

Rincon Broadcasting LLC
Public Affairs Programming Log

Station Call Letters: KFYZ, KSBL, KTMS, KTYD
Public Service Announcements
1st Quarter 2014
Prepared By: Marissa Garcia

Program Name/Segment: "Citrus Pest & Disease Prevention Program"

Issues & Programs: Rotation

Issue Addressed: Citrus Threat In California

Date: January-March

Rotation Duration: 2x 60 Seconds

In California, citrus is part of our history and landscape. California is the number one fresh citrus producing state in the nation, and California homeowners have more citrus trees in our yards than in any other state. Homeowners are being asked to inspect their trees for signs of the Asian citrus psyllid and report suspicious pests and signs of HLB immediately to the Ca Dept. Of Food and Agriculture hotline: 800-491-1899.

Program Name/Segment: "Talking About It Matters"

Issues & Programs: Rotation

Issue Addressed: Veterans Crisis Line

Date: January-March

Rotation Duration: 2x 60 Seconds

Families and friends play a vital role in helping Veterans through challenges they face every day. It can be very difficult for family members and friends to reach out when they a Veteran they love in crisis. The Veterans Crisis line is available for Veterans and their families and friends 24 hours a day, 7 days a week, 365 days a year. It is a free source of support.

Program Name/Segment: "Never quit trying to quit"

Issues & Programs: Rotation

Issue Addressed: Trying to quit smoking

Date: January-March

Rotation Duration: 2x 60 Seconds

If you've ever tried to quit smoking, you know how difficult it can be. It takes most smokers several tries before they are able to quit for good. The American Lung Association is launching "Quitter in You", a campaign to help smokers find the motivation to try and quit again, and access the help they need to succeed.

Program Name/Segment: "Vital Ground"

Issues & Programs: Rotation

Issue Addressed: Protecting the Grizzly Bear Population

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Date: January-March

Rotation Duration: 2x 60 Seconds

The Vital Ground Foundation is a nonprofit organization working to ensure the future of grizzly bears through the protection and restoration of crucial wildlife habitat. "Where the grizzly can walk, the earth is healthy and whole."

Program Name/Segment: "Women In Government"

Issues & Programs: Rotation

Issue Addressed: Childhood Obesity Awareness

Date: January-March

Rotation Duration: 2x 60 Seconds

More than 23 million of our children and adolescents are overweight or obese, putting them at higher risk for serious health problems. Childhood obesity is a serious public health epidemic. Women In Government's goal is to promote overall awareness and education on childhood obesity.

Program Name/Segment: "Memory Lane:Mikiela"

Issues & Programs: Rotation

Issue Addressed: Help for Homeless Veterans

Date: January-March

Rotation Duration: 2x 60 Seconds

When Mikiela came home from Iraq, she never imagined she would end up struggling to keep a roof over her head. But she found herself couch-surfing- with her newborn daughter. Fortunately, someone suggested she contact the U.S. Department of Veterans Affairs to help her on the right track. For further information please call Charles Selby of VA's Homeless Veterans at 202-461-1728.

Program Name/Segment: "Saving Lives by Saving Land 2013"

Issues & Programs: Rotation

Issue Addressed: Animal Poaching

Date: January-March

Rotation Duration: 2x 60 Seconds

More than one-hundred million animals are illegally killed each year. Poaching is a major threat to our country's wildlife populations. But it's just one of the risks animals face at the hands of humanity. More than 30 percent of the world's mammals and birds are considered threatened with

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extinction-we are the in the midst of the first great mass extinction to be caused by humans. The best way to protect wildlife is to protect the land on which they live. To learn more about our work please call 800 729 SAVE.

Program Name/Segment: "People And Places"

Issues & Programs: Rotation

Issue Addressed: Making Great Communities Happen

Date: January-March

Rotation Duration: 2x 60 Seconds

Americans all have life-long bonds and connections to places-from where they grew up to where they live today. Given the importance of place, the American Planning Association is excited to recognize "People and Places" during National Community Planning Month this October. Planners and planning can help people create more jobs and stronger local economies. Call 202-349-1006 for more information.

Program Name/Segment: "Take Time To Be A Dad Today"

Issues & Programs: Rotation

Issue Addressed: Fatherhood Involvement

Date: January-March

Rotation Duration: 2x 60 Seconds

Gru reminds all fathers that being a dad can be tough, but it's always worth it. By embracing the message that "the smallest moments can have the biggest impact on a child's life," Gru shows us that he's willing to do what it takes to make Agnes' birthday party a memorable one, even if it means dressing up as a fairy princess! "Take Time To Be A Dad Today," is part of an ongoing effort to encourage dads to play an active role in their children's lives.

Program Name/Segment: "Recipes for Disaster"

Issues & Programs: Rotation

Issue Addressed: Food Safety

Date: January-March

Rotation Duration: 2x 60 Seconds

1 in 6 Americans get sick from food poisoning each year. Using fresh produce directly from the grocery bag without washing it can make your family

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sick. Separate meat and veggies when cutting them on the cutting board. Illness-causing bacteria can easily spread. Cook meats thoroughly and check with a food thermometer. Cooking is fun. Food poisoning isn't.

Program Name/Segment: "A Mind Is A Terrible Thing To Waste."

Issues & Programs: Rotation

Issue Addressed: Supporting Minority Education

Date: January-March

Rotation Duration: 2x 60 Seconds

Did you know that only 63% of African American students who start 9th grade graduate from high school in four years, and many of them need remedial education? Of all African Americans who enroll in college, only 40% finish within six years. A mind is a terrible thing to waste but a wonderful thing to invest in: UNCF.ORG/INVEST for more info.

Program Name/Segment: "Maybe It's Autism."

Issues & Programs: Rotation

Issue Addressed: Autism Awareness

Date: January-March

Rotation Duration: 2x 60 Seconds

Autism is the fastest-growing serious developmental disorder in the United States. Although great strides have been made, the need for more awareness has never been greater. Research indicates many parents of young children have very little knowledge about autism. With appropriate early-intervention services from ages 3-5, between 20% and 50% of diagnosed children will be able to attend a mainstream kindergarten. Any questions or comments, please e-mail psacental@adccouncil.org.

Program Name/Segment: "Help Feed Kids This Summer That Could Otherwise Go Hungry."

Issues & Programs: Rotation

Issue Addressed: Feeding America

Date: January-March

Rotation Duration: 2x 60 Seconds

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According to the USDA, of the more than 21 million children who receive free and reduced priced meals during the school year, only 2.3 million children access free meals during the summer. Administered by many Feeding America member food bank, the Summer Food Service Program provides children who receive subsidized meals during the summer at locations across the country, and right here in your community.

Program Name/Segment: "Marked" "Airborne"

Issues & Programs: Rotation

Issue Addressed: Wildfire Preparedness

Date: January-March

Rotation Duration: 2x 60 Seconds

Preparing for wildfire can help minimize their impact. Over 70,000 communities nationwide are located within or near a fire-prone ecosystem. A wildfire ember can travel over a mile.

Program Name/Segment: "Food Angels" "So Much Food"

Issues & Programs: Rotation

Issue Addressed: Hunger Prevention

Date: January-March

Rotation Duration: 2x 60 Seconds

Nearly 1 in 5 kids in America, 16 million children, struggle with hunger. Feeding America is a nationwide network of local food banks, together sourcing and distributing more than 3 billion meals to people in need. Only 10% of those struggling with hunger are homeless.

Program Name/Segment: "Stop The Texts. Stop The Wrecks."

Issues & Programs: Rotation

Issue Addressed: Texting and Driving Program

Date: January-March

Rotation Duration: 2x 60 Seconds

When you're in the car, put your phone where you can't get it. A place where you won't even be tempted to look for it. No phone. No texting. Turn those notifications off. The less you hear your phone, the less tempted you'll be to respond while you're driving. An app can help you stop texting and driving. Download one to help forget about your phone in the car. Borrow thumbs from a friend. Or lend yours to a friend. Passengers get the privilege of texting while in motion.

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Program Name/Segment: "Oz Tap Your Heels"

Issues & Programs: Rotation

Issue Addressed: Child Passenger Safety

Date: January-March

Rotation Duration: 2x 60 Seconds

Car crashes are a leading killer of children 1-13. Parents who really know it all, know for sure their child is in the right car seat. Research shows car seats decrease the risk of fatal injury by 71 percent for infants and 54 percent for toddlers in cars.

Program Name/Segment: "Last Day" "Cafeteria"

Issue & Programs: Rotation

Issue Addressed: Community Engagement

Date: January-March

Rotation Duration: 2x 60 Seconds

Through the work and support of the more than 1,200 local United Ways across the country, United Way is advancing the common good by focusing on the building blocks of a good life-education, health and income. The enclosed PSAs set out to encourage audiences to learn how they can make a difference in the educational success of kids in their community.

