

KKCY ISSUE RESPONSIVE PROGRAMMING SUMMARY 1st QUARTER 2018

During the months of January, February and March 2018, station KKCX broadcast numerous programs that gave significant treatment to issues of concern and interest in the communities within our coverage area. Those issues and concerns included;

Oroville Spillway Repair/Replacement Project

- 1/5 - "Hold DWR Accountable" petition launched
- 1/8 - Final spillway forensic report released
- 1/10 - DWR on the hot seat at the Capitol today
- 1/11 - DWR shocker; Director ousted
- 1/18 - City of Oroville sues State/DWR over spillway crisis
- 1/25 - Another evacuation looter sentenced
- 2/2 - More lawsuits filed against DWR
- 2/6 - Oroville spillway construction update
- 2/8 - Butte County D.A. Adding to DWR lawsuits
- 2/12 - 1 year anniversary of spillway crisis evacuation
- 2/13 - State lawmakers approve stricter dam inspections
- 2/13 - CDFW releases ½ million steelhead reared from eggs rescued from Feather River following spillway collapse
- 2/22 - Oroville spillway reconstruction update
- 2/27 - Dam inspection measure signed into law
- 3/9 - Riverbend Park restoration contract awarded
- 3/13 - Spillway crisis suit change of venue granted
- 3/14 - DWR turns in its assignment
- 3/16 - Another Oroville spillway crisis evacuation looter found guilty
- 3/22 - Oroville spillway reconstruction update

General Water Issues

- 1/4 - 1st snowpack survey just 3% of average
- 1/5 - DWR releases revised snow survey numbers; 21% of average
- 2/2 - February snow survey disappointing, 14% of average
- 2/7 - Water conservation numbers still being tracked
- 2/8 - Governor reduces twin tunnel project to single
- 2/9 - Latest California drought spreading into the mid-valley
- 2/21 - Public hearing scheduled for Marysville levee work
- 3/6 - Sierra snowpack average up to 37%
- 3/21 - Yuba River to rise significantly due to "March Miracle" storms

- 3/22 – Federal budget includes Sites resevoir funding
- 3/30 – March precipitation not “miracle” but very good

Wildfire Recovery

- 1/4 – Fire affected properties cleared in Yuba, Butte, and Nevada Counties
- 1/9 – Fire victims meeting in Loma Rica tonight
- 2/2 – Islamic Relief USA donating to Yuba County fire victims

Misbehaving Public Officials

- 1/12 – Sutter County D.A candidate announced to replace embattled Hopper
- 1/23 – Former Butte County Deputy facing illegal weapons charges
- 1/25 – Sutter County Deputy Arrested
- 1/26 – Yuba City teacher misconduct case sent across the river
- 1/31 – Sutter County Deputy enters plea in child injury case
- 2/23 – Lawsuit filed against embattled Yuba City High School teacher
- 2/27 – Former Marysville Police Chief absolved of sexual assault charges
- 2/27 – Recall papers filed against Sutter County Supervisor Jim Whitaker
- 2/27 – City of Marysville facing lawsuit over destroyed homeless camp
- 3/30 – Sutter County settles wrongful termination lawsuit filed by former assistant D.A alleging racial and sexual harrassment
- 3/30 – Live Oak City Council fires City Manager

School Shooting Threats

- 2/22 – Yuba City High School threat investigated
- 2/22 – Gallagher pushing “armed Officer in Every School” measure
- 2/26 – Alleged Yuba City High School shooting threat suspect arrested
- 2/28 – Oroville boy arrested after threatening to kill teacher
- 3/7 – Glenn County school shooting threat investigated
- 3/12 – Live Oak school lockdown

Marijuana

- 1/18 – Huge District 10 pot grow eradicated

- 1/18 – Oroville City Council moves forward with legal recreational cannabis sales
- 1/26 – Browns Valley pot farm eradicated
- 2/21 – Oroville City Council denies public vote on recreational pot sales

Health

- 1/9 – Flu season becoming deadly in our State
- 1/24 – UCD Meedical Center expanding flu treatment
- 2/14 – Possible wound botulism from injected heroin in Butte County
- 2/23 – Bat with rabies confirmed in Sutter County
- 3/14 – Rideout/Adventist deal gets final go-ahead

Traffic

- 1/3 – CalRecycle approves \$6.2 million for road upgrades in 35 counties including Yuba County and Yuba City
- 1/8 – Ground broken for 5th St. bridge replacement project
- 2/26 - 5th St. bridge project update
- 3/6 - “
- 3/23 – Massive funding approved for Hwy 70 project

Local Economy

- 1/3 – More paycuts to Oroville city employees approved by council
- 1/9 - Sprouts to hire 120 for new store in Lincoln
- 1/17 – Yuba City named top 10 best-economic-performing small city in the U.S. By the Milkin Institute
- 1/25 – Yuba City Toys R Us closing
- 2/7 – New Holiday Inn Express opening in long-vacant Yuba City downtown lot
- 3/8 – Local unemployment rates slightly better than this time last year
- 3/23 – Yuba City recieves another award for finances
- 3/27 – State unemployment rate hits record low, but Colusa County, at 20% is the State's highest for 2nd quarter in a row

