

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 |
|-------|-----------------|-------------|-----------|----------|
|-------|-----------------|-------------|-----------|----------|

(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 |