

KDRI – Tucson, AZ

Issues and Programming Listing for Fourth Quarter 2019

Disclosure:

KDRI is operating in just its fourth month in December 2019. While organizing this report, a glitch was discovered in our tracking system and data for the exact dates and times of on-air programming about local issues were lost. Management has made best efforts to summarize programming addressing pertinent issues for our area following this statement. At this time, we do not have regularly scheduled “public affairs” programming in place, however we are working on the format, execution and launch date of this programming. KDRI will continue to address and comment on local issues during regular programming with our on-air personalities, callers and guests after the launch of more formal programming content. Management has rectified our past issue and has taken steps to ensure the issue will not again occur.

With the disclosure above, below is a compilation of the general issues and content for these extended programming segments that were covered in each of the four major and standard radio dayparts.

DOMESTIC VIOLENCE AWARENESS

On-air discussion of activities and services of Emerge Center Against Domestic Violence and Abuse. Segments were presented in November and December, each lasting approximately 2:00. The content informed and encouraged listeners to donate to the Emerge Holiday House, where survivors can pick out gifts for their families at no cost, while building new traditions free from abuse. In addition to the event more detailed explanation of the services and what those seeking help should do.

SENIORS/ELDERLY ASSISTANCE

SCAMS: Several times each week across all dayparts, KDRI provided continuing updates of scams and how they are being presented and what should be done to report and handle them without harm. These segments ranged from :60 to 2:00 minutes in length and were presented as estimated 30 times during the quarter.

ASSISTANCE: KDRI worked with the Drexel Heights Fire District to educate and inform our audience about an elderly safety program. The academy meets for two sessions of 3 1/2 hours. Participants learn the latest in fire safety techniques (including using a fire extinguisher), fall prevention and balance assessments and community programs available to seniors. These segments ran in December to promote sign up for the

January and February classes. Each segment lasted approximately 3:00 and ran approximately 12 times.

LITERACY AWARENESS

KDRI as part of our being 100% locally owned and operated offered awareness and outreach discussion during the quarter to assist in community outreach and volunteer recruitment for the *Friends of the Pima County Library*, *Make Way for Books* and *Literacy Connects*. These segments were approximately 1:00 and were broadcast approximately 36 times during the quarter.

PET RESCUE AND ADOPTION

The Tucson region has an extreme issue about pet overpopulation, abandonment and adoption needs. KDRI over the last quarter offered significant time explaining these problems and informing the public about the services offered and ways the public may become involved with or help several local organizations including *Pima Animal Control Center*, *Hermitage No Kill Shelter*, *Tucson Wildlife Rescue*.

KDRI, headed by KDRI personality Hill Bailey, brought together several shelters in a project called *Shelters Unite* to inform our audience of the issue and what the public can do and how-to bring benefit to the animals. Programming addressing the issue was broadcast in October 10-18, 2019. The segments were approximately 2:00 long and were broadcast approximately 14 times during the 6-10AM programming.

VETERANS AFFAIRS AND NEEDS

The Tucson region has significant military presents with VA Hospital, Davis Monthan AFB (Tucson) National Guard and Ft Huachuca Army Post (Sierra Vista). Because of this presence and the older audience served by KDRI we present information about service and events for several service organizations including VFW, and Honor Flight Southern Arizona. This information was done in approximately :30 segments on a one to two times daily basis.

KDRI did offer extensive information and coverage during the visit of the Viet Nam War Memorial Wall exhibit. The segments included history of the Wall, location and display, traffic and pertinent information during the heavily visited event. The segments were hourly 8AM-5PM between Nov 6 and Nov 11 and lasted approximately :60.