

KMYT
Riverside, CA
Quarterly Issues/Programs List
Second Quarter, 2014
07/08/2014

KMYT
Quarterly Issues/Programs List

KMYT provides its listeners with programming and public service announcements that address issues of concern to our local community. Among the issues determined to be of most concern to the community during the preceding calendar quarter were:

- **COMMUNITY INVOLVEMENT:** KC and Crystal discuss local business and SB County Head Start program
- **HEALTH CARE:** SUMMER SAFETY LOMA LINDA UNIVERSITY
- **LEUKEMIA/LYMPHOMA:** SAFE KIDS 2014
- **Veterans Affairs:** KC discusses the veterans rehab org that teaches vets new life skills

**Section I
LOCAL PROGRAMMING**

Section I lists regularly-scheduled and special programs that represent the station's issue-responsive programming providing the most significant treatment of the issues listed above for the calendar quarter.

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
Cancer Prevention	CC SPOTLIGHT/ECAN CANCER SOCIETY Pt.1	KC DISCUSSES ESOPHOGEAL CANCER AND HOW TO RECOGNIZE THE SIGNS AND PREVENT Part 1	Ecan Cancer Action Network	04/06/2014 06:00 AM	059:19
Cancer Prevention	CC SPOTLIGHT/ECAN FINAL SOCIETY Pt. 2	KC DISCUSSES ESOPHOGEAL CANCER AND HOW TO RECOGNIZE THE SIGNS AND	Esophageal Cancer Action Net	04/13/2014 06:03 AM	060:44

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
PREVENT Part 2					
Military Appreciation	CC SPOTLIGHT/ EASTER WEEKEND APPRECIATION 2014	FISHER HOUSE- MILITARY APPRECIATION	FISHER HOUSE	04/20/2014 06:03 AM	058:20
Veterans Affairs	COM SPOT/ APRIL 27 SPOTLIGHT	KC discusses the veterans rehab org that teaches vets new life skills	WARRIOR BUILT	04/27/2014 06:01 AM	058:43
Summer Safety	COM SPOT (ANT) TEEN SAFETY AND PREVENTION 2014	SAFE KIDS 2014	Loma Linda University	05/04/2014 05:59 AM	058:21
HEALTH CARE	CC SPOTLIGHT/ MOTHERS DAY 2014	KC discusses Mothers day health topics from pregnancy to breast cancer prevention.	PLANNED PARENTHOOD	05/11/2014 06:02 AM	059:42
FIREARMS STORAGE	CC SPOTLIGHT- Firearms Storage 2014	This will encourage current and prospective firearm owners to safely lock up their weapons when they're not in use, the National Crime Prevention Council (NCPC) developed a new campaign.	John White	05/18/2014 06:01 AM	055:46
Minorities in College	COM SPOT/ Better Futures	The new Better Futures campaign encourages potential donors and community-minded individuals, including college- educated African Americans, to support UNCF's mission by donating money to UNCF in an effort to get more African American kids to and through college.	Lervanzo Gray Sr.	05/25/2014 06:02 AM	059:12

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
Safe Driving	COM SPOT/ Don't drive buzzed	The show is designed to motivate people to stop driving buzzed. The next installment expanded on this message, equating buzzed driving and drunk driving and demonstrating the devastating consequences that can occur as a result of buzzed driving.	MADD	06/01/2014 05:59 AM	059:21
Teacher Recruitment	CC SPOTLIGHT/ Teach Campaign	KC discusses the Teach Campaign. The TEACH campaign aims to recruit the next generation of teachers by redefining teaching as a top career choice for our nation's most talented students. The campaign disrupts current perceptions of teaching and showcases the evolution and elevated stature of the teaching career.	Felica Hayes	06/08/2014 06:01 AM	059:21
HEALTH CARE	COM SPOT/SUMMER SAFETY 2014	SUMMER SAFETY LOMA LINDA UNIVERSITY	LOMALINDA MEDICAL CENTER	06/15/2014 05:59 AM	055:40
COMMUNITY INVOLVEMENT	CC SPOTLIGHT/Local Business Support June 22nd	KC and Crystal discuss local business and SB County Head Start program	SB County	06/22/2014 05:59 AM	059:21
Stroke Prevention	CC SPOTLIGHT/ Stroke	STROKE PREVENTION JUNE 2014	Gerald Givens	06/29/2014 06:01 AM	057:49

**Section II
NETWORK (and/or SYNDICATED) PROGRAMMING**

Section II lists the network-provided (and/or syndicated) programming that the station broadcast during the preceding calendar quarter that addresses community issues.

ISSUE	PROGRAM / TITLE	DESCRIPTION	DATE/TIME	DURATION
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(Insert network and/or syndicator-provided programs lists here.)

**Section III
PUBLIC SERVICE ANNOUNCEMENTS**

Section III lists public service announcements that the station broadcast during the preceding calendar quarter that address community issues.

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
Literacy	CC-PSA/AD COUNCIL-BOOK PEOPLE/30	000:30	173
Wildfire Prevention	CC-PSA/AD COUNCIL-WILDFIRE PREVENTION	000:15	003
Breast Cancer Awareness	CC-PSA/AMERICAN CANCER SOCIETY MAKING STRIDES	000:31	017
Financial Literacy	CC-PSA/CAP RIVERSIDE	000:31	009
Blood Donation	CC-PSA/LIFESTREAM - DONATE/15	000:16	012
Lupus Awareness	CC-PSA/LUPAS AWARENESS WALK	000:20	013
Mental Health	CC-PSA/MENTAL HEALTH SYSTEMS PSA	000:30	009
Teen Pregnancy Prevention	CC-PSA/PLANNED PARENTHOOD - BIRTH CONTROL	000:18	131
Water Conservation	CC-PSA/RIV PUBLIC UTILITIES - WATER DROUGHT	000:32	078
Military and Vets	CC-PSA/SHOW YOUR STRIPES- PHASE 2	000:31	103
COMMUNITY INVOLVEMENT	POLICE WEEK	000:33	008
MILITARY AND VETERANS	SAFE SUMMER DRIVING	000:27	004
MILITARY AND VETERANS	SAFE SUMMER DRIVING	000:28	007
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:26	026

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:29	016
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:30	060
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:31	198