Education

- 1/30 – Butte College offering free tuition
- 1/31 – Yuba City School Board votes to oust embattled teacher
- 2/14 – More details made public in firing process of Yuba City High School teacher

-3/1 – State honors 2 Sutter County schools with “Model School” designation

Miscellaneous

-2/2 – Yuba/Sutter Fair CEO abruptly fired for no publicly stated reason

-2/7 – Sutter/Colusa County power line options down to 2

-3/8 – Yuba City Trash choices down to 2

We covered these issues and concerns in the following ways:

-Locally produced newscasts, including weather and sports, are broadcast each Monday through Friday (except New Year’s Day and President’s day) at 5a, 5:30a, 6a, 6:30a, 7a, 7:30a, 8a, and 8:30a.

-Employment;

Weekly, a representative from The Sutter County One-Stop (a government-funded employment and career center) comes in to record a 60 second feature called “Job Hotline”. This airs, at no charge to the One-Stop, throughout all day-parts Monday through Thursday for a total of 24 plays. (Audio available through the calendar year on the KKCY newsroom computer desktop in the folder labeled, “Job Hotline”).

Local non-profit fundraiser and awareness events:

These are covered in several formats;

- 1) Occasionally in news casts (particularly health events such as blood drives).

- 2) Public Service Announcements recorded by someone involved with the group or event in question. There are generally no fewer than 4 and no more than 10 of these 30 to 60 second free spots running in equal rotation throughout all dayparts for a total of 147 plays a week. (Audio of all PSA’s is available through the calendar year on the KKCY newsroom computer desktop in the folder labeled, “psa’s”).

- 3) Weekend Updates (“W’s”) are recorded by local announcers and air Thursday through Sunday, a total of 65 plays. (Audio is

available through the week following their recording on the KKEY computer cartwall in #'s 26033-26036)

2) Special Broadcast events.

These take the form primarily of live remote broadcasts and in-studio guests during Dave & Briggs In The Morning. This quarter, we broadcast, as we have each year since 2008, from the Annual Tri-Counties Blue-Star Mom's Care Package Packing Party For The Troops (3/10 2p-4p this year). Our in-studio guests this quarter were;

1/3 – Katy Goodsen; YCPD Community Policing Coordinator

1/4 – Darrin Gale; Yuba City Economic Development Coordinator

1/25 – Danny Spencer -Mgr new Yuba City Jersey Mike's

1/29, 2/12 – Ouida Wakefield, GM Yuba/Sutter Diabetes Support and Resource Center

2/7 – Judy Mann, event Coordinator 3rd Annual Marysville Historical Faire

2/20 – Dr. Bradford; Black History Month events

2/21, 3/5 – Lori Danby; President Tricounty Blue Star Moms

2/22 – Comedian Christina P (phone)

2/26, 3/2 – Mike Nichols; Yuba/Sutter Veterans Standown

2/28 – Daria Ali; CEO Shady Creek Outdoor Education Foundation

3/1 – John Buckland; Standown fundraiser

3/9 – Morganne Brown; Habitat For Humanity

3/15 – Chris Mathews; Active 20/30 Club

3/16 – Candice Fresquez; BokKai Parade Coordinator

3/30 – Joe Fererico, Cameo Arasmith YCDBA

Weather: We receive our forecasts from the National Weather Service, and deliver it in summarized form with station announcers at least twice an hour, every day including holidays and weekends.

Traffic;

We provide in-house-produced updates prior to each newscast through reports from local law enforcement, and from listeners verified through local law enforcement.

Animal Welfare;

Weekly, a representative from Sutter Buttes Canine Rescue (a local non-profit, no-kill animal shelter) comes in to record a 60 second feature called "Pet of the Week". This airs, at no cost to the shelter, throughout all day-parts Monday through Thursday for a total of 26 plays. (Audio available through the calendar year on the KKCYN newsroom computer desktop in the folder labeled, "Pet of the Week".)

Sports;

A local sports report follows each bottom of the hour newscast. Additionally, every other Monday, KKCYN designates a local Team of the week culled from listener nominations. A recorded feature (30-60 seconds) airs honoring the team throughout the 2 week period for a total of 15 plays per week. (Audio available through the calendar year on the KKCYN newsroom computer desktop in the folder labeled, "teamsoweeek".)

Community Involvement;

Every other Tuesday, KKCYN designates a local Community Hero culled from listener nominations. A recorded feature (60 seconds) airs honoring the hero for a total of 23 plays per week. (Audio available through the calendar year on the KKCYN newsroom computer desktop in the folder labeled, "Community Hero".)

General:

We broadcast 2, 30 minute programs from Media Tracks Communications of Des Plaines, Illinois; "Viewpoints", which airs every Sunday Morning at 6, and "Radio Health Journal" which follows at 6:30.