

KKCY ISSUES & CONCERNS RESPONSIVE PROGRAMMING SUMMARY 1st QUARTER 2021

During the months of January, February, and March of 2021 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;

Covid-19

-We provided weekly local updates covering case numbers, hospitalizations, and deaths for Yuba, Sutter, Colusa, Butte, and Glenn Counties.

Quarterly summary; Yuba/Sutter began the Quarter w/10,403 total cases to date, & 71 covid-related deaths, & ended the quarter w/ 15,117 total cases & 142 deaths

Colusa County began w/1351 cases, & 11 deaths, ending w/2165 total cases & 16 deaths.

Butte County had 7390 total cases to begin the quarter & the death toll at 96 & ended the quarter w/11,086 total cases & 178 deaths .

Glenn County began the quarter w/1449 cases & 14 deaths, ending w/2258 total cases & 25 deaths

General Covid

-1/4 – Stay-At-Home order extended for Graeter Sacramento Region

-1/5 – Bi-County Health Dept. announces arrival of 1st Moderna vaccine doses following original shipment of 975 Pfizer doses the 2nd week of December

-1/6 – More pandemic financial aid being made available through the Yuba/Sutter Economic Development Corporation

-1/13 – regional covid orders lifted

-1/15 – State changes parameters of next phase of vaccinations

-1/15 – Butte County rejects Gallagher's North State covid resolution

-1/18 – New state covid law now in effect

-1/21 – Yuba/Sutter's vaccination plan hits snag

-1/22 – Yuba/Sutter's vaccination clinic fills in a day

-1/26 – State removes Regional Pandemic orders

-1/28 - 2nd Yuba/Sutter vaccination clinic scheduled for Saturday

-1/28 – Local High School sports on the schedule again

-2/1 – Northern Section High School sports officailly get underway with cross-country

-2/5 – Yuba & Sutter Counties sign on to Gallagher's "Healthy Communities" resolution

-2/11 – An about-face for Butte County on Gallagher's covid resolution

-2/16 – Oroville City Council meeting cancelled due to covid-positive council member

-2/17 – Bi-County Health Dept. expanding vaccine list

-2/17 – North State Community College sports ramping up

-2/19 – Moderna cancels vaccine shipment

-2/19- A never-before coronavirus variant detected in Humboldt Countgy

-2/22 – State health Dept. greenlights football

-2/23 – Colusa County Fair cancelled

-2/25 – Bi-County health dept. expands covid vaccine eligibility

-3/3 – Next Bi-County covid vaccination clinic registration opens this morning

-3/3 – The museum of the Forgotten Warriors to reopen Saturday

-3/4 – Colusa & Butte Counties adjusting covid vaccination procedures

-3/5 – Durham Unified reopens for full in-person learning

-3/5 - 1st Friday events return to Oroville

-3/8 – State releases updated youth sports guidelines

-3/9 – U.K. Coronavirus variant makes it's way to Butte County

- 3/10 – Butte County makes it out of purple tier
- 3/11 – Several North State Colleges announce partial in-class reopening
- 3/10-3/12 – A 1st of it's kind Bok-Kai Parade is on
- 3/15 – Silver Dollar Fair cancelled for 2nd year in a row
- 3/15 – For the 1st time since November of 2019 we have a local high school football result
- 3/17 – Sutter & Colusa Counties go red
- 3/18 – Local red tier reopenings scheduled
- 3/19 – 100's of slots still available for this weekend's Bi-county vax clinic
- 3/22 – More local Community events getting approval
- 3/22 – Butte County expands covid vaccine eligibility
- 3/23 – Yuba/Sutter Transit providing free rides to covid vaccination appointments
- 3/25 – Marysville Secondary school students headed back to class
- 3/26 – 2021 Yuba/Sutter Fair is on
- 3/31 – Yuba joins Sutter County in red tier

Wild Fire

- 1/13 – Woman who intentionally set Yuba County wildfire last September facing 5yrs, 1/4 million dollar fine
- 1/22 – P.G.&E.'s hyper-local weather station network increasing
- 2/25 – Property tax relief for wildfire victims extended
- 3/15 – Fire victim trust payments begin today

Gov't/Politics

- 1/15 – City of Marysville sues Cal-Trans over Hwy 70 expansion plan
- 2/1 – Yuba City announces new City Manager hire
- 2/2 – City of Marysville reaches Plumas Lake Golf Club sales agreement
- 2/5 – Colusa County introduces new Ag Commissioner
- 2/12 – Sutter County Supes approve purchase of Yuba City's former K-Mart building
- 2/17 – New Marysville City Manager hired
- 2/19 – Cyber thieves attack Yuba County
- 3/5 – Marysville City Council meetings again opened to the public
- 3/23 – City of Live Oak releases findings of Councilor investigation
- 3/29 – Gallagher's lawsuit against the Governor gets court date

Economy

- 1/8 – Bed, Bath, & Beyond closing Yuba City location
- 1/28 – Yuba/Sutter unemployment rate jumps significantly
- 1/28 – Amazon distribution center coming to Glenn County
- 3/29 – Yuba/Sutter Chamber job fair scheduled for next week
- 3/30 – Marysville marijuana revenue higher than anticipated

Drugs

- 2/2 – Local law enforcement part of massive DEA operation
- 2/4 – Massive illegal marijuana grow eradicated in Glenn County

Water

- 2/2 – More federal money on the way for Lake Oroville spillway work
- 2/4 – 2nd snowpack survey of the season encouraging
- 3/3 – Latest snowpack survey again not-to-bad in the northern sierra

Law Enforcement

- 1/20 – Arbuckle woman facing charges for her alleged participation in the U.S. Capitol siege
- 2/5 – Deputy-involved shooting in Grass Valley
- 3/26 – Yuba City Police Chief announces retirement
- 3/31 – Arbuckle woman enters plea in Capitol riot case
- 3/31 – Oroville Police Chief terminated

Education

- 1/15 – Yuba City school board says they're ready to get back to class
- 1/15 – Facebook high school sports initiative arrives locally
- 1/19 – Yuba & Sutter County's teacher's union reps react to return-to-classroom decision
- 1/21 – Yuba City teachers union v/s board heats up
- 1/29 – Yuba City school board reverses middle/high school back-to-class vote
- 2/12 – Plans moving forward to re-open Marysville schools
- 3/2 – Yuba City District preparing for return to class for 6th-12th graders

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 & 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) 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 KKCYN 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 (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 KKCYN newsroom computer desktop in the folder labeled, “2020 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 were by phone only.

Our live over the phone guests this quarter were;

- 2/24 – Jen Cates, Yuba City Education Foundation
- 3/3 – Ricky Samayoa, E-Center “Unsung Heroes Project”
- 3/18 – Jordan Abrams, Pathways Prevention Instructor

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) records, 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 on the KKCYP newsroom computer desktop in the folder labeled, "Pet o Week".)

Sports;

We provide daily sports reports after the bottom of the hour newscasts which included this quarter for the 1st time in almost a year, local sports. Also, every other Tuesday, KKCYP designates a local Athlete of the week. A 35 second recorded feature airs honoring the athlete throughout the 2 week period for a total of 15 plays per week. (Audio available on the KKCYP newsroom computer desktop in the folder labeled, "AoW".)

Community Involvement;

Every other Wednesday, KKCYP designates a local Community Hero. A recorded 35 second feature airs honoring the hero for a total of 23 plays per week. (Audio available on the KKCYP 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. Programming logs for these follow.