

KKCY ISSUE RESPONSIVE PROGRAMMING SUMMARY 3rd QUARTER 2014

During the months of July, August, and September 2014, 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;

- Yuba/Sutter Chamber of Commerce joins State Chamber in calling new State Law mandating at least 3 paid sick days a year for all California Employers a "job-killer"
- Yuba City's "Cultural Celebration" returning after 3 year hiatus
- Yuba/Sutter Salvation Army's Depot Emergency Housing Family Shelter's federal funding cut by 1/3rd (\$160k/year)
- State Water Resources Board rescinds Paradise Water District's right to draw water from Paradise Lake & Magalia Reservoir
- Crude oil shipments through Yuba/Sutter increase as U.S. domestic oil production ramps up
- Sutter County Board of Supervisors vote against local ballot measure supporting a State of Jefferson, but Sutter, Yuba, Colusa and Butte County Supervisors all draft resolutions in favor
- State regulators institute \$500/day fines for water-wasters. Marysville consumption reduced 25 % from 2 years ago, Yuba City's is 18% lower, Oroville down 23% from 2013, Paradise down 31.7%
- Job recovery improving in Yuba/Sutter since the recession hit
- Yuba County building permits spike
- West Nile Virus activity increasing in Yuba/Sutter
- For the 1st time in 6 years, no garbage rate increase in Yuba/Sutter
- Marysville School District has budget surplus for 1st time since 2007
- Marysville City Council approves 1 cent sales tax increase ballot measure
- another record crop year for Sutter, Yuba, Colusa, and Butte Counties
- Yuba City's Flood Insurance Rating increased after levee upgrades completed
- Yuba/Sutter High School students score significantly lower in College entrance exam than Sacramento schools
- Marysville Highway Corridor Improvement Project completed 9 months ahead of schedule
- Marysville Police Chief defends Red-Light cameras after critical Grand Jury report
- Medical Marijuana growing ordinances working well in Yuba City, not Yuba County
- rare August rain damages peach & tomato crops

- possible mountain lion sightings in Yuba City
- Yuba/Sutter Transit ridership growth continues, up 22% over last 5 years
- Army Corps awards Beale Air Force Base \$53.6 million for new Operations Facility
- Air Nat'l Guard Combat Communications group opens new facility at Beale
- West Nile Virus Highest-ever level in the State; including 2 related deaths in Sutter County
- Serious Marysville Crimes continues slow 5 year climb
- heavily used stretch of hwy 20 in Yuba County receives repaving funding
- donated military surplus weapons missing from Sutter County Sheriff's Dept., they're suspended from the program
- Yuba City's Small Business Development Center closing
- State prison realignment program causing county jail costs to skyrocket
- controversial raises for Marysville school district superintendent and assistant superintendent approved
- Yuba City K-Mart closing

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. (Transcripts of all local stories are available in the KUBA newsroom.)

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.

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 KKCX 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 KKCX 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 do each year, from the Annual Valley Muffler Rideout Cancer Center Car Show fundraiser – June 14th this year. Our in-studio guests this quarter were;

- 7/7 – Nashville Recording Artist Lacy J. Dalton
- 7/8 – Robin Hollis with Butchie's Pool
- 7/16 – Shannon Carroll with Marysville Peach Festival
- 7/18 – Jodie Beck, Yuba/Sutter CHP Officer
- 7/21 – Cody with Agents For Change
- 7/22 – Tamera & Todd Sturgis of Marysville, stars of "Shipping Wars"
- 7/23 – Pastor Dan Hoskins with Hope Point Nazarene
- 7/28 – Greg Howard with the Yuba/Sutter Fair
- 7/31 – Jack Johnson, Marysville Gold Sox mgr
- 8/8 – David Read with the Yuba County Library
- 8/12 – Adele Reische with the Alana Smile Foundation
- 8/14 – Rocio Valdez about National Health Centers Week
- 8/15 – Kathryn Donovan-Campbell & Elizabeth Hastey with Yuba/Sutter Arts
- 8/19 – Dr. Robert Mathews; Yuba College Public Events Series
- 8/21 – Pat Kittle; California Duck Calling Championships
- 9/3 – Mary Pickering with the Veridian Symphony Orchestra
- 9/8 – Bob Harlan with the Yuba/Sutter United Way
- 9/10 – Annette Kassis, author of Prohibition In Sacramento
- 9/11 – Sydnee Johnson with Hands Of Hope
- 9/15 – Forrest Hartman with the Oroville State Theatre Guild
- 9/16 – Dr. Robert Mathews
- 9/17 – David Read with Yuba/Sutter Arts

- 9/19 – Tracee Watts with the VA
- 9/23 – Jeff Citron; North Yuba Harvest Festival
- 9/25 – Rachel Farell, Harmony Health CEO
- 9/25 – 11a-1p live broadcast from the Sutter County Job Fair
- 9/26 – Sean O'Connor with the Sutter County Volunteer Firefighters Assoc.
- 9/29 – Bob Harlan

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 KKCYP newsroom computer desktop in the folder labeled, "Job Hotline".)

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 KKCYP 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, KKCYP 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 KKCYP newsroom computer desktop in the folder labeled, "teamsoweek".)

Community Involvement;

Every other Tuesday, KKCYP 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 KKCYP 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. Program logs;

Radio Health Journal®

Quarterly Issues Report – Q3 Third Quarter, July 6-September 28, 2014 Radio Health Journal Programs 14-27 through 14-39

During the third quarter of 2014 the following compliancy issues were covered:

| | |
|-----------------------------------|----------------------------|
| Agriculture | Mental health |
| Business and industry | Mental illness; |
| Community activism | Parenting issues |
| Consumer safety | Pets and people |
| Consumerism | Police |
| Diet & Nutrition | Police brutality |
| Disabilities | Pollution |
| Economy | Poverty |
| Education | Prevention |
| Elderly and senior citizens | Prisons |
| Environment | Psychology |
| Family issues | Public health |
| Federal government and regulation | Public safety |
| Health care | Rehabilitation |
| Homelessness | School truancy |
| Interpersonal relationships | Technology |
| Laws and the legal system | Traffic and highway safety |
| Medicine & Medical Technology | Youth at risk |



**Quarterly Issues Report – Q3 Third Quarter, July 6-September 28, 2014
Viewpoints Programs 14-27 through 14-39**

During the third quarter of 2014 the following compliancy issues were covered

| | |
|--------------------------|--|
| African-American Issues | Health Care |
| Agriculture | History |
| Animal Welfare And Abuse | Hobbies |
| Arts & Literature | Interpersonal & Business Communication |
| Bullying | Labor |
| Business | Law, Legislation & the Court System |
| Celebrity Culture | Medicine |
| Children & Family Issues | Mental Health |
| Civil Rights | Non-Profit Organizations |
| Commerce | Politics |
| Communication | Pop-Culture & Pop-Media |
| Construction Trades | Poverty |
| Crime | Prisons |
| Depression & Anxiety | Racism |
| Ecology | Recreation |
| Education | Schools |
| Employment | Science & Technology |
| Environment | Small Business |
| Farming | Sports & Recreation |
| Film & Media | Suicide |
| Finance | Therapy |
| Folklore | Wildlife & Endangered Species |
| Government | Youth At Risk |
| Health & Well Being | |