

KDRI
Tucson, AZ
1st Quarter 2020
Issues Report

KDRI continues to develop as a new radio station and finding unique ways to serve our community and our audience. We are different in that we have not yet been technically able to produce long-form information programming. However, we strive on a daily basis to engage with our audience about pertinent issues.

As the New Year began, we engaged in conversations and made observations as to determine the most pressing issues in front of the Tucson region and how to address them. These issues include, but are not limited to: City Resources for Police and Fire, Local Economy, Street and Road Conditions, Quality of Education, Crime and Employment Opportunities. Then in late first quarter all these issues were re-directed but still a part of issues created by Covid-19 Pandemic.

Some of the programming that addressed some of these issues include:

<u>Issue</u>	<u>Date</u>	<u>Time</u>	<u>Duration</u>	<u>Narrative</u>
Economy	Jan 10	7-8AM	3x1:00	Morning team discussed rent increases year to year average going from \$640 - \$800 monthly. Tips on how to research and negotiate.
Suicide	Jan 13	7PM	1X 4:30	Afternoon personality brought life experiences and incorporated ways and sources that help anyone needing help.
Aging	Feb 10	10A-2:30PM	4X:45	Personality focused show's attention to the changes in life expectancy. While interlacing some humor, seriously discussed with audience and audience calls ways to live longer, healthier and happier lives.
Covid	Mar 19-21	6AM – 10PM	Hourly 1:00	From the time Gov. Ducey announced closures, restrictions and essential businesses over the span of a week's end and the weekend, the entire on-air team at KDRI was live and local with hourly updates. We believe to have been the only local radio station in the area updating this information continuously to all of Southern Arizona with our FEMA designation and coverage from Nogales to Phoenix, New Mexico border to Ajo.
Covid	Mar23-May15	7:30AM, 12:30PM 5:30PM	2:30PM.	KDRI participated with the Arizona Broadcaster' Association to air Covid-19 news updates each day. This information was gathered by the ABA, KTAR and KFYI.