

QUARTERLY ISSUES PROGRAM/EVENTS LIST

1ST QTR 2024 KLCA-FM

Here follows a listing of the significant issues responded to by station KLCA-FM along with the most significant programming treatment of those issues for the period of 1/1/24-3/31/2024. This listing is by no means exhaustive. The order in which the issues appear does not reflect any priority or significance.

Date: 1/1/24

Issue: Public Safety

Event: Traffic Tips

Time: (20) :30 recorded mentions

Description: To help promote public safety on the roads during a holiday.

Date: 1/10-11/24

Issue: Community

Event: All Reno Radio Blood Drive

Time: 8-hour live broadcast each day

Description: Local blood drive to help the stock the shelves to start the new year. We were able to achieve the goal of over 350 blood donations.

Date: 1/14/24

Issue: Veterans

Event: Insight

Time: 30 minutes

Description: Horsemanship for Heros was the special guest this week speaking about their programs for local vets and on ways that people can support area vets.

Date: 1/21/24

Issue: Community

Event: Insight

Time: 30 minutes

Description: Phil McDugal of the National Auto Museum here in Reno was the special guest this week speaking about their upcoming community speaker series that focuses on local business and making our community a better place.

Date: 1/28/24

Issue: Seniors

Event: Insight

Time: 30 minutes

Description: Washoe County's Seniors In Service was our special guest this week speaking about their programs for local seniors. This includes mentoring programs for area children.

Date: 2/18/24

Issue: Children

Event: Insight

Time: 30 minutes

Description: The Girl Scout of Sierra Nevada was the special guest this week speaking about their current programs and their upcoming annual cookie drive.

Date: 2/25/24

Issue: Culture

Event: St. Patrick's Day Dinner

Time: 100 :30 recorded mentions

Description: Promoted local dinner for the local chapter of the Son's and Daughters of Erin (Irish Cultural Society)

Date: 3/3/24

Issue: Community/Charity

Event: Insight

Time: 30 minutes

Description: The Parkinsons Support Group of Northern Nevada was this week's special guest speaking about their upcoming fundraising events. We also talked about programs available to support those affected by Parkinson's disease and their families.

Date: 3/10/24

Issue: Down Syndrome

Event: Insight

Time: 30 minutes

Description: The Down Syndrome Network of Northern Nevada was the special guest this week speaking about their programs and the upcoming National Down Syndrome Day March 21st.

Date: 3/17/24

Issue: Public Health

Event: Insight

Time: 30 minutes

Description: Nevada Public Health was the special guest this week speaking about what we have learned since the announcement of the pandemic (4) years ago. We talked about how the county government handled the crisis and how we can better prepare for the future.

Date: 3/24/24

Issue: Community/Arts and Culture

Event: Insight

Time: 30 minutes

Description: Local author Ken Sutherland was our special guest this week speaking about the areas thriving group of writers that are helping to put Northern Nevada on the map.