

KKCY ISSUE RESPONSIVE PROGRAMMING SUMMARY 3rd QUARTER 2022

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.

Wildfire

- 7/5 – Olivehurst fire forces evacuations, destroys 4 structures
- 7/5 – Colusa County man arrested after backyard trash fire burns out of control
- 7/6&7 – Rice's, Jan-Dar Fire updates
- 7/8 – Rice's, Electra Fire updates
- 7/13 – Small Butte County wildfire destroys 2 vehicles, outbuilding
- 7/15 – Destructive Shasta County wildfire forces evacuations
- 7/18 – Peter, Grant fire updates
- 7/19-22 – Winding fire update
- 7/25 – Cal-Fire determines cause of last Thursday's Glen Fire in the Dobbins area
- 7/26 – Oak, Winding fire updates
- 7/26 – Another Camp Fire FEMA fraudster sentenced
- 7/27 – Oak fire update
- 7/28 – A new wildfire breaks out in the Yuba County foothills (the Apple fire)
- 7/29-8/1 – Apple fire updates
- 8/2 – McKinney fire update
- 8/17-8/22 – Six Rivers Lightning Complex update
- 8/24&25 – Six Rivers, Pleasant fire updates
- 8/26-9/1 – Six Rivers fire update
- 9/2-9/13 – Nor-Cal wildfire update
- 9/14-30 – Mosquito fire update
- 9/29 – Cal-Fire crews quickly contain Honcut fire yesterday

Drought

- 7/7 – Yuba City moves forward w/2nd groundwater well project
- 7/21 – Update on Yuba City's water conservation goals
- 8/19 – local water conservation efforts improve
- 8/23 – Marysville receives \$7.4 million State water grant
- 8/31 – Lime Saddle boat ramp at Lake Oroville closes again
- 9/9 – Marysville a leading water-saver for a 2nd month in a row
- 9/29 – Dropping water levels close all but 2 Lake Oroville boat ramps

Potentially deadly viruses

- 7/7 – Yuba County Covid death toll rises by 1
- 7/11 – Local Arts event cancelled due to Covid

- 7/14 – Butte County Covid hospitalizations back on the rise
- 7/15 – West Nile virus detected in Butte County for the 1st time this year
- 7/15 – Deadly avian flu virus detected in Colusa & Glenn Counties
- 7/19 – 1st case of probable monkeypox reported in Butte County
- 7/25 – Yuba/Sutter West Nile virus risk “elevated”
- 7/29 – Health officials issue south Butte County rabid skunk advisory
- 8/17 – 1st Yuba County monkeypox case reported
- 8/19 – Avian flu confirmed in Butte County
- 8/26 – Colusa County confirms West Nile virus
- 9/8 – 1st Yuba/Sutter Covid deaths in over 2 months reported
- 9/14 – Yuba County approves monkeypox testing, treatment, & vaccination agreement
- 9/19 – 1st human Yuba/Sutter West Nile virus cases confirmed

Illegal drugs (most especially fentanyl & meth)

- 7/8 – Gridley man arrested for alleged possession of over 4 lbs of fentanyl & meth
- 7/13 – Theft of utility, illegal cannabis cultivation arrest in south Sutter County
- 7/14 – Butte County qualifies for new Federal anti-drug trafficking grant
- 9/8 – An over 8 month long investigation leads to fentanyl death charges against a Yuba City man
- 9/12 – Federal Grand Jury indicts Marysville man for alleged meth & heroin trafficking
- 9/21 – Yuba City man arrested for transporting heroin in Merced County
- 9/23 – Sizeable (3oz) fentanyl arrest in Sutter County
- 9/23 – Meth (7oz), heroin (5 grams), & ghost gun arrests in Paradise
- 9/27 – A Marysville DUI stop leads to meth (3/4 oz), weapons arrest

