

## KKCY ISSUE RESPONSIVE PROGRAMMING SUMMARY 1st QUARTER 2016

During the months of January, February and March 2016, station KKCY 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;

-Drought; March 30 Northern Sierra Snowpack survey measures it at 95% of average for this time of year. Last year's March 30 survey – just 5%

-Lake Oroville spillway opened (3/25/16) for the 1<sup>st</sup> time in 5 years. It's only opened when the reservoir reaches 85% of capacity

-State Water Project contractors will be allocated an estimated 45% of what was originally contract. (3/25/16) Just 3 weeks prior, the estimate was just 30%

-Employment; Hometown Buffet announces over 300 U.S. locations will close, including Yuba City

-Yuba/Sutter Mall anchor store "Forever 21" closing

-Cal-Pine Sutter Energy Center shutting down

-Kohl's Department Store and SaveMart SuperMarkets announce massive closures, but doesn't include Yuba City or Marysville locations

-Non-Profits; Butchie's Pool for the Handicapped in Yuba City and the Allyn Scott Youth & Community Center in Marysville facing closure due to grant funding losses.

-Public School Teachers contract talks; Impasse declared in Yuba City and Oroville Districts

-Medical Marijuana; -Marysville City Council approves 2 medical marijuana dispensaries

-City of Oroville and Sutter County tighten medical marijuana growing ordinances

-General; -Zika virus confirmed in Yolo County

-coliform bacteria detected in Beale Air Force Base water supply. Temporary boil water advisory issued

- Gridley School District enacts controversial active shooter response program called the ALICE Model; Alert, Lockdown, Inform, Counter, and Evacuate
- Yuba County Deputy and Multi-County Narcotics Team member arrested in Pennsylvania for transporting for sale an estimated \$2million dollars worth of marijuana (~250 lbs)
- free-roaming dogs killing and injuring livestock in Oregon House
- Former Rideout Health CEO found guilty of failure to report a suspected incident of dependent adult abuse
- Yuba City ranked "Best Performing Small City" by the Milken Institute
- invasive, non-native New Zealand mudsnails found in area waterways
- rash of beehive thefts in Colusa and Butte Counties
- Yuba City reaches contract agreement with firefighters after 2 years of contentious negotiations
- "Magnolia Ranch", a controversial 1000 acre Yuba County development project scrapped.

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 KKCX 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 KKCYN 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 KKCYN 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. We also broadcast from the Annual Gridley High School FFA Tri-Tip fundraiser, which we've done each year since 2005. Our in-studio guests this quarter were;

- 1/20 & 3/2; Mary Pickering – Veridian Symphony Orchestra
- 1/21, 2/18, & 3/16; Ouida Wakefield director of the Yuba/Sutter Diabetes Support & Resource Center
- 1/22 – new General Manager of The Marysville GoldSox Summer Collegiate Wood Bat League All-Star League Team
- 1/25, 2/1, & 2/24; Dr. Robert Mathews, Yuba College Public Events Series
- 1/27; Judy Mann, Historic Marysville Parade & Faire
- 1/28; Dave Zwald, Director Colusa Farm Show
- 2/2; Elizabeth Dura and Michelle Yang, Allyn AScott Youth & Community Center
- 2/3; Greg Patterson, Linda American Legion Commander
- 2/10 & 3/8; Ullrich Capaul, President Active 20/30 Club
- 3/1; Julie and Jane from The Area 4 Agency on Aging Meals on Wheels Program
- 3/11; Heather Young; Project Manager Bok-Kai Museum
- 3/15; Stevie & Paulie, "On/Off Band"
- 3/22; Don Shrader, Yuba/Sutter United Veterans Council

- 3/23; Robin Hollis, Butchie's Pool
- 3/24; Katherine Griffin, Answered Prayers Therapeutic Riding Program
- 3/25; Lori Danby, Tri-Counties Blue Star Moms
- 3/29; David Forster, Colusa Western Days
- 3/30; Jan Kendall, UC Master Gardeners
- 3/31; John Barret & Jason Montiel, Franchise Tax Board

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 KKCY 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, KKCY 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 KKCY newsroom computer desktop in the folder labeled, "teamsoweeek".)

Community Involvement;

Every other Tuesday, KKCY 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 KKCY 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.