Program Name/Segment: "Simple Safety Steps"

Issue & Programs: Rotation

Issue Addressed: Pool Safety

Date: January-March

Rotation Duration: 2x 60 Seconds

Every year, as the temperatures climb, so do the number of drowning and near drowning in backyard and community pools and spas. Nearly 400

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children younger than 15 drown in pools and spas each year-nearly 300 victims are younger than five. Another 5,000 are permanent, life altering injuries.

Program Name/Segment: "Graduation Day."

Issue & Programs: Rotation

Issue Addressed: High School Dropout Prevention

Date: January-March

Rotation Duration: 2x 60 Seconds

Nearly 7.5 million U.S. students are chronically absent from school, missing at least 18 days per year. As early as 6th grade, missing 18 or more days of school in a year predicts that a student will drop out of high school. Every absence-in any grade, excused or not-can impact a child's academic achievement.

Program Name/Segment: "How We Do It" "I Got The Job"

Issue & Programs: Rotation

Issue Addressed: Job Training and Employment

Date: January-March

Rotation Duration: 2x 60 Seconds

Goodwill is the leading nonprofit provider of job training programs and career services in the United States and Canada. Goodwill sells donated clothes and other household items to fund job training, employment placement services and other community programs.

Program Name/Segment: "I Want To Be"

Issue & Programs: Rotation

Issue Addressed: Recycling

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Date: January-March
Rotation Duration: 2x 60Seconds
Americans generated approximately 250 million tons of trash in 2011 while recycling or composting only 87 million tons of this material, equivalent to a 34.7% recycling rate. Despite increased visibility of public recycling receptacles and curbside programs, recycling rates are low and could be increased greatly. The goal of the campaign is to transform recycling into a daily social norm.

Program Name/Segment: "Mammography Save Lives"

Issue & Programs: Rotation
Issue Addressed: Breast Cancer Awareness
Date: January-March
Rotation Duration: 2x 60 Seconds
The Mammography Saves Lives coalition is dedicated to improving breast cancer care. Every major medical organization with expertise in breast cancer now recommends that women start getting annual mammograms at age 40. Yet, millions of women remain confused about when to be screened. Many forego annual mammograms and increase their risk of dying unnecessarily from breast cancer. National Breast Cancer Awareness Month (October), as well as the fall and winter, message is timeless.

Program Name/Segment: "Take Me Fishing"

Issue & Programs: Rotation
Issue Addressed: Fishing Enhances people's quality of life
Date: January-March
Rotation Duration: 2x 60 Seconds
Something most people don't realize is that the simple and exhilarating act of recreational boating and fishing enhances people's quality of life. It preserves the country's natural beauty and contributes significantly to the U.S. economy.

Program Name/Segment: "When should you start thinking about long-term care?"

Issue & Programs: Rotation
Issue Addressed: Long-Term Care
Date: January-March
Rotation Duration: 2x 60 Seconds
Almost 70% of us will need some type of long-term care as we age, but less than one-third of us are currently saving for this costly need. Nationally

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we spend more than \$250 billion a year on long-term care, of which more than \$125 billion is financed by taxpayers. These costs will inevitably soar as America ages. The sooner we become informed and make plans for our later years, the better we can spare ourselves, our families and even the American economy from an unexpected and heavy financial burden.

Program Name/Segment: "March of Dimes"

Issue & Programs: Rotation

Issue Addressed: Death due to preterm birth

Date: January-March

Rotation Duration: 2x 60 Seconds

More than 1 million babies around the world die every year due to preterm birth. That's why the March of Dimes continues to support research to find the causes of preterm birth and birth defects and develop ways to prevent them. It's why we're educating moms about how they can reduce their risk and get the services they need to have a healthy baby.

Program Name/Segment: "Be Tire Smart"

Issue & Programs: Rotation/Spanish

Issue Addressed: Recycling

Date: January-March

Rotation Duration: 2x 60 Seconds

In the United States much time is spent in cars. Unfortunately, results of a recent survey shows that 15% alone as drivers check their tires properly. This means that an astonishing percent of drivers are taking great risks to their safety. Rubber Manufacturers Association wants to inform the public that is important to properly inflate your tires including the spare.

Program Name/Segment: "Winning The Lotto" "Rich Uncle" "Rockstar"

Issue & Programs: Rotation

Issue Addressed: Financial Literacy

Date: January-March

Rotation Duration: 2x 60 Seconds

Only 40% of adults 25-34 have more than \$10,000 saved for retirement, as of 2013. 3 out of 4 young adults surveyed by the AICPA and the AD Council are worried about their personal finances as a result of today's struggling economy. More than 1 in 3 young adults surveyed said they have a hard time putting away even \$25 a week. Financial concerns have taken a toll on the friendships and personal lives of these young adults

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Program Name/Segment: "Roles" "Outside In" "Neverending"

Issue & Programs: Rotation

Issue Addressed: Caregiver Assistance

Date: January-March

Rotation Duration: 2x 60 Seconds

Family support is critical to the care needed for older adults as they age, but it often comes at substantial costs to those providing the care, to their families and to society. According to the "Caregiving in the U.S." report (2009), there were roughly 42.1 million caregivers in the United States, providing an estimated \$450 billion worth of unpaid care to aging relatives and friends. A popular misconception is that caregivers are paid medical professionals, providing full-time care to someone in need of daily help, when in reality, most caregivers are family members, who work and manage their own families at the same time they are providing care for a loved one. For many, the caregiving role starts with simple things like scheduling a doctor's visit or helping with daily errands, but gradually expands over time, until it becomes a major commitment.

Program Name/Segment: "Wireless Alerts: Sounds In Your Life"

Issue & Programs: Rotation

Issue Addressed: Emergency Preparedness

Date: January-March

Rotation Duration: 2x 60 Seconds

Only 43% of US households have created a family emergency plan. New Ready Kids PSAs encourage parents to talk with their children about preparedness and provide conversation starters including: who to call as your out-of-state emergency contact, where to meet if your family is separated, and what to pack as part of your emergency supply kit.

Program Name/Segment: "A Cure In Sight!"

Issue & Programs: Rotation

Issue Addressed: Foundation Fighting Blindness

Date: January-March

Rotation Duration: 2x 60 Seconds

Millions of Americans are losing their vision to age-related macular degeneration (AMD), a retinal disease that's the leading cause of blindness in adults 55 and older. Many affected individuals are no longer able to read, drive or see the faces of their loved ones. AMD not only steals one's sight, it also robs independence. The Foundation Fighting Blindness is a national nonprofit that offers hope and help to AMD patients and baby boomers at

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risk by providing the most up-to-date information on prevention and emerging treatments. And, Foundation-funded scientists are hard at work conducting research toward a cure.

Program Name/Segment: "Real Women"
Issue & Programs: Rotation
Issue Addressed: Heart attacks in women
Date: October-December
Rotation Duration: 2x 60 Seconds

The number killer of women is heart disease. You can learn more at www.GoRedForWomen.org

Program Name/Segment: "Don't Smoke & Vacuum" "Don't Smoke In The House"
Issue & Programs: Rotation
Issue Addressed: Childhood Asthma
Date: January-March
Rotation Duration: 2x 60 Seconds

Asthma is a serious lung disease affecting the quality of life for 26 million people in the U.S., including 7 million children. Low income and minority children are disproportionately affected by asthma, with Puerto Rican and non-Hispanic black children having the highest asthma rates. There are also significant racial and ethnic disparities in asthma outcomes (e.g. asthma control, quality of life, treatment and deaths). For instance, emergency department visits, hospitalizations and deaths are much higher among black children.

Program Name/Segment: "Golf"
Issue & Programs: Rotation
Issue Addressed: Skin Cancer
Date: January-March
Rotation Duration: 2x 60 Seconds

Gold courses are full of hazards. But one hazard you could miss is a spot on your skin, which could be skin cancer, including melanoma. The kind that kills one person every hour. Your best shot is to check for a spot. It's easy and it could be the save of a lifetime.

Program Name/Segment: "No Lost Cause"
Issue & Programs: Rotation

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Issue Addressed: Youth Villages

Date: January-March

Rotation Duration: 2x 60 Seconds

Youth Villages' counselors are on call 24/7. They help kids overcome emotional difficulties. They help parents find a job. Or beat addictions to drugs and alcohol. Since 1986, Youth Villages has helped more than 80,000 children from more than 20 states. Youth Villages has been recognized by national media, foundations and even the White House as a model for data-driven social innovation.

Program Name/Segment: "I'll Always Need You"

Issue & Programs: Rotation

Issue Addressed: Staying connected to your kids

Date: October-December

Rotation Duration: 2x 60 Seconds

No matter what age your kids are they will always count on you, stay close to your kids and stay connected.