Gov't

- 7/18 – Sutter County Administrator again direct-mails residents
- 7/28 – Shaw announces Yuba City Council re-election bid
- 8/1 – Yuba City Council meeting cancelled, 2 incumbents announce re-election bids
- 8/22 – Buttacavoli announces re-election bid
- 8/23 – Marieka Furnee announces North Yuba Water District candidacy
- 8/23 – Alton Wright “ “ “ “ “ “
- 8/23 – Chuck Smith announces Yuba City Council “
- 8/31 – Former Marysville City Councilor McKenzie announces bid to run again
- 9/2 – Butte County sells Southside Oroville Community Center for \$1
- 9/15 – Sutter County Supervisors unanimously pass Fire & Sheriff's Dept pay raises
- 9/26-28 – Candidate forums scheduled this week

Traffic infrastructure

- 7/29 & 8/1 – Hwy 20 traffic advisory in Browns Valley issued for August
- 9/2&6 – Full closure of Hwy 70 through the Feather River canyon scheduled
- 9/9 – Hwy 70 through the Feather River canyon update
- 9/12 - “ “ “ “ “ “ “ “ open again

Education

- 8/25 – Charter School petition denied by Yuba City school district

Economy

- 9/8 - Yuba/Sutter GoldSox “re-grouping” next year
- 9/20 – Pro baseball possibly returning to Marysville

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 Day and Labor Day) at 5a, 5:30a, 6a, 6:30a, 7a, 7:30a, 8a, and 8:30a.

Other general issues and concerns and how we address them;

-Employment;

Weekly, a representative from The Sutter County One-Stop (a government-funded employment and career center) provides (remotely for the time being) a 35 second “Job Hotline” Community Reminder. This airs, at no charge to the One-Stop, throughout all day-parts 7 days a week in equal rotation with all other Community Reminders (see details below) (Audio available through the calendar year on the KKCYS newsroom computer desktop in the folder labeled, “2022 CR’s”).

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 (now called “Community Reminders per Corporate Director of Programming Dave Shakes reachable by e-mail at “dshakes@resultsradio.com”) 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 35 second free spots running in equal rotation 7 days/week for a total of 147 plays a week all tolled. (Audio of all PSA’s (Community Reminders) is available on the KKCYS newsroom computer desktop in the folder labeled, “2022 CR’s”).

3)Special Broadcast events.

These take the form primarily of live remote broadcasts and in-studio guests during Dave & Briggs In The Morning. Due to Covid-19 pandemic restrictions, all live in-show guests are still by phone only. This quarter,

Our in-studio guests this quarter were;

- 7/6 – Dave DeGrasse, AJGA tournament Director
- 7/7 & 14 – Kary Hauck, Marysville Peach Fest
- 7/20 – Tom Walther, Brews, Blues, & BBQ
- 7/26 – Tom Reusser, Sutter County Superintendent of Schools
- 8/23 – Jackie Sillman & Maria Ball, Yuba/Sutter Foodbank
- 9/13 – Stacey Runyen, Back The Badge Yuba/Sutter
- 9/15 – Paul Shelgren, Marysville P.R.I.D.E
- 9/21 – Jen Cates, YCUSD Director of Student Engagement
- 9/22 – Morgan McIsaac, YCHS Homecoming
- 9/23 – Jeremy Hollingshead, YCFD

Weather: We receive our forecasts from the National Weather Service, and deliver it in summarized form with station announcers twice an hour **M-F 5a-9am, once an hour Monday- Friday 9a- 12 midnight. Forecasts run on the weekends from 7a-4pm. Weathers do no air on holidays.**

Traffic;

Monday-Friday **from 5a-9am** 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) provides (remotely for the time being) a 35 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 **that airs Monday-Friday 5a- 9am**. Additionally, every other Tuesday, KKCY designates a local Athlete of the week culled from listener nominations. A recorded feature (35 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, “AoW”.)

Community Involvement;

Every other Wednesday, KKCY designates a local Community Hero culled from listener nominations. A recorded feature (35 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.