

# **Quarterly Issues, Programs, and Public Service Announcements**

## **KLBM-AM**

### **First Quarter: January – March (2021)**

Total time focusing on issues:

|                             |              |
|-----------------------------|--------------|
| Community Events .....      | 150 minutes  |
| Local Education .....       | 980 minutes  |
| Health Concerns .....       | 1340 minutes |
| Community Development ..... | 1030 minutes |
| Public Safety .....         | 850 minutes  |

**KLBM-AM & KBKR-AM LOCAL ISSUES & PROGRAMS FIRST QUARTER REPORT**

January – March 2021

|                                      |   |            |                       |  |
|--------------------------------------|---|------------|-----------------------|--|
| Morning Buzz – Local COVID Update    | Carrie Brogoitti,<br>CHD La Grande      | 01/08/2021 | 20 minutes<br>8:05 AM | Explored the release procedure of the upcoming COVID-19 vaccine                        |
| Morning Buzz – Community Connection  | Debbie McBaker,<br>Community Connection | 01/08/2021 | 20 minutes<br>8:30 AM | Talked about how Community Connections provides help for the community                 |
| Morning Buzz - La Grande Schools     | George Mendoza,<br>LGSD Superintendent  | 01/15/21   | 20 minutes<br>8:05 AM | Examined topics discussed at the monthly School Board meeting from the previous night  |
| Morning Buzz - Glaucoma              | Dr. Dan Beckner,<br>Local Optometrist   | 01/20/2021 | 20 minutes<br>8:05 AM | Warned of the dangers of glaucoma and how it affects your eyesight                     |
| Morning Buzz - La Grande Schools     | Scott & Jenni,<br>Education Directors   | 02/12/21   | 20 minutes<br>8:05 AM | Explained how the district is implementing state mandated education guidelines         |
| Morning Buzz - La Grande Schools     | George Mendoza,<br>LGSD Superintendent  | 02/12/21   | 20 minutes<br>8:30 AM | Discussed topics from the monthly School Board meeting from the previous night         |
| Morning Buzz – Macular Degeneration  | Dr. Dan Beckner,<br>Local Optometrist   | 02/17/2021 | 20 minutes<br>8:05 AM | Provided information on eye diseases and how to determine the diagnosis.               |
| Morning Buzz – Grande Ronde Hospital | Patrick Flynn,<br>Foundation Manager    | 02/18/2021 | 20 minutes<br>8:05 AM | Let listeners know what GRH Foundation does and how it provides for the community      |
| Morning Buzz – Grande Ronde Hospital | Roxanna Stephens,<br>Wound Care         | 02/19/2021 | 20 minutes<br>8:05 AM | Informed community members of how to get access to care                                |
| Morning Buzz – Abi and Travis        | Abi & Travis,<br>PERC Employees         | 02/26/21   | 20 minutes<br>8:05 AM | Looked at upcoming events in the local areas and how to get more information           |
| Morning Buzz – iSpy Radio            | Mark Anderson,<br>iSpy Radio Host       | 03/05/21   | 20 minutes<br>8:05 AM | Talked about COVID-19 and the political actions taken during pandemic on a local level |
| Morning Buzz - La Grande Schools     | George Mendoza,<br>LGSD Superintendent  | 03/12/2021 | 20 minutes<br>8:05 AM | Informed listeners of topics discussed at the monthly School Board meeting             |

**KLBM-AM & KBKR-AM LOCAL ISSUES & PROGRAMS FIRST QUARTER REPORT**

January – March 2021

|                                       |                                   |            |                       |   |
|---------------------------------------|-----------------------------------|------------|-----------------------|---|
| Morning Buzz – National Guard         | Sawyer & Lori,<br>ONG Recruiters  | 03/17/2021 | 20 minutes<br>8:05 AM | Explained what the Oregon National Guard does for the local communities         |
| Morning Buzz – Local Community Events | Abi & Kristina,<br>PERC Employees | 03/26/21   | 20 minutes<br>8:05 AM | Talked about upcoming events in the local areas and how to get more information |

Submitted by Abi Biggs, Program Director



04/07/2021

**KLBM-AM & KBKR-AM PUBLIC SERVICE ANNOUNCEMENTS FIRST QUARTER REPORT**

January – March 2021

| <i>ORGANIZATION / ISSUE</i>         | <i>AIRED</i>                  | <i>DESCRIPTION</i>  |
|-------------------------------------|-------------------------------|---|
| American Red Cross Volunteering     | 30 seconds<br>180 times total | PSA encouraging individuals to volunteer for local chapter of the American Red Cross        |
| American Red Cross Donate Blood     | 30 seconds<br>180 times total | PSA encouraging individuals to donate blood during local blood drive for American Red Cross |
| OSAA Seeking Sports Officials       | 30 seconds<br>180 times total | PSA seeking community involvement for local High School Sports officiating                  |
| Don't Drink & Drive Local Campaign  | 30 seconds<br>90 times total  | PSA from local businesses encouraging listeners to not drink & drive                        |
| Alcoholics Anonymous Support Groups | 30 seconds<br>180 times total | PSA explaining how to find local AA support groups throughout Eastern Oregon                |
| Al-Anon Family Groups               | 30 seconds<br>360 times total | PSA for services to help problem drinkers   |
| Choose To Save                      | 30 seconds<br>360 times total | PSA to encourage saving money for later in life   |
| Visit The Forest                    | 30 seconds<br>360 times total | PSA to invite kids and families to have a safe and enjoyable time outdoors                  |
| Stroke Awareness                    | 30 seconds<br>360 times total | PSA to raise awareness on the dangers of stroke, and how to recognize the signs             |
| National Crime Prevention Council   | 30 seconds<br>360 times total | PSA to protect individuals and property from criminals                                      |
| Healthy Mouths Healthy Lives        | 30 seconds<br>360 times total | PSA for encouraging kids to practice good dental hygiene                                    |
| OSU Extension Service               | 30 seconds<br>360 times total | PSA for awareness of various services and programs offered by Oregon State University       |