Program Name/Segment: "Learn the Signs of Sports Concussion"

Issue & Programs: Rotation

Issue Addressed: Sports concussion

Date: October-December

Rotation Duration: 2x 60 Seconds

The American Academy of Neurology has new tools including free online safety courses to teach you the signs of concussions and what to do if an athlete gets a head injury during a game. If you suspect a player has a concussion remove the player from the game until the player is evaluated by someone trained in identifying concussions such as a Neurologist. Learn when it's time for a player to leave the game.

Program Name/Segment: "Faces of Influenza"

Issue & Programs: Rotation

Issue Addressed: Influenza

Date: October-December

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Rotation Duration: 2x 60 Seconds

Influenza vaccination is safe and health officials recommend everyone 6 months and older get vaccinated. It is the best way to help protect yourself and your family from contracting and spreading the flu.

Program Name/Segment: "You Never Know" English and Spanish

Issue & Programs: Rotation

Issue Addressed: Pool Safety

Date: October-December

Rotation Duration: 2x 60 Seconds

Adding multiple safety steps to your safe pool practices can mean the differences between a close call and a call to 911.

Program Name/Segment: "New Beginnings for injured Veterans" and "Helping Veterans and Families"

Issue & Programs: Rotation

Issue Addressed: Help for Paralyzed Veterans

Date: October-December

Rotation Duration: 2x 60 Seconds

For more information visit www.pva.org

Program Name/Segment: "Least Wanted", "Junior Scientists" and "Fear of the Unknown"

Issue & Programs: Rotation

Issue Addressed: National Pest Management

Date: October-December

Rotation Duration: 2x 60 Seconds

Learn how to protect yourself and your home from pests by getting the facts from www.pestworld.org

Program Name/Segment: "Be Active in Your Healthcare" and "Your Medicine: Be Smart, Be Safe"

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Issue & Programs: Rotation
Issue Addressed: Tips for better health
Date: October-December
Rotation Duration: 2x 60 Seconds

Be more involved in your own healthcare. Before your next medical appointment make a list of questions you may have for your doctor or nurse. Make a list of medications you are taking including over the counter medication and vitamins. Also write down the answers your doctors or nurse gives you.

Program Name/Segment: "Get The Benefits You Earned" and "Benefits For Those That Served"

Issue & Programs: Rotation

Issue Addressed: Helping our Veterans access the benefits they earned

Date: October-December

Rotation Duration: 2x 60 Seconds

VA and VOD have created e-benefits a website that is available 24/7 with access to Military and VA benefits. Sign up for an account at www.ebenefits.va.gov

Program Name/Segment: "Bald Tires", "Game Show" and "Tire Repair"

Issue & Programs: Rotation

Issue Addressed: Tire Safety

Date: October-December

Rotation Duration: 2x 60 Seconds

Visit www.betiresmart.org for tire safety.

Program Name/Segment: "College"

Issue & Programs: Rotation

Issue Addressed: How to prepare for college

Date: October-December

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Rotation Duration: 2x 60 Seconds
Visit www.knowhowtogo.org for tips on how to prepare yourself for college.

Program Name/Segment: "Feed The Pig"

Issue & Programs: Rotation

Issue Addressed: Financial literacy

Date: October-December

Rotation Duration: 2x 60 Seconds

Statistics demonstrate that Americans ages 25-34 have financial behaviors that tend toward debt accumulation, and this is happening during a period of milestone events such as getting married, having children and caring for aging parents. The Feed the Pig campaign aims to empower this group to take charge of their personal finances by living within their means and saving for long-term financial security.

Program Name/Segment: "Pep Talks"

Issue & Programs: Rotation

Issue Addressed: GED Achievement

Date: October-December

Rotation Duration: 2x 60 Seconds

Data shows that students who drop out of high school tend to earn less and have a lower quality of life. While they know they need to get their GED diploma, what they really need are simple directions on how to get started.

Program Name/Segment: "High School Dropout Prevention"

Issue & Programs: Rotation

Issue Addressed: High school student dropout

Date: October-December

Rotation Duration: 2x 60 Seconds

Each school day, 7,000 young men and women give up on their high school education and, in many cases, on themselves. The campaign's goal is to raise awareness of the dropout crisis and provide people with ways they can support teens in their community stay in school and graduate. The

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campaign also includes a component focused around the issue of student attendance.

Program Name/Segment: "Book People Unite"

Issue & Programs: Rotation

Issue Addressed: Reading

Date: October-December

Rotation Duration: 2x 60 Seconds

Research shows that success in school and life starts with literacy. When children become good readers in the early grades, they are more likely to become better learners throughout their school years and beyond. In an effort to communicate to parents the importance of reading to their school-aged children, the Ad Council teamed up with Reading is Fundamental (RIF), the nation's largest non-profit children's literacy organization to create a new national public service advertising campaign "Book People Unite"

Program Name/Segment: "A Mind Is A Terrible Thing To Waste"

Issue & Programs: Rotation

Issue Addressed: Supporting minority education

Date: October-December

Rotation Duration: 2x 60 Seconds

By highlighting the leadership and accomplishments of important African Americans, this campaign asks potential donors to consider the impact of minority education on their own lives. UNCF encourages all individuals to support educational opportunities for minority youth today so we do not miss out on the next big idea tomorrow, because, "a mind is a terrible thing to waste."

Program Name/Segment: "Adoption From Foster Care"

Issue & Programs: Rotation

Issue Addressed: Permanent homes for foster children

Date: October-December

Rotation Duration: 2x 60 Seconds

There are 104,000 children currently in the foster care system waiting for a family. This campaign aims to significantly increase the awareness of the

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urgent need for parents to provide loving, permanent homes for these children.

Program Name/Segment: "Together, let's help each other better care for ourselves and the ones we love"

Issue & Programs: Rotation

Issue Addressed: Caregiver assistance

Date: October-December

Rotation Duration: 2x 60 Seconds

In 2009, 42.1 million caregivers in the U.S. provided an estimated \$450 billion worth of unpaid care to aging relatives and friends. Approximately 3 out of 4 bomber caregivers describe the task of providing care to an older adult as difficult and many feel they need more help or information, but don't know where to turn for the support. This new campaign emphasizes the resources available and concludes with the tagline, "Together, let's help each other better care for ourselves and the ones we love."

Program Name/Segment: "Community Engagement"

Issue & Programs: Rotation

Issue Addressed: United Way

Date: October-December

Rotation Duration: 2x 60 Seconds

The Community Engagement campaign works to motivate and inspire people from all walks of life to get engaged and become a partner with United Way in the efforts to advance the common good.

Program Name/Segment: "Discovering Nature"

Issue & Programs: Rotation

Issue Addressed: Time children spend outdoors

Date: October-December

Rotation Duration: 2x 60 Seconds

The time U.S. children spend outdoors has declined 50% in the past 20 years. However, there are many benefits to kids who spend time out in nature. Time spent in nature gives kids the ability to explore, use their imaginations, and engage in unstructured and adventurous play. This

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campaign aims to inspire tween and their parents to discover the joy of exploring nature, develop a love for the land and ultimately to understand the importance of conservation.

Program Name/Segment: "Saving Energy Saves You Money"

Issue & Programs: Rotation

Issue Addressed: Energy Efficiency

Date: October-December

Rotation Duration: 2x 60 Seconds

Energy use is on the rise around the world. The Energy Efficiency campaign aims to reach practical homeowners who are looking for ways to save money and demonstrate the long term savings of energy efficient actions in the home. The campaign calls out that "Saving Energy Saves You Money" and directs viewers to EnergySaver.gov to find energy efficient actions they can take in their homes.

Program Name/Segment: "Fatherhood Involvement"

Issue & Programs: Rotation

Issue Addressed: Importance of a father in a child's life

Date: October-December

Rotation Duration: 2x 60 Seconds

Eighty-Six percent of dads spend more time with their children today than their own fathers did with them. However, a majority of dads (7 out of 10) also reported that they could use tips on how to be a better parent. The campaign communicates to fathers that their presence is essential to their children's well-being and encourage dads to play an active role in their children's lives.

Program Name/Segment: "Foreclosure Rescue Scam Prevention"

Issue & Programs: Rotation

Issue Addressed: Home foreclosure

Date: October-December

Rotation Duration: 2x 60 Seconds

An estimated 4 million home are at imminent risk of foreclosure this year. The problem is no longer confined to certain populations or

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neighborhoods, but will affect all of us-either directly or indirectly-regardless of community, ethnicity, and income level. With economical downturn, embarrassment is no longer the biggest barrier that homeowners face-clear direction on where to go for help is.

