

**Quarterly Public Affairs Report
Third Quarter 2021
Sonora, CA
July – September, 2021**

COMMUNITY ISSUES: During the third quarter of 2021 it was determined the most significant issues facing our coverage area were:

- + Fire Prevention
- + Law Enforcement
- + Business
- + Education
- + Tourism

Public Affairs Program – Mother Lode Views

This 30-minute interview program features a guest or guests from the community who speak for a group or organization, or in some way represents the public interest. The program airs both Saturday and Sunday at 9:30am on KVML-AM and FM and on Sundays at 10am on KKBN-FM and at 9am on KZSQ-FM. The program addressed the significant issues of the community during the first quarter.

Jul 3-4 – Government

Mother Lode Views featured the Chair of the Calaveras County Board of Supervisors, Benjamin Stopper. Topics included the hiring of a new Chief Administrative Officer, the county budget, Covid-19 response and the state of the local economy.

July 10-11 – Law Enforcement

Mother Lode Views focused on dangers that occur during the summer season. Guests were Tuolumne County Sheriff Bill Pooley and Tuolumne County Sheriff's Sgt. James Oliver. Topics included preparing for wildfires, waterway safety and search and rescue missions.

July 17-18 – Community

Mother Lode Views featured Amador-Tuolumne Community Action Agency (ATCAA) Executive Director Joe Bors. ATCAA is celebrating its 40th anniversary. Bors talked about the agency's history and the role it plays in the community.

July 24-25 – Homelessness

Mother Lode Views featured Mark Dyken, Executive Director for Resiliency Village. He detailed the plans for a new property that was acquired in the Big Hill area. He also laid out the goals and vision of the organization when it comes to combatting homelessness.

July 31-August 1 - Government

Mother Lode Views focused on projects and issues in the community of Twain Harte. It featured Twain Harte Community Services District General Manager Tom Trott and District Three Tuolumne County Supervisor Anaiah Kirk.

August 7-8 – Law Enforcement

Mother Lode Views featured Calaveras County Sheriff Rick DiBasilio. He spoke about a recent town hall meeting in Murphys related to crime trends. He also talked about new crime fighting equipment acquired by the department.

August 14-15 – Education

Mother Lode Views featured Tuolumne County Superintendent of Schools Cathy Parker. She spoke about COVID-19 protocols for students for the new school year. She also highlighted a new grant focused on mental health initiatives.

August 21-22 – Water

Mother Lode Views featured the Tuolumne Utilities District Interim General Manager Don Perkins and the district's head engineer Erik Johnson. They gave an update on water supply heading into the fall months. They also spoke about major infrastructure projects in development.

August 28-29 - Tourism

Mother Lode Views featured the President and CEO of Visit Tuolumne County, Lisa Mayo. She talked about tourism trends over the past year and what lies ahead in the coming future. She also explained how the organization receives its funding via Transient Occupancy Tax revenue.

September 4-5 – Fire

A panel of local leaders detailed the response to the recent Washington Fire, the impacts, and the recovery efforts moving forward. Mother Lode Views featured Sonora Fire Chief Aimee New, Tuolumne County Community Development Director Quincy Yaley and Sonora City Administrator Mary Rose Rutikanga.

September 11-12 – Fire

Mother Lode Views provided an update on the cleanup efforts related to the Washington Fire. Guests were City Administrator Mary Rose Rutikanga and Office of Emergency Services Coordinator Dore Bietz. They also talked about some historic fire equipment that was destroyed by the blaze.

September 18-19 - Government

Mother Lode Views featured Tuolumne County's Director of Innovation and Business Assistance, Cole Przybyla. Topics ranged from broadband initiatives to natural resources to unemployment trends. He also details a planned RAD Card program in development, and a new business license program.

September 25-26 – Education

Mother Lode Views featured Sonora High Superintendent Ed Pelfrey and Summerville High Superintendent Michael Merrill. Topics included challenges facing education, enrollment trends and safety protocols.