

KMYT  
Riverside, CA  
Quarterly Issues/Programs List  
First Quarter, 2016  
04/04/2016

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Quarterly Issues/Programs List

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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 reflects on the impact of Dr. Martin Luther King Jr.'s legacy
- **HEALTH CARE:** HEALTHY MOMS- HOW TO STAY HEALTHY FOR YOUR CHILDREN
- **TEACHER RECRUITMENT:** How the Teach program is recruiting next generation of teachers.
- **Veterans Affairs:** KC discusses the veterans rehab org that teaches vets new life skills

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**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	01/03/2016 06:00 AM	059:19
Cancer Prevention	CC SPOTLIGHT/ Child Passenger Safety	Motor vehicle crashes are a leading cause of	Carlos Ortega- CHP	01/10/2016 06:02 AM	060:44

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		death for children age 1 through 12 years-old. Based on 2012 NHTSA crash data, each day an average of almost 2 children (age 12 and younger in a passenger vehicle) were killed and 332 injured. This fatality rate could be reduced by about half if the correct child safety seat were always used.			
Military Appreciation	CC SPOTLIGHT/ Military APPRECIATION 2016	OPTIONR HOUSE-MILITARY APPRECIATION	FISHER HOUSE	01/17/2016 06:01 AM	058:20
Veterans Affairs	COM SPOT/ VET REHAB	KC revisits and discusses the veterans rehab org that teaches vets new life skills. New update.	WARRIOR BUILT	01/24/2016 06:01 AM	058:43
Civil Rights	Spotlight/ MLK 2016 SHOW	MLK WEEKEND 2016- Show Highlighting the life and legacy of Dr. Martin Luther King Jr.	N/A	01/31/2016 06:02 AM	056:04
HEALTH CARE	CC SPOTLIGHT/ Healthy Moms 2016	KC discusses health topics from pregnancy to breast cancer prevention and how moms can stay healthy for their children.	PLANNED PARENTHOOD	02/07/2016 06:01 AM	059:42
FIREARMS STORAGE	CC SPOTLIGHT- Firearms Storage 2016	This will encourage current and prospective firearm owners to	Jennifer Grahm	02/14/2016 06:00 AM	055:46

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		safely lock up their weapons when they're not in use, the National Crime Prevention Council (NCPC) developed a new campaign.			
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.	Mark Ward	02/21/2016 06:00 AM	059:12
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	02/28/2016 05:59 AM	059:21
Teacher Recruitment	CC SPOTLIGHT/ Teach Campaign	KC discusses the Teach Campaign. The TEACH campaign aims to	Felica Hayes	03/06/2016 05:57 AM	059:21

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		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.			
Community Engagement	COM SPOT/Love Everyone	A spotlight aimed at teaching everyone about diversity and inclusion. Love is Love. Before anything else, we're all human. It's time to embrace diversity. KC discusses how to put aside labels in the name of love and organizations helping to further the cause and bring those of different cultures together.	N/A	03/13/2016 05:59 AM	055:40
COMMUNITY INVOLVEMENT	CC SPOTLIGHT/Education for Kids	KC discusses the SB County Head Start program and how the parents can gain access to additional education for their children.	SB County	03/20/2016 05:59 AM	059:21
Health Care	CC SPOTLIGHT/ Heart Health	KC talks about ways that adults can reduce their risk of a heart attack.	Melissa Wright	03/27/2016 06:00 AM	057:49

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**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.)

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**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
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	SHOW YOUR STRIPES	000:26	026
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
Charity	AD COUNCIL	000:15	024
Family	PSA/BBBS/15/BROTHER	000:16	256
Charity	PSA/HABITAT FOR HUMANITY GOLF 1/30	000:25	006
Charity	PSA/HABITAT FOR HUMANITY GOLF 2/30	000:28	006
Charity	PSA/JACKIE ROBINSON/15	000:15	239

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
Charity	PSA/OAK GROVE ROCK THE OAKS/AUTISIM	000:32	014
Charity	PSA/TVHS ALUMNI GAME/30	000:30	006
Charity	PSA/TVHS GOLF FUNDRAISER/45	000:46	011
ELDERLY	DO SOMETHING	000:29	006
HEALTH AND FITNESS	american heart association	000:30	006
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:30	012
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:31	005
PEACE	PEACE IN THE STREETS	000:31	006
PEACE	PEACE IN THE STREETS	000:32	003