Program Name/Segment: "Feeding America"

Issue & Programs: Rotation

Issue Addressed: Hunger prevention

Date: October-December

Rotation Duration: 2x 60 Seconds

Hunger is a reality for 1 in 6 Americans, including millions of children, seniors and working families. Yet even with the recent economic downturn, many people still separate themselves from the domestic hunger issue with inaccurate stereotypes. Combating stereotypes about who is hungry in America, these PSAs highlight the fact that hunger is closer than we all think, but fortunately, so is the solution.

Program Name/Segment: "Making Home Affordable"

Issue & Programs: Rotation

Issue Addressed: Resources for struggling homeowners

Date: October-December

Rotation Duration: 2x 60 Seconds

Nearly 4 million Americans are more than 60 days behind on their mortgage, and countless others are only a paycheck away from missing a mortgage payment. The campaign directs homeowners to the program website, Making Home Affordable.gov an online resource for struggling homeowners to learn about options other than foreclosure.

Program Name/Segment: "Save The Children"

Issue & Programs: Rotation

Issue Addressed: Newborn and child survival

Date: October-December

Rotation Duration: 2x 60 Seconds

Every year, around 7 million children in the developing world die of largely preventable or treatable illnesses before reaching age five. These

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children live in marginalized areas which lack access to complete healthcare. The bridge to such care is the local health worker, who is selected from within the community and trained to assess, classify, and treat, or refer children with signs of infection, disease, and other life-threatening conditions. By providing support to these workers, Americans can become part of the solution to newborn and child survival in the developing world.

Program Name/Segment: "The Shelter Pet Project"

Issue & Programs: Rotation

Issue Addressed: Shelter pet adoption

Date: October-December

Rotation Duration: 2x 60 Seconds

Pet adoption has increased since 2009, despite adverse economic conditions. The percentage of dogs and cats in homes who were adopted from shelters and rescue groups has risen from 27% to 29% in the last two years, while the number of healthy and treatable pets losing their lives for lack of a home had dropped from 3 million to 2.7 million. Bringing that number all the way to zero is the goal of "The Shelter Pet Project," which aims to encourage millions of pet lovers to make shelters the first choice and desired way for acquiring companion animals.

Program Name/Segment: "Wildfire Prevention"

Issue & Programs: Rotation

Issue Addressed: Wildfire prevention

Date: October-December

Rotation Duration: 2x 60 Seconds

The principal causes of human-caused wildfires are unattended campfires, trash burning on windy days, improperly discarding BBQ coals, and equipment operated without arrestors. This campaign is designed to increase public awareness and prevention of wildfires by asking people to take personal responsibility for practicing good fire safety habits and speaking up if they see someone in danger of causing a wildfire.

Program Name/Segment: "Autism Speaks"

Issue & Programs: Rotation

Issue Addressed: Autism awareness

Date: October-December

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Rotation Duration: 2x 60 Seconds

Autism is the nation's fastest-growing serious developmental disorder, with 1 in 88 children diagnosed each year. This campaign aims to raise awareness of and increase parental knowledge about autism, and to empower parents to take action if their child is not meeting certain developmental milestones.

Program Name/Segment: "Childhood Asthma"

Issue & Programs: Rotation

Issue Addressed: Childhood asthma

Date: October-December

Rotation Duration: 2x 60 Seconds

Nearly 13 million American children miss school days each year due to asthma. The campaign encourages parents to learn simple tips on how to eliminate asthma triggers and prevent asthma attacks by visiting NoAttacks.org

Program Name/Segment: "search We Can! online"

Issue & Programs: Rotation

Issue Addressed: Childhood obesity prevention

Date: October-December

Rotation Duration: 2x 60 Seconds

Today, nearly 1 in 3 children in America are overweight or obese, and overweight youth are at greater risk for numerous health consequences. A series of PSAs encourages American families everywhere to learn to stay healthy by making family time healthy time.

Program Name/Segment: "Children's Oral Health"

Issue & Programs: Rotation

Issue Addressed: Importance of a child's oral health

Date: October-December

Rotation Duration: 2x 60 Seconds

Dental decay is the single most common chronic disease of childhood, with 16.5 million children suffering from untreated tooth decay. The mouth is

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the gateway to a person's overall health and an unhealthy mouth can be associated with obesity, diabetes and even heart disease. The Children's Oral Health campaign aims to improve children's oral health by educating parents and caregivers about behaviors through simple, low-cost, preventive strategies.

Program Name/Segment: "Food Safe Families"

Issue & Programs: Rotation

Issue Addressed: Food Safety Education

Date: October-December

Rotation Duration: 2x 60 Seconds

The Centers for Disease Control and Prevention (CDC) estimates that 48 million Americans (1 in 6) will get food poisoning each year, resulting in roughly 128,000 hospitalizations and 3,000 deaths. The English and Spanish Food Safe Families PSAs feature specific food handling steps, communicate the risk of food poisoning, and encourage parents and caregivers to help protect their families from food poisoning by checking their food safety steps at FoodSafety.gov.

Program Name/Segment: "Stroke Awareness"

Issue & Programs: Rotation

Issue Addressed: Stroke awareness

Date: October-December

Rotation Duration: 2x 60 Seconds

The goal of this PSA campaign is to increase immediate stroke recognition and response (call 9-1-1) among potential victims and bystanders by showing the many things body language can tell a person, such as the often subtle signs of a stroke. The campaign uses the acronym F.A.S.T. (F=Face drooping, A=Arm weakness, S=Speech difficulty, T=Time to call 911) to educate audiences on the importance of recognizing and calling 9-1-1 at the first signs of a stroke.

Program Name/Segment: "Unplanned Pregnancy Prevention"

Issue & Programs: Rotation

Issue Addressed: Unplanned pregnancy

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Date: October-December

Rotation Duration: 2x 60 Seconds

Young unmarried women in the United States ages 18-29 report that more than 7 in 10 of their pregnancies are unplanned-one of the highest levels in the entire developed world. The significant consequences of unplanned pregnancy include fewer opportunities to complete education or achieve other life goals; more health risks for mother and child; lower likelihood of stable families; and higher likelihood of poverty. This campaign aims to reduce high rates of unplanned pregnancy in the U.S. by encouraging unmarried young women (18 to 24) to find the best method of birth control for them, and use it more carefully and consistently.

Program Name/Segment: "Veteran's Mental Health"

Issue & Programs: Rotation

Issue Addressed: Decrease depression and PTSD

Date: October-December

Rotation Duration: 2x 60 Seconds

The mental health consequences of combat threaten to overwhelm a new generation of veterans. This campaign targets the 2.5 million veterans who have served, or are serving, in Iraq and Afghanistan. The campaign is designed to decrease the depression and PTSD-related outcomes by offering an online community for veterans where they can share experiences in a safe forum and access critical resources to ease the transition home.

Program Name/Segment: "Buzzed Driving"

Issue & Programs: Rotation

Issue Addressed: Buzzed driving prevention

Date: October-December

Rotation Duration: 2x 60 Seconds

Many people believe that their driving is not impaired if they only consume a few drinks. In 2010, over 10,000 people were killed in alcohol-related crashes with a driver having a BAC of .08 or higher. The purpose of this campaign is to inspire dialogue on and recognition of the dangers of "buzzed driving."

Program Name/Segment: "Bullying Prevention"

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Issue & Programs: Rotation

Issue Addressed: Bullying

Date: October-December

Rotation Duration: 2x 60 Seconds

More than 80% of high school students in the U.S. report that they witness bullying at least once a week. Research shows that when parents talk to their kids about bullying, their children are more likely to take action to stop bullying. The objective of this campaign is to raise awareness about the seriousness of bullying, and encourage parents to talk to their children about the safe steps they can take to be more than a bystander in a bullying situation, like tell a trusted adult or help the person being bullied get away from the situation.

Program Name/Segment: "Child Passenger Safety"

Issue & Programs: Rotation

Issue Addressed: Child passenger safety

Date: October-December

Rotation Duration: 2x 60 Seconds

In 2010, on average, almost 2 children (age 12 and younger in a passenger vehicle) were killed and 325 children were injured in motor vehicle traffic crashes each day. The fatality rate could be reduced by about half if the correct child safety seats were always used. This new campaign urges parents and caregivers to make sure they have their child in the right car seat.

Program Name/Segment: "Dating Abuse Prevention"

Issue & Programs: Rotation

Issue Addressed: Teen dating abuse

Date: October-December

Rotation Duration: 2x 60 Seconds

Unfortunately, many teens experience abuse and violence in their young relationships, and digital dating abuse is increasingly becoming a serious problem unique to this millennial generation of teens. In an effort to prevent teen dating abuse, this campaign helps teens acknowledge that controlling behavior online or by cell phone can be forms of abuse and encourages teens to draw their own line about is, or is not, acceptable relationship behavior.

