

KBBO-AM / Yakima

ISSUE ASCERTAINMENT FROM INTERVIEWS AND ONLINE SEARCHES

PERFORMED FROM 01/01/24-03/31/24

1. Education
2. Economics and Local Business
3. Crime
4. Family Issues
5. Health and Fitness

Public Affairs Programs

What's Up Yakima- A weekly program featuring local officials / experts interviewed regarding pressing issues in Yakima and Yakima County.

Quarterly Issues/Programs List

1st Quarter of 2024

KBBO / Yakima /WA

The following is a list of programs aired that have provided the station's most significant treatment of community issues.

DATE	Time	Duration	Topic	Issue	Description
01/07/24	6am	10 min.	WELLNESS HOUSE	Education/ Health&Fitness	Host Charlie Brooks speaks with Geri Catton from Northstar, and dietician Trisha Sinnex about a special workshop for cancer survivors called Eating For Survivors Farm To Table. They educate the importance of diet when dealing with cancer, or for those who have dealt with cancer.

01/14/24	6am	10 min.	YAKIMA ORCHESTRA SYMPHONY	Education	Host Charlie Brooks speaks with the Executive Director from the Yakima Symphony David Rogers. David speaks about the 5 orchestra programs they have lined up at the Seasons Performance Hall. These performances help support music education programs in schools.
01/21/24	6am	10 min.	CHILD ADVOCATE	Family Issues	Host Charlie Brooks speaks with Christina Vargas from the Yakima County Child advocate program. Christina gives information for what the community can do to help families and children that are going through traumatic situations. The community is encouraged to become not only a child advocate, but the program also focuses on reuniting families and getting families back together.
02/04/24	6am	10 min.	HERITAGE UNIVERSITY	Education	Host Charlie Brooks speaks with David Wise from Heritage University. David gives info on how you can apply for The Free Application For Federal Student Aid (FAFSA). Heritage University held a FAFSA workshop in February.
02/18/24	6am	10 min.	CHILD ADVOCATE	Family Issues	Host Charlie Brooks speaks with Christina Vargas from the Yakima County Child advocate program. Christina gives information for what the community can do to help families and children that are going through traumatic situations. The community is encouraged to become not only a child

					advocate, but the program also focuses on reuniting families and getting families back together.
03/10/24	6am	10 min.	UNITED WAY	Family Issues/Economics	Host Charlie Brooks speaks with Farren Lang from United Way of Central Washington. There was a devastating fire that happened at a apartment building that displaced 60 people. United Way and volunteers helped shelter these people. The United Way encouraged the community to donate clothing to water, etc.
03/17/24	6am	10 min.	WAGS TO RICHES AND JOSIES MISFITS	Family Issues	Host Charlie Brooks speaks with Heidi from Heidi Matson photography and the folks from Wags to Riches and Jodi's Misfits Ranch. They all teamed up for the Pooch Playoffs. The community is encouraged to submit a photo of their pet to compete for who has the cutest dog or cat. Money raised is donated to Wags to Riches and Jodi's Misfits Ranch so they can help the animals in our valley.
03/31/24	6am	10min.	THE YAKIMA MORELIA SISTER CITY ASSOCIATION	Education / Local Business	Host Charlie Brooks speaks with Margaret Loera, a historian of the Yakima Morelia Sister City Association. The association was created in 1995 when members of the Morelia Mexico community visited some elected officials of Yakima to build a relationship and partnership. The Yakima Valley is home to several members of the Morelia

					community. In celebration of 25 years of citizen to citizen diplomacy, the Yakima Morelia Association is holding a "Noce De Agave" event, a fundraiser that funds other events that are held from the association.
--	--	--	--	--	--