, etc. Our guests discussed an upcoming fundraiser in San Jose.</p>
	NOV 20	6AM	15 MINUTES	<p>Food For Families Executive Director Becca Whitman discussed the upcoming Food For Families Holiday Bag Drive. Raley's Supermarkets have joined with Food For Families to match donations and double the amount available for the food drive. Thousands of families benefit</p>

	DEC 11	6AM	15 MINUTES	<p>from the program, which concentrates on healthy food choices and maximum value for charitable donations.</p> <p>Tammy Cardenas, Vice President of Development for Second Harvest Food Bank, discussed current needs at the program, which feeds more than a quarter of a million people every month in Silicon Valley. Second Harvest's annual food drive is underway, and with skyrocketing rents in our area, many more families find it difficult to meet their nutritional needs. People who make the Valley successful, teachers, cooks, gardeners, etc. and college students as well, are forced to choose between paying rent and putting food on the table. To help local students, Second Harvest has introduced the Just-in-Time Mobile Food Pantry program, where 80 volunteers help distribute food to students in need. The Food Bank also put out a call for frozen turkeys during the Christmas Season.</p>
The Arts	OCT 2	6AM	15 MINUTES	<p>Teatro Visión is a Hispanic theater company with more than three decades of service to the community. They have produced dozens of culturally rich works, dedicated to inspiring the next generation of Latinos to become community leaders and cultural ambassadors. Teatro Vision Director Rodrigo Garcia discussed an upcoming production, Macario, and Teatro's community outreach efforts.</p>
	OCT 16	6AM	15 MINUTES	<p>San Jose Stage Company Director Matthew Gregg discussed the cult musical comedy and the San Jose Stage Company's transformation of the production into a modern</p>

	NOV 27	6AM	15 MINUTES	<p>technological achievement. The show is being presented as a fundraising vehicle for the St. Badrick's Foundation to End Child Cancer. The production is built around the technology of "virtual scenery," and audience interaction.</p> <p>The 12 Days of the Arts. Sherrill Engalls, Director of Marketing for the San Jose Museum of Art, and Lee Kopp, a Board Member for the Arts Roundtable, discussed a program designed to draw arts lovers to the downtown area in a scavenger hunt. More than a dozen downtown area arts organizations and museums are involved in the annual event, which presents families with an opportunity to "chase" prizes like museum memberships and artworks. The program runs for the first 12 days of December in San Jose, and involves social media in support of San Jose Downtown.</p>
	DEC 4	6AM	15 MINUTES	<p>Daniel Hughes from the Choral Project, and Barbara Day Turner from San Jose Chamber Orchestra discussed their latest Holiday Music programs, which are focusing this year on inclusion. Classical music from many cultures is featured in "Winter's Gifts – Home", which is being presented in two concerts in Palo Alto and Santa Clara this Holiday Season.</p>
Veterans	OCT 9	6AM	15 MINUTES	<p>Dr. Michael Furlong and military veterans Stephen Vincent and Desiree Oliver, discussed the Gift of Sight Program, created by Dr. Furlong to help low-income individuals who have vision problems. The program has operated for over a decade,</p>

	OCT 23	6AM	15 MINUTES	<p>and in recent years has included military veterans who would benefit from Lasik and other ophthalmology support. Dr. Furlong performed Lasik surgery on both Stephen and Desiree, improving their eyesight and enabling them to participate in the work force, which they were unable to do previously. Mr. Vincent recently received a college degree, and Ms. Oliver was able to find housing and a job after being homeless for more than a year. Dr. Furlong reached out to our listeners to offer help to vision-impaired people in the coming year.</p> <p>San Jose Mayor Sam Liccardo, Santa Clara County Supervisor Dave Cortese and HomeFirst Chief Development Officer Stephanie Demos discussed progress toward finding homes for veterans and others in Silicon Valley. The All the Way Home program has placed over 500 military veterans in permanent housing over the past year, and is on a pace to find homes for nearly all in the next year. Ms. Demos discussed HomeFirst's focus on low-income families who can't afford rent in the Santa Clara Valley, and her organizations plan to provide as many homes as possible for those families.</p>
Children/Family	OCT 9	6AM	15 MINUTES	<p>Cinelux theaters President Paul Gunsky, and Michael Taffe, director of operations and marketing for CineLux, discussed the organizations' outreach to children and youth with special needs. Cinelux is presenting first-run sensory-friendly children's movies in a format that is designed to help children with autism and other conditions that make them</p>

	OCT 23	6AM	15 MINUTES	<p>more sensitive to sound and light, experience movies. Cinelux has reached out to and partnered with local organizations that treat kids with special needs.</p> <p>March of Dimes "Mission Mom" Heidi Leaman, a volunteer who lost a child due to premature birth, discussed the March of Dimes mission to improve the health of babies and to end premature birth. She is dedicated to helping other mothers and expectant mothers through the March of Dimes organization. Also representing March of Dimes was Dr. Balaji Govindaswami, who directs research and medical practice dedicated to helping mothers and their babies survive and thrive. They discussed the financial cost as well as the personal cost, and promoted an upcoming March of Dimes fundraiser.</p>
	DEC 4	6AM	15 MINUTES	<p>Loved Twice Executive Director Lance Lawson discussed his Holiday Drive for infants' clothing, which is located in San Jose's Christmas in The Park downtown throughout the Christmas Season. Every year, thousands of infants who are caught up in family struggles such as domestic violence and homelessness are without warm clothing. Loved Twice collects gently used clothing for them</p>
Transportation	OCT 30	6AM	15 MINUTES	<p>Silicon Valley Leadership Group CEO Carl Guardino discussed the upcoming bond measure to fund street and highway improvements in the Santa Clara Valley. A cost-benefit comparison was presented which showed the positive effect better roads will have on</p>

				residents. Mr. Guardino also discussed efforts to improve public transportation in Silicon Valley and gave an update on the progress of BART construction.
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Public Service Announcement Descriptions:

KBAY/KEZR Salutes

60-second features focusing on citizens who make a difference in our community. In this quarter, segments of interviews with Jennifer Loving, Executive Director of Destination Home, and Maya Esparza, Director of the All the Way Home project, were utilized to dramatize the need for housing for the Santa Clara Valley's nearly 800 homeless military veterans. Over the course of the past year, nearly 400 veterans have found housing thanks to the fundraising efforts of the City of San Jose, the County of Santa Clara, Destination Home, All the Way Home, and our "Your Spare Change" project.

KBAY Teacher of the Month

60 second feature spotlighting teachers chosen by our Public Affairs Director in concert with the Silicon Valley Education Foundation board because of their outstanding work. Teachers receive a \$1000 Classroom Innovation Grant to support extracurricular projects that support class projects.

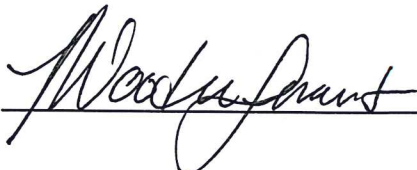
KBAY & KEZR Generic Public Service Announcements

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	640	10/1/16-12/31/16	:30 SECONDS
KEZR – PSA	455	10/1/16-12/31/16	:30 SECONDS
KBAY TEACHER OF THE MONTH	130	10/3/16-12/31/16	:60 SECONDS

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