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Program Name/Segment: "The Ready Campaign"

Issue & Programs: Rotation

Issue Addressed: Emergency preparedness

Date: October-December

Rotation Duration: 2x 60 Seconds

The Ready Campaign recommends taking four steps toward preparedness: 1) get an emergency supply kit; 2) make a family emergency plan, 3) be informed about the different types of emergencies that could occur and their preparedness.

Program Name/Segment: "The Ready Business Campaign"

Issue & Programs: Rotation

Issue Addressed: Emergency preparedness-Business

Date: October-December

Rotation Duration: 2x 60 Seconds

The Ready Business Campaign encourages small business owners and managers to reduce their risk of losing their business after a disaster by taking steps to prepare and plan for an emergency.

Program Name/Segment: "Gay and Lesbian Bullying Prevention"

Issue & Programs: Rotation

Issue Addressed: Gay and Lesbian Bullying Prevention

Date: October-December

Rotation Duration: 2x 60 Seconds

The campaign's goal is to reduce and prevent the use of homophobic language in an effort to create a more positive environment for lesbian, gay, bisexual and transgender (LGBT) teens. The PSAs are designed to raise awareness among straight teens about the prevalence and consequences of anti-LGBT bias and behavior in America's schools.

Program Name/Segment: "Hurricane Sandy Relief"

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Issue & Programs: Rotation
Issue Addressed: Hurricane Sandy relief
Date: October-December
Rotation Duration: 2x 60 Seconds

In response to the devastation brought by Hurricane Sandy, the Ad Council launched a campaign to encourage Americans to make financial contributions to organizations conducting relief operations.

Program Name/Segment: "Texting and Driving Prevention"

Issue & Programs: Rotation
Issue Addressed: Texting and driving prevention
Date: October-December
Rotation Duration: 2x 60 Seconds

Eighty-two percent of young adult drivers (16-24) have read a standard text message while driving. Young adults live in a connected world where multitasking is the norm. This manifests in the car where they recognize texting and driving is dangerous, but do it anyway. The PSAs communicate to teens and young adults that when you text and drive, you are not multitasking, but essentially driving blind. By taking your eyes off the road, even for a few seconds, you are making the road less safe for you, your passengers, and other drivers.

Program Name/Segment: "Fire Adapted"

Issue & Programs: Rotation
Issue Addressed: Wildfire preparedness
Date: October-December
Rotation Duration: 2x 60 Seconds

Nearly 70,000 communities nationwide are near or within a fire-prone ecosystem. For many of these communities wildfire is not a matter of if, but when. This campaign encourages residents nationwide to prepare their homes and communities in advance for the inevitable event of wildfire.

Public Affairs Programming Log

Station Call Letters: KFYZ-FM
 2nd Quarter 2014 April
 Prepared By: Keith Royer

Program Name/Segment "In The Public Interest"	Date 4-6-14 Time 6:00am Duration 30 mins	Program Format/Content Description – Please Be Specific- Interviewed executive director of the Art Career Day conference. The even is a free conference with professional artists who give talks and discussion sessions with teens pursuing careers in the arts sector.
Issue Addressed- Community Arts Program		
Program Name/Segment "In The Public Interest"	Date 4-13-14 Time 6:00am Duration 30 mins	Program Format/Content Description – Please Be Specific Interviewed CEO from Earl Warren Showgrounds about this year's Santa Barbara Fair and Expo. Discussed several features of the fair, including how the California state budget cuts affected this year's fair.
Issue Addressed- Community Events		
Program Name/Segment "In The Public Interest"	Date 4-20-14 Time 6:00am Duration 30 mins	Program Format/Content Description – Please Be Specific Interviewed committee members of the Women's Lit Fest, which showcases women writers who are either well-known established writers or just beginning on that career path. Attendees are given the opportunity to interact with authors.
Issue Addressed- Community Education		

Public Affairs Programming Log

Station Call Letters: **KFYZ-FM**
 2nd Quarter 2014 April
 Prepared By: **Keith Royer**

Program Name/Segment "In The Public Interest"	Date 4-27-14 Time 6:00 am Duration 30 mins	Program Format/Content Description – Please Be Specific Interviewed representative from Santa Barbara County Teddy Bear Cancer Foundation about their upcoming fundraising event. The Santa Barbara Teddy Bear Cancer Foundation is a non-profit organization that provides financial and emotional support to families of children diagnosed with cancer.
Issue Addressed- Community Health Event		
Program Name/Segment "In The Public Interest"	Date Time Duration 30 mins	Program Format/Content Description – Please Be Specific
Issue Addressed-		
Program Name/Segment	Date Time 6:00 am Duration 30 mins	Program Format/Content Description – Please Be Specific
Issue Addressed-		

Public Affairs Programming Log

Station Call Letters: KFYZ-FM
 2nd Quarter 2014 May
 Prepared By: Keith Royer

Program Name/Segment "In The Public Interest"	Date 5-4-14 Time 6:00am Duration 30 mins	Program Format/Content Description – Please Be Specific- Interviewed Santa Barbara Mayor about city council agenda and discussed the drought and how to best conserve water resources.
Issue Addressed- Community Utilities/Services		
Program Name/Segment "In The Public Interest"	Date 5-11-14 Time 6:00am Duration 30 mins	Program Format/Content Description – Please Be Specific Interviewed representatives from the Lompoc Valley Parks, recreation and pool foundation. Discussed the new motor park for children and associates safety issues.
Issue Addressed- Community Parks/Rec Programs		
Program Name/Segment "In The Public Interest"	Date 5-18-14 Time 6:00am Duration 30 mins	Program Format/Content Description – Please Be Specific Interviewed the executive director of the Children’s Creative Project about various programs the organization provides to area schools. Also discusses the upcoming I Mondonnari fundraising event.
Issue Addressed- Community Arts Programs		

Public Affairs Programming Log

Station Call Letters: KFYZ-FM
 2nd Quarter 2014 May
 Prepared By: Keith Royer

Program Name/Segment "In The Public Interest"	Date 5-25-14 Time 6:00 am Duration 30 mins	Program Format/Content Description – Please Be Specific Interviewed representatives from Santa Barbara County Pierre Claeysens Veteran Foundation about what the organization does for vets and about several events presented by PCVF, including the Memorial Day tribute in Santa Barbara.
Program Name/Segment "In The Public Interest"	Date Time Duration 30 mins	Program Format/Content Description – Please Be Specific
Issue Addressed- Veteran's Foundation		
Program Name/Segment Issue Addressed-	Date Time 6:00 am Duration 30 mins	Program Format/Content Description – Please Be Specific

Public Affairs Programming Log

**Station Call Letters: KFYZ-FM
2nd Quarter 2014 June
Prepared By: Keith Royer**

Program Name/Segment "In The Public Interest"	Date 6-1-14 Time 6:00am Duration 30 mins	Program Format/Content Description – Please Be Specific-
Issue Addressed- Community Social/Services		Interviewed executive director/board president of New Beginnings Counseling Center. New Beginning is a non-profit organization offering various types of counseling as well as overnight parking for individuals/families living in their vehicles.
Program Name/Segment "In The Public Interest"	Date 6-8-14 Time 6:00am Duration 30 mins	Program Format/Content Description – Please Be Specific Interview with two experts in the field of psychology. Discussion centered on how the Santa Barbara community as a whole can cope, recover and move on after the tragic Isla Vista shootings.
Issue Addressed- Community Mental Health		
Program Name/Segment "In The Public Interest"	Date 6-15-14 Time 6:00am Duration 30 mins	Program Format/Content Description – Please Be Specific Interviewed executive director of "Adventures In Caring," a non-profit that preserves the human element in health care. Discussed how to care for caregivers.
Issue Addressed- Community Arts Programs		

Public Affairs Programming Log

**Station Call Letters: KFYZ-FM
2nd Quarter 2014 June
Prepared By: Keith Royer**

<p>Program Name/Segment "In The Public Interest"</p>	<p>Date 6-22-14 Time 6:00 am Duration 30 mins</p>	<p>Program Format/Content Description – Please Be Specific</p>
<p>Issue Addressed- Community Youth Programs</p>		<p>Interviewed Kiwanis Club president about various programs for youth offered and supported by KC. Also covered how to join or donate to Kawanis Club activities, including their annual pancake breakfast that takes place during Fiesta.</p>
<p>Program Name/Segment "In The Public Interest"</p>	<p>Date 6-29-14 Time 6:00 am Duration 30 mins</p>	<p>Program Format/Content Description – Please Be Specific</p>
<p>Issue Addressed- Community Arts Programs</p>		<p>Interviewed director and president of the Inner Light Choir. Discussed the origins of ILC in Santa Barbara and the many events they present throughout the year. Also discussed the national television show the choir will be featured on this fall.</p>
<p>Program Name/Segment</p>	<p>Date</p>	<p>Program Format/Content Description – Please Be Specific</p>
<p>Issue Addressed-</p>	<p>Time 6:00 am Duration 30 mins</p>	

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Public Service Announcements:

Program Name/Segment: "Wounded Warrior Project 2014"

Issue & Programs: Rotation

Issue Addressed: Supporting Wounded Veterans

Date: July-September

Rotation Duration: 2x 60 Seconds

Wounded Warriors is a nonprofit organization dedicated to supporting military service members as they heal from the wounds of war. Many are faced with severe, life-changing injuries, and even as they return home to their families and friends, the mission to recover has just begun. WWP is here to assist them in every phase of their recovery.