**KLBM-AM & KBKR-AM PUBLIC SERVICE ANNOUNCEMENTS FIRST QUARTER REPORT**

January – March 2021

| <i>ORGANIZATION / ISSUE</i>     | <i>AIRED</i>                  | <i>DESCRIPTION</i>   |
|---------------------------------|-------------------------------|--|
| US Army Graduation              | 30 seconds<br>360 times total | PSA to encourage students to graduate  |
| Federal Student Aid             | 30 seconds<br>360 times total | PSA announcing details for available financial aid   |
| ODOT Driving Safety             | 30 seconds<br>360 times total | PSA from the Oregon Department of Transportation encouraging safe driving habits                 |
| Stop Texts Stop Wrecks          | 30 seconds<br>360 times total | PSA to discourage texting while driving  |
| AARP For Caregivers             | 30 seconds<br>360 times total | PSA from AARP to provide support and services for caregivers                                     |
| Child Adoption                  | 30 seconds<br>360 times total | PSA to explain the benefits of child adoption  |
| Live United For Education       | 30 seconds<br>360 times total | PSA encouraging high school students to consider going to college to further their learning      |
| Prepare For College             | 30 seconds<br>360 times total | PSA that explains how to prepare high school students for college                                |
| Volunteer Action Team           | 30 seconds<br>360 times total | PSA showing the benefits of volunteering   |
| Big Brother Big Sisters Mentor  | 30 seconds<br>360 times total | PSA about how volunteering as a Big Brother or Big Sister can positively influence a young child |
| United Way Pledge To Volunteer  | 30 seconds<br>360 times total | PSA to encourage making a pledge to volunteer in the community                                   |
| US Dept. Of Treasury            | 30 seconds<br>360 times total | PSA that reveals the dangers of credit and over spending   |
| HUD Approved Housing Councilors | 30 seconds<br>360 times total | PSA that explains how to avoid foreclosure   |

**KLBM-AM & KBKR-AM PUBLIC SERVICE ANNOUNCEMENTS FIRST QUARTER REPORT**

January – March 2021

| <i>ORGANIZATION / ISSUE</i> | <i>AIRIED</i>                 | <i>DESCRIPTION</i>   |
|-----------------------------|-------------------------------|--|
| Feed The Pig                | 30 seconds<br>360 times total | PSA showing the benefits of controlling spending   |
| NFCC Credit Counseling      | 30 seconds<br>360 times total | PSA to provide details about financial help services available from the NFCC                     |
| American Red Cross          | 30 seconds<br>360 times total | PSA to encourage volunteering, giving blood, and signing up for training with the Red Cross      |
| Library Of Congress         | 30 seconds<br>360 times total | PSA promoting literacy among children  |
| Military Mental Health      | 30 seconds<br>360 times total | PSA explaining the various services available for veterans suffering with mental health issues   |
| Vietnam Wall Memorial       | 30 seconds<br>360 times total | PSA asking for support to continue operations of the Vietnam Wall Memorial Center                |
| Ready.gov                   | 30 seconds<br>360 times total | PSA on how to prepare for disasters with family and community support                            |
| Medicare Benefits           | 30 seconds<br>360 times total | PSA for choosing the right plan, preventative screening, and proper treatment of diseases        |
| Booster Seat Safety         | 30 seconds<br>360 times total | PSA explaining the dangers of children not riding in a booster seat                              |
| EF Foundation Host Family   | 30 seconds<br>360 times total | PSA to share the benefits of hosting a foreign exchange student                                  |
| Prevent Teenage Drinking    | 30 seconds<br>360 times total | PSA with advice for how to prevent teens from drinking   |
| Girls and Boys Town Hotline | 30 seconds<br>360 times total | PSA for the national hotline for parents who are struggling to control their children's behavior |
| Home Safety Fire Tools      | 30 seconds<br>360 times total | PSA spreading awareness about fire safety in the home  |

**KLBM-AM & KBKR-AM PUBLIC SERVICE ANNOUNCEMENTS FIRST QUARTER REPORT**

January – March 2021

| <i>ORGANIZATION / ISSUE</i> | <i>AIRIED</i>                 | <i>DESCRIPTION</i>  |
|-----------------------------|-------------------------------|---|
| Drug & Alcohol Treatment    | 30 seconds<br>360 times total | PSA explaining available treatment for those suffering with drug & alcohol abuse    |
| Narconon Family Groups      | 30 seconds<br>360 times total | PSA providing help and services to those struggling with drug addiction             |
| Eye Health and Safety       | 30 seconds<br>360 times total | PSA warning about various eye related diseases and how to treat them                |
| Forest Fire Prevention      | 30 seconds<br>360 times total | PSA teaching how to prevent wildfires   |
| Help Stop Hunger            | 30 seconds<br>360 times total | PSA to inspire involvement and donations, to assist those in need of food locally   |
| Teaching Gun Safety         | 30 seconds<br>360 times total | PSA encouraging education to kids and adults about proper gun use & storage at home |
| Employment Assistance       | 30 seconds<br>360 times total | PSA sharing helpful tips to grow potential job opportunities among local youth      |

Submitted by Abi Biggs, Program Director



04/07/2021