

## KKCY ISSUE RESPONSIVE PROGRAMMING SUMMARY 1st QUARTER 2020

During the months of January, February and March 2020, station KKCY broadcast numerous elements that gave significant treatment to issues of concern and interest in the communities within our coverage area. Those issues and concerns included the coronavirus pandemic which wasn't an urgent local concern until late in the quarter but became the focus of our informational content that included 30 second Station Announcements voiced by our morning show personalities that aired no less than 1/hr beginning 3/11 for a minimum of 144 plays/week. By 3/24 this had increased to 2/hr. In addition, the issue dominated our news coverage as follows;

### Covid-19

- 2/21 – Coronavirus hits Northern California
- 3/2 – Coronavirus hits Yuba/Sutter
- 3/3 – Local coronavirus risk low, but preparations being made
- 3/11 – Yuba & Sutter County Supervisors declare coronavirus State-of-Emergency
- 3/13 – Local coronavirus closure/cancellation list growing
- 3/16 – local School Districts respond to Governor's new Covid-19 guidelines
- 3/17 – Camp Fire fund donates to Coronavirus cause
- 3/17 – Beware fake social media news; No Covid-19 cases confirmed in our listening area
- 3/17 – Area School closures continue
- 3/18 – Local coronavirus closure list grows
- 3/18 – School lunches will continue to be served during coronavirus closures
- 3/19 – Yuba/Sutter Covid-19 directive issued
- 3/19 – Coronavirus closure update
- 3/19&20 – Blood donations urgently needed as supply drops due to coronavirus pandemic
- 3/20 – Governor issues State-wide Stay-at-Home order
- 3/23 – Local Covid-19 cases confirmed
- 3/24 – Local Covid-19 cases rise to 6
- 3/25 - “ “ “ “ “ 7
- 3/26 - 9
- 3/26 – Yuba City to begin shutting down non-essential businesses

- 3/26 – Tri-Counties Bank, Oroville closing after employees tests positive
- 3/27 – Local positives rise to 10
- 3/30 – to 17
- 3/31 – to 24

### Non-Covid-19 Issues & Concerns:

#### Water

- 1/3 – encouraging numbers for 1st Sierra snowpack survey of the year
- 1/17 – Proposed Sites Reservoir project receives federal funding boost
- 1/27 – Yuba Water Agency grants 100's of 1000's for mWheatland water upgrades
- 1/31 – January 30 snowpack measurement down significantly from December
- 2/3 – DWR increases State contract allocation slightly
- 2/14 – drought again a concern after no rain this month so far
- 2/21 – 60% of Ca. Now in “abnormally dry” category
- 2/28 - 1<sup>st</sup> February since records began being kept 113 years ago with no rain through the 27<sup>th</sup>
- 3/13 – 48% of Ca. Now in “moderate drought” category. 3/11 snowpack measurement just 38% of historical average

#### Camp Fire Recovery

- 1/22 – Butte County extends Camp Fire zone hazard tree removal deadline yet again
- 2/6 – Almost all water advisories lifted
- 2/7 – Camp Fire victims claim “rickety” power line still being operated by P.G.&E. Near Paradise
- 2/13 – Number of Camp Fire deaths could include at least 50 more from respiratory issues and mental & emotional stress
- 2/26 – PG&E fires contractor company, after 2 employees accused of fraud
- 2/26 & 27 – Concow Camp Fire victims featured on Discovery Channel's “Homestead Rescue”
- 3/24 – PG&E to plead guilty to manslaughter for causing Camp Fire and subsequent 85 deaths

### Non-Camp Fire Fire news

- 1/14-17 – Prescribed burns scheduled all week near Lake Oroville
- 1/22 – Gallagher, Nielsen introduce legislation to prevent wildfires&power shutoffs
- 2/10 – Yuba Water Agency receives \$4.5 million Cal-Fire forest management grant
- 2/25 – Control burn scheduled in Magalia today
- 3/5 – A couple of very early-season wildfires being fought in Yuba & Glenn counties
- 3