Program Name/Segment: "Commitments"

Issue & Programs: Rotation

Issue Addressed: Veterans Crisis Line

Date: July-September

Rotation Duration: 2x 60 Seconds

The Veterans Crisis Line connects Veterans in crisis and their families and friends with qualified, caring responders through a confidential toll-free hotline, online-chat, and text-messaging service. Raising awareness of this resource among the families and friends of Veterans and service members will help them access the care they deserve.

Program Name/Segment: "Chances Are Someone You Know has Crohn's Or Colitis"

Issue & Programs: Rotation

Issue Addressed: Crohn's & Colitis

Date: July-September

Rotation Duration: 2x 60 Seconds

Nearly one in 200 Americans suffer from Inflammatory Bowel Diseases (IBD). The Crohn's & Colitis Foundation of America was created to help those with IBD cope and to find a cure.

Program Name/Segment: "Because of you, there is St. Jude."

Issue & Programs: Rotation

Issue Addressed: St. Jude Children's Research Hospital

Date: July-September

Rotation Duration: 2x 60 Seconds

St. Jude is leading the way the world understands, treats and defeats childhood cancer. Families never receive a bill from St. Jude for treatment, travel, housing and food because all a family should worry about is helping their child live. St. Jude is working to drive the overall survival rate for childhood cancer to 90% in the next decade.

Program Name/Segment: "Start Your Adventure."

Issue & Programs: Rotation

Issue Addressed: Air Force Reserve

Date: July-September

Rotation Duration: 2x 60 Seconds

The servicemen and women of the Air Force Reserve come from your community and communities all across America. This latest message highlights the many adventures they experience while serving to protect our great nation.

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Program Name/Segment: "We're More Than You Know. We're A Cause."

Issue & Programs: Rotation

Issue Addressed: The YMCA

Date: July-September

Rotation Duration: 2x 60 Seconds

Each year, the YMCA reaches millions of adults and youth – many living in underserved communities – with programs and resources designed to nurture the potential of every child and teen, improve the nation's health and well-being, and encourage individuals to give back and support their neighbors.

Program Name/Segment: "Finally, the real refinancing help your community has been waiting for."

Issue & Programs: Rotation

Issue Addressed: Mortgage Refinancing

Date: July-September

Rotation Duration: 2x 60 Seconds

You've probably heard about mortgage refinancing assistance for people in grave danger of losing their homes during the recent financial downturn. But what about the millions who have stayed current on mortgages even though their homes are no longer worth what they originally paid? Many are eligible for government-backed refinancing, but don't know it. If your mortgage is owned by Fannie Mae or Freddie Mac, there is a way to qualify for refinancing. Go to HARP.gov for more information.

Program Name/Segment: "You Don't Have To Be Perfect To Be A Perfect Parent."

Issue & Programs: Rotation

Issue Addressed: Adoption from Foster Care

Date: July-September

Rotation Duration: 2x 60 Seconds

There are nearly 400,000 children in foster care in the United States of America. Of those children, nearly 102,000 are waiting to be adopted and more than 30% are older youth between the ages of 11 and 17. Please email AdoptUSKids.org for more information.

Program Name/Segment: "Going In For Surgery? Don't Just Lie There."

Issue & Programs: Rotation

Issue Addressed: Surgeries

Date: July-September

Rotation Duration: 2x 60 Seconds

The safest, most successful surgeries happen when physicians and patients team up as active partners. Which means plenty of candid questions and answers from each. Bone up on patient safety at orthoinfo.org/patient-safety.

Program Name/Segment: "Make More Teach."

Issue & Programs: Rotation

Issue Addressed: Teacher recruitment

Date: July-September

Rotation Duration: 2x 60 Seconds

Did you know 1.7 MM public school teachers are eligible to retire in the next 10 years – that's 50% of teachers. A slight improvement in teacher quality would produce over \$400,000 in added future earnings for a class of 20 each year. Make your words echo in the future. For more information email Teach.org.

Program Name/Segment: "Discover the Forest!"

Issue & Programs: Rotation

Issue Addressed: Discovering Nature

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Date: July-September

Rotation Duration: 2x 60 Seconds

The forest is a magical place to explore with your family. Rio's Blue and his blue macaw family, are helping to re-connect kids with nature by encouraging families to appreciate the forest and explore all the wonder it has to offer – like crystal clear waters, fresh air, flora and fauna, and hope that once children experience the wonder of nature, they too will want to join them in their journey to the forest. Visit DiscoverTheForest.org to find a forest near you.

Program Name/Segment: "He Won't Hear What You Don't Play!"

Issue & Programs: Rotation

Issue Addressed: Selective Service

Date: July-September

Rotation Duration: 2x 60 Seconds

Did you know that all young men must register with the Selective Service System within 30 days of their 18th birthday? It's a good thing to know. Because those who don't register aren't eligible for student aid, federal jobs, or job training programs. They also can't obtain a driver's license in most states. Just visit sss.gov on your computer or smart phone. It only takes about 30 seconds. It's quick. It's easy. It's the law.

Program Name/Segment: "Doing The Most Good"

Issue & Programs: Rotation

Issue Addressed: The Salvation Army

Date: July-September

Rotation Duration: 2x 60 Seconds

Now more than ever, The Salvation Army is committed to DOING THE MOST GOOD with your contribution of money, time, and resources. The Salvation Army is able to assist millions of people with the generosity of those who donate. For more information e-mail radio@uss.salvation.org

Program Name/Segment: "Communities In Schools"

Issue & Programs: Rotation

Issue Addressed: Help Kids Succeed In School.

Date: July-September

Rotation Duration: 2x 60 Seconds

Every 26 seconds, a young person in America drops out of school. At Communities in Schools, we are changing the picture of education in America for more than 1.3 million kids every year. We do this by keeping kids in school, doing whatever it takes to eliminate barriers, and never giving up on anyone. Learn more at CommunitiesInSchools.org

Program Name/Segment: "SCORE, For The Life Of Your Business."

Issue & Programs: Rotation

Issue Addressed: Aspiring Entrepreneurs

Date: July-September

Rotation Duration: 2x 60 Seconds

As SCORE gets ready to celebrate 50 years of helping small businesses start, grow and succeed, we are asking you to help us let others know about the free and valuable help they can get. SCORE has helped more than 10 million aspiring entrepreneurs and small business owners through free business advice and workshops. Get your free business mentor at score.org.

Program Name/Segment: "Science Project"

Issue & Programs: Rotation

Issue Addressed: Science, Technology, Engineering & Math

Date: July-September

Rotation Duration: 2x 60 Seconds

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Gets kids interested in science, technology, engineering and mathematics early on, and they'll be more than likely to pursue STEM careers later in life. Bring more great minds into the sciences, Create more doctors, physicists, engineers and nurses. Make the world a better place.

Program Name/Segment: "March of Dimes"

Issue & Programs: Rotation

Issue Addressed: Death due to preterm birth

Date: July-September

Rotation Duration: 2x 60 Seconds

More than 1 million babies around the world die every year due to preterm birth. That's why the March of Dimes continues to support research to find the causes of preterm birth and birth defects and develop ways to prevent them. It's why we're educating moms about how they can reduce their risk and get the services they need to have a healthy baby. We need your help to raise the public's awareness of these issues and bring more babies home healthy.

Program Name/Segment: "Toys For Tots"

Issue & Programs: Rotation

Issue Addressed: Every Child Deserves A Toy.

Date: July-September

Rotation Duration: 2x 60 Seconds

Marines have been collecting and delivering toys to children for over 65 years, Help the kids in your community and support the Marines who serve our nation

Program Name/Segment: "Practical Polly's Lessons in Lard"

Issue & Programs: Rotation

Issue Addressed: Help Consumers Learn More About Best Fats For Heart Health

Date: July-September

Rotation Duration: 2x 60 Seconds

The American Heart Association's national education campaign, Face the Facts, is aimed at helping consumers understand the different types of dietary fats and make heart-healthy choices. By encouraging replacement of trans and saturated fat with fats that are better for you –monounsaturated and polyunsaturated.

Program Name/Segment: "Man Vs Train"

Issue & Programs: Rotation

Issue Addressed: " Raising Awareness of the Risks of Walking or Driving Near Train Tracks"

Date: July-September

Rotation Duration: 2x 60 Seconds

About every 3 hours, a person or vehicle is hit by a train as a result of unsafe behavior around railroad tracks. Part of what makes this so tragic is that almost all of these deaths are preventable. People often just don't realize how dangerous it is to walk on the train tracks, try to beat a train at a grade crossing, or how long it takes a train to stop. Operation Lifesaver is launching a campaign to raise awareness of the dangers of walking or driving near train tracks..

Program Name/Segment: "Toys For Tots"

Issue & Programs: Rotation

Issue Addressed: Every Child Deserves A Toy.

Date: July-September

Rotation Duration: 2x 60 Seconds

Marines have been collecting and delivering toys to children for over 65 years, Help the kids in your community and support the Marines who serve our nation.

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Program Name/Segment: "Questions"

Issue & Programs: Rotation

Issue Addressed: Alzheimer's

Date: July-September

Rotation Duration: 2x 60 Seconds

1 in 8 Americans has Alzheimer's disease, but they aren't the only ones affected. 15 million family members provide the majority of in-home care for their loved ones with Alzheimer's and other dementias. How do we get a diagnosis and what are the stages of the disease are just a few questions often asked. The answers start here. For more information log onto alzheimers.gov.

Program Name/Segment: "Circles"

Issue & Programs: Rotation

Issue Addressed: Mortgage Refinancing

Date: July-September

Rotation Duration: 2x 60 Seconds

You've probably heard about mortgage refinancing assistance for people in grave danger of losing their homes during the recent financial downturn. But what about the millions who have stayed current on Fannie Mae or Freddie Mac-owned mortgages even though their homes are no longer worth what they originally paid? Thanks to changes in the Home Affordable Refinance Program, or HARP, close to two million are eligible for this government-backed refinancing.

Program Name/Segment: "Welcome Home The Brave"

Issue & Programs: Rotation

Issue Addressed: Wounded Veterans

Date: July-September

Rotation Duration: 2x 60 Seconds

Wounded Warrior Project is a nonprofit organization dedicated to supporting military service members as they heal from the wounds of war. WWP is here to assist them.

Program Name/Segment: "Voices Of Meningitis"

Issue & Programs: Rotation

Issue Addressed: Meningitis

Date: July-September

Rotation Duration: 2x 60 Seconds

Meningococcal disease is the result of a rare, but serious bacterial infection. The disease can be difficult to recognize, especially in the beginning, because symptoms can be very similar to those of common viral illnesses, such as the flu. Voices of Meningitis is aimed at raising awareness among parents about the serious consequences of meningococcal disease and how to help prevent the disease

Program Name/Segment: "Because of you, there is St. Jude."

Issue & Programs: Rotation

Issue Addressed: Assisting families whose children have cancer.

Date: July-September

Rotation Duration: 2x 60 Seconds

"Your child has cancer." Four words no parent wants to hear. Unfortunately, it's still a reality for too many families. St. Jude has the best survival rates for some of the most difficult childhood cancers. Because of you, there is St. Jude Children's Research Hospital and families never have to pay St. Jude anything.

Program Name/Segment: "We're More Than You Know. We're A Cause."

Issue & Programs: Rotation

Issue Addressed: The Y. So Much More

Date: July-September

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Station Call Letters: KFYZ, KSBL, KTMS, KTYD Public Affairs Log – Public Service Announcements 3rd Quarter 2014

Prepared By: Marissa Garcia

Rotation Duration: 2x 60 Seconds

Each year, the YMCA reaches millions of adults and youth – many living in underserved communities – with programs and resources designed to nurture the potential of every child and teen, improve the nation's health and well-being, and encourage individuals to give back and support their neighbors.

Program Name/Segment: "Crohn's & Colitis"

Issue & Programs: Rotation

Issue Addressed: Crohn's & Colitis Disease

Date: July-September

Rotation Duration: 2x 60 Seconds

Nearly one in 200 Americans suffers from inflammatory Bowel Diseases, and it can affect anyone-children, teenagers, adults, men and women alike. The Crohn's & Colitis Foundation of America was created to help those with IBD cope and to find a cure.

Program Name/Segment: "National Recovery Month"

Issue & Programs: Rotation

Issue Addressed: Mental and Substance Use Disorders

Date: July-September

Rotation Duration: 2x 60 Seconds

Mental and Substance use disorders, also known as behavioral health conditions, affect millions of Americans each year. According to the Substance Abuse and Mental Health Services, approximately 43.7 million adults aged 18 years or older had a mental illness in the past year, and approximately 22 million people aged 12 years or older were classified with substance dependence or abuse in the past year. We are here to educate the public and encourage individuals in need to seek help. For more information visit www.samhsa.gov/treatment.

Programs Name/Segment: "Al-Anon Family Groups"

Issue & Programs: Rotation

Issue Addressed: Family or friend affected by someone else's drinking.

Date: July-September

Rotation Duration: 2x 60 Seconds

There are 18 million alcoholics in the U.S., according to the Substance Abuse and Mental Health Services. Each of these 18 million alcoholics disrupts the lives of at least four other people, according to commonly accepted health-care provider estimates.

Al-Anon Family Groups find help in dealing with the effects of alcoholism. They will share ways of coping that have helped give them peace of mind.

Program Name/Segment: "Just the Facts: For Young Men Turning 18."

Issue & Programs: Rotation

Issue Addressed: Selective Service System

Date: July-September

Rotation Duration: 2x 60 Seconds

Men, citizens and non-citizens, living in America must register with the Selective Service System within 30 days of their 18th birthday, it's the law!

Program Name/Segment: "Shelter Pet Adoption"

Issue & Programs: Rotation

Issue Addressed: Adopting A Pet

Date: July-September

Rotation Duration: 2x 60 Seconds

Each year, approximately 3-4 million pets are adopted. 29 percent of dogs and 33 percent of cats are adopted from shelters or rescue groups each year, and encouraging statistics show that euthanasia of shelter pets is down 12% since 2009. However, 2.7 millions healthy and treatable pets still need our help to find a home each year.

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Program Name/Segment: "Discover The Forest"

Issue & Programs: Rotation
Issue Addressed: Encouraging families to get back outdoors
Date: July-September
Rotation Duration: 2x 60 Seconds

Time spent in nature gives children the ability to explore and engage in unstructured and adventurous play, and encourages imagination and discovery. Nature also gives families a place where they can escape from the daily routine, unplug, and re-connect with each other in the great outdoors.

Program Name/Segment: "Vietnam Veterans: Welcome Home"

Issue & Programs: Rotation
Issue Addressed: Vietnam Vets
Date: July-September
Rotation Duration: 2x 60 Seconds

Americans owe a debt of gratitude to all Veterans of the U.S. armed forces. Unfortunately, too many Vietnam War Veterans returned from service with little thanks or fanfare. Now, more than ever, Vietnam Veterans need to know we welcome them home and here to support them.

Program Name/Segment: "Green Is Good"

Issue & Programs: Rotation
Issue Addressed: Recycling
Rotation Duration: 2x 60 Seconds

By replacing just one light in each U.S. home with an energy efficient or fixture, together we would save enough energy to light about 3 million homes for a full year. Each time we recycle a three foot stack of newspaper, it saves a tree. These are just a few of the things we can do to go green.

Program Name/Segment: "Tips From Former Smokers"

Issue & Programs: Rotation
Issue Addressed: Effects of Smoking
Rotation Duration: 2x 60 Seconds

Here are a couple of stories from real people struggling to deal with the effects of smoking. "Tiffany" features a mother who quit smoking because of her 16-year-old daughter. "Jessica" tells the story of a mother whose son's severe asthma was triggered by exposure to secondhand smoke. Many Americans do not understand the full extent of the health damage that smoking can cause.

Program Name/Segment: "F.A.S.T."

Issue & Programs: Rotation
Issue Addressed: Spot a stroke F.A.S.T.
Rotation Duration: 2x 60 Seconds

Face drooping, Arm weakness, Speech difficulty, Time to call 911. Stroke is the No. 4 cause of death and No. 1 cause of long term disability in the United States. More than one third of Americans cannot identify a single warning sign of Stroke. Spot a stroke F.A.S.T.

Program Name/Segment: "Out of the Shadows"

Issue & Programs: Rotation
Issue Addressed: Trafficking of children, women and men
Rotation Duration: 2x 60 Seconds

Trafficking is often hidden in plain sight – even in our communities. Each year millions of men, women and children are trafficked for sexual or labor exploitation worldwide, including in the

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United States. But together we can stop it. By increasing public awareness, more people will report suspected human trafficking to law enforcement authorities.

