

KKCY ISSUE RESPONSIVE PROGRAMMING SUMMARY 4th QUARTER 2019

During the months of July, August, and September, 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;

Wildfire

-7/2-9/28; We had a northern California wildfire update in every newscast. While to date this fire season we have been fortunate to have had no blazes that resulted in damage or destruction of property in the heart of our listening area, blazes throughout the North State impacted our listeners directly in terms of seriously compromised air quality for almost the entire quarter, and in a few cases with Lake County fires, directly impacted listeners in western Colusa and Glenn Counties the form of evacuation orders. These wildfires included The Mendocino Complex, now the largest wildfire in California history at just shy of ½ a million acres.

Elections

- 7/2 – Yuba County Supervisors Race Decided
- 7/2 – Another Sutter County Re-Call effort falls short
- 8/9 – Number of Yuba City Council Candidates Growing
- 8/10 – Yuba County Safety Tax Approved for November Ballot
- 9/17 – Series of local Candidate Forums Get underway this evening (included as a news story each morning prior to that evening's forum – 9/19 & 9/26)
- 9/26 – Suspected Campaign sign thief arrested in Oroville

Water

- 7/6 – More Federal dollars awarded for completion of Marysville levee
- 7/12-9/27 – Weekly Oroville Spillway Reconstruction updates
- 7/13 – Local Oroville Dam oversight committee finalized
- 7/23 – Gallagher's Dam & wildfire measures receive Governor's signature
- 8/2 - 1st report from Oroville Dam Review Board released
- 8/2 – DWR's latest attempt to have Butte County DA's lawsuit against them dismissed rejected by 3rd District Court of Appeal
- 8/28 – Temporary construction wall collapses at spillway construction site
- 8/28 – Butte County files 2nd lawsuit against DWR
- 9/5 – Oroville Dam receives State's only "Unsatisfactory rating for 2nd year in a row
- 9/6 – Oroville Spillway construction costs rise to over \$1 billion (bid was awarded at \$275 million)
- 9/20 – Oroville Dam Citizen's Oversight Commission proposal signed into law

-9/24 – Heavy equipment staging for Bullards Bar spillway project begins

Marijuana

- 7/16 – Large pot grow, environmental damage found in Yuba County foothills
- 7/16 – Oroville man arrested driving stolen vehicle away from massive pot grow
- 7/17 – Arrests revealed in massive foothills pot bust
- 7/17 – Large scale hash-oil lab shut down in Concow
- 7/18 – Rackerby pot farm eradicated
- 7/20 – Massive Palermo-area pot&weapons bust
- 7/25 – Large illegal pot grow eradicated in Oroville
- 8/1 – Chinese National arrested in illegal Cohasset pot grow
- 8/8 – Commercial cannabis approval moves forward in Oroville
- 8/17 - Another huge pot bust in Butte County
- 8/20 – Huge pot/prescription drug bust in Yuba County foothills
- 8/22 – Just 1 applicant for Marysville's Medical Marijuana dispensary license
- 8/29 – On-going investigation uncovers Bedry Creek pot grow
- 9/6 Another sizeable pot bust outside Oroville
- 9/14 – Pot bust/arrests in Oroville
- 9/19 – Illegal pot grow leads to major identity theft operation in Oroville
- 9/24 – Multiple pot busts in Butte County
- 9/28 – Pot & hash oil lab siezed in Olivehurst

Law Enforcement

- 7/27 – Butte County Deputy cleared in fatal civilian shooting
- 8/21 – Deal in Butte County Sheriff's Office racial discrimination suit proposed
- 8/27 – Yuba County jail improvement agreement reached
- 8/28 – Cal-Fire/Butte County Captain charged with sexual assault
- 8/30 – Sutter County's Fire Chief facing public intoxication charge
- 9/10 – Yuba County DA rules deputy-involved shooting of foothills pot gardener justified

West Nile Virus/Rabies

- 7/16 – West Nile virus confirmed in Butte County
- 7/23 – West Nile Virus reported in Sutter County
- 8/3 - 1st Mid-valley case of human West Nile virus infection this year confirmed
- 8/9 – Another rabid bat confirmed in Sutter County
- 8/24 – More West Nile virus confirmed in Yuba, Sutter, & Colusa Counties
- 8/31 – Another rabid bat confirmed in Yuba City
- 9/4 – Sutter County bat & fox confirmed rabid
- 9/11 – Yuba County West Nile virus death confirmed
- 9/13 – Another Sutter County rabid bat confirmed
- 9/20 – Another rabid bat confirmed in Sutter County

-9/25 – Butte County West Nile virus death reported

Local Economy

- 7/13 – Yuba County casino deal sealed
- 7/18 – Beware door-to-door scammers offering P.G.& E. discounts
- 7/20 – Record 2018 almond crop prediction increases
- 8/15 – Another Butte County casino in the works
- 8/20 – Local employment numbers improvement
- 8/23 – Yuba County crop yeild up
- 9/5 – Yuba City Fire Dept. recieves grant for new hires
- 9/12 – Butte County crop numbers up

Traffic infrastructure

- 8/1 – Hwy 70 upgrade public meeting tonight
- 8/24 - 5th St. bridge “no right turn” enforcement stepping up
- 9/20-9/27 – Feather River boat access closed beneath 5th St. bridge for construction work on the new span

Miscellaneous

- 7/23 – Embattled Yuba City High School teacher Jim Whiteaker resigns
- 8/10 – Sutter County seeks State help in Grand Jury fiasco
- 8/16 – Colusa County tire dumpers arrested

We covered these issues and concerns in the following ways:

-Locally produced newscasts, including weather and sports, are broadcast each Monday through Friday (except Independence and Labor 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 KKCYS 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, "2018 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)

4) 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 on 8/15 from 11a-1p from a Bloodsource mobile blood drive, to bring awareness of a severe blood shortage.

>Our in-studio guests this quarter were;

- 7/3, 7/9 – Marsha Krause-Taylor, Casa De Esperanza
- 7/10 – Shannon Carroll, 19th annual Peach Fest
- 7/20 – Jayla DePue, Western Dirt Grands
- 7/26 – Katy Goodsen, YCPD
- 8/1 – Angela Miller & Cindy Paine, YCDBA
- 8/3 – Sabrina Ochoa, Children's Hope Foster Agency
- 8/6, 8/21 – Mike Nichols, Yuba/Sutter Veterans Standown
- 8/7, 8/20 – Tom Walther, Yuba City Kiwanis
- 8/8 – Danielle, Crisis Counselor w/Yuba County California H.O.P.E.
- 8/22, 9/12, 9/26 – Nick Micheli, Standing Tall For Veterans
- 9/7 – Linda Baker, Walk To End Alzheimers
- 9/10 – Cotton Rosser, 85th Marysville Stampede Rodeo
- 9/11 – Jarred Slagle, Rodeo Announcer & Bobby Kerr, Mustang Act
- 9/12 – Brianna Struckmeyer, Visit Yuba/Sutter
- 9/13 – Jackie Sillman & Reno Rosser, Friends of The Stampede
- 9/19 – David Read, Harvest The Arts
- 9/21 – Alan Sutfin & Ally Newtboom, 3rd Annual Gratitude of Giving Car Giveaway
- 9/25 – Karen Marinovich, FREED & Agency on Aging
- 9/28 – Nancy Elrod, Pink October

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".)

Public Affairs Broadcasts:

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. Logs of this quarter's Viewpoints and "Radio Health Journal" attached.