Program Name/Segment: "Buzzed Driving Prevention"

Issue & Program: Rotation

Issue Addressed: Buzzed Driving

Rotation Duration: 2x 60 Seconds

Deaths in crashes involving drunk drivers have increased over the years. It seems that many people were doing their part to put a stop to this completely preventable epidemic. But over time it seems that "buzzed" driving has increased. Friends Don't Let Friends Drive Drunk campaign have personally intervened to stop someone from driving drunk, no doubt saving countless lives.

Program Name/Segment: "It Can Happen Sooner Than You Think"

Issue & Program: Rotation

Issue Addressed: Spaying or Neutering your pet

Rotation Duration: 2x 60 Seconds

Did you know the number 4 can save thousands of lives in your community? That's right, remembering the number 4 can help prevent thousands of dogs and cats from being killed in shelters. You see, more than 70,000 puppies and kittens are born every day. Get your pet fixed at 4 months. It can be old enough for them to get pregnant and it's definitely young enough to make a difference.

Program Name/Segment: "Tanning Doesn't Make You"

Issue & Program: Rotation

Issue Addressed: Skin Cancer

Rotation Duration: 2x 60 seconds

Tanning doesn't make you more beautiful. Tanning can cause wrinkles, age spots, and even melanoma, the cancer that kills one person every hour.

Program Name/Segment: "100 Years"

Issue & Program: Rotation

Issue Addressed: Ovarian, Prostate, breast and lung and colorectal cancers

Rotation Duration: 2x 60 seconds

These cancers can be detected early, when they are most treatable. By knowing the signs and symptoms or getting screened. November 4, 2014 marks the third annual International Day of Radiology, when medical imaging professionals across the globe will highlight their commitment to improving patient care and safety as it relates to radiologic procedures and treatments.

Program Name/Segment: "Our Home"

Issue & Program: Rotation

Issue Addressed : Emergency Preparation

Rotation Duration: 2x 60 seconds

Being prepared for a flood can not only help keep your family safe, it can also help minimize potential flood damage and accelerate recovery efforts. Along with flood insurance, you can also protect yourself by safeguarding your home and possessions, and developing a family emergency plan.

Public Affairs Programming Log

Station Call Letters: KFYZ-FM
4th Quarter 2014 October
Prepared By: Keith Royer

<p>Program Name/Segment "In The Public Interest"</p>	<p>Date 10-5-14 Time 6:00am Duration 30 mins</p>	<p>Program Format/Content Description – Please Be Specific- Interviewed board members of the Plaza Playhouse about the non-profit organization centered on how the venue got started. Also covered how all events are run completely by volunteer staff. The venue recently celebrated its 85th anniversary.</p>
<p>Issue Addressed- Community Arts Organization</p>		
<p>Program Name/Segment "In The Public Interest"</p>	<p>Date 10-12-14 Time 6:00am Duration 30 mins</p>	<p>Program Format/Content Description – Please Be Specific Interviewed producer and participants in this year's Star Voice singing competition. Participants spoke of the great opportunity the competition offered them. Many participants came from humble beginnings and the event was a life changing experience.</p>
<p>Issue Addressed- Community Arts Program</p>		
<p>Program Name/Segment "In The Public Interest"</p>	<p>Date 10-19-14 Time 6:00am Duration 30 mins</p>	<p>Program Format/Content Description – Please Be Specific Interviewed the executive director of the Freedom Warming Centers about how they began and an upcoming fundraising event that coincides with the start of the new season. Warming centers provide shelter for homeless individuals during inclement weather.</p>
<p>Issue Addressed- Veteran Program Support</p>		

Public Affairs Programming Log

Station Call Letters: KFYZ-FM
4th Quarter 2014 October
Prepared By: Keith Royer

Program Name/Segment "In The Public Interest"	Date 10-26-14	Program Format/Content Description – Please Be Specific
Issue Addressed- Community Health Program	Time 6:00 am Duration 30 mins	Interviewed organizer of the new non-profit organization called "Mother's Helpers." The organization helps provide moms with basic items for their newborns. The group also coordinates with parents who want to donate baby items they no longer need.
Program Name/Segment "In The Public Interest"	Date Time 6:00 am Duration 30 mins	Program Format/Content Description – Please Be Specific
Issue Addressed-		
Program Name/Segment	Date	Program Format/Content Description – Please Be Specific
Issue Addressed-	Time 6:00 am Duration 30 mins	

Public Affairs Programming Log

Station Call Letters: KFYZ-FM
 4th Quarter 2014 November
 Prepared By: Keith Royer

Program Name/Segment "In The Public Interest"	Date 11-2-14 Time 6:00am Duration 30 mins	Program Format/Content Description – Please Be Specific- Interview with Founders of Boxtales Theater Company, an organization that brings folk tales from around the world to public schools and young audiences throughout the south and central coast and other areas. The organization is celebrating its twenty year anniversary.
Issue Addressed- Community Arts Organization		
Program Name/Segment "In The Public Interest"	Date 11-9-14 Time 6:00am Duration 30 mins	Program Format/Content Description – Please Be Specific Interviewed members of the Pierre Clayssens Veterans Foundation. The Foundation provides several programs to vets including organizing various events for both Veterans Day and Memorial Day weekends.
Issue Addressed- Community Veterans Program		
Program Name/Segment "In The Public Interest"	Date 11-16-14 Time 6:00am Duration 30 mins	Program Format/Content Description – Please Be Specific Interviewed the executive director for Speaking Of Stories, which is a nonprofit organization that promotes the appreciation of literature through live theatrical readings and educational programs. These programs are aimed toward at-risk youth in the community.
Issue Addressed- Community Arts Program		

Public Affairs Programming Log

**Station Call Letters: KFYZ-FM
4th Quarter 2014 November
Prepared By: Keith Royer**

<p>Program Name/Segment "In The Public Interest"</p>	<p>Date 11-23-14 Time 6:00 am Duration 30 mins</p>	<p>Program Format/Content Description – Please Be Specific Interviewed the new executive director of the Santa Barbara Downtown Organization. Interview centered on all the various programs offered to downtown businesses. Also discussed the events planned for the Downtown Holiday Parade.</p>
<p>Issue Addressed- Free Community Event</p>		
<p>Program Name/Segment "In The Public Interest"</p>	<p>Date 11-30-14 Time 6:00 am Duration 30 mins</p>	<p>Program Format/Content Description – Please Be Specific Program was a showcase of various nonprofit organizations which have never before been interviewed on In The Public Interest. Discussion centered on the many charities in Santa Barbara providing support and service.</p>
<p>Issue Addressed- Community Events/Activities</p>		
<p>Program Name/Segment</p>	<p>Date Time 6:00 am Duration 30 mins</p>	<p>Program Format/Content Description – Please Be Specific</p>
<p>Issue Addressed-</p>		

Public Affairs Programming Log

Station Call Letters: KFYZ-FM
4th Quarter 2014 December
Prepared By: Keith Royer

<p>Program Name/Segment "In The Public Interest"</p>	<p>Date 12-7-14 Time 6:00am Duration 30 mins</p>	<p>Program Format/Content Description – Please Be Specific- Interviewed found of Santa Barbara Revels. Santa Barbara Revels engages audiences in theatrical and musical experiences that bring the world's cultural traditions and celebrations to life.</p>
<p>Issue Addressed- Community Arts Organization</p>	<p>Date 12-14-14 Time 6:00am Duration 30 mins</p>	<p>Program Format/Content Description – Please Be Specific Interviewed three students from San Marcos High School about "Kids Helping Kids" nonprofit organization, which is run entirely by students at the high school. The organization raises funds to help fellow students and will hold a benefit concert in the month of January 2015.</p>
<p>Program Name/Segment "In The Public Interest"</p>	<p>Date 12-21-14 Time 6:00am Duration 30 mins</p>	<p>Program Format/Content Description – Please Be Specific Interviewed the regional director of Santa Barbara Special Olympics and a Special Olympics athlete. The Santa Barbara county region chapter offers year-round sports programs and competitions for 425 children, teens and adults from throughout the county.</p>
<p>Issue Addressed- Community Services</p>		

Public Affairs Programming Log

**Station Call Letters: KFYZ-FM
 4th Quarter 2014 December
 Prepared By: Keith Royer**

Program Name/Segment "In The Public Interest"	Date 12-28-14	Program Format/Content Description – Please Be Specific
Issue Addressed- Free Community Events	Time 6:00 am Duration 30 mins	Special show that highlighted some of the various nonprofits and their charity events that are coming up in 2015. The show gave listeners an opportunity to learn about the many programs and services available in Santa Barbara county.
Program Name/Segment	Date Time Duration 30 mins	Program Format/Content Description – Please Be Specific
Issue Addressed		
Program Name/Segment	Date Time Duration 30 mins	Program Format/Content Description – Please Be Specific
Issue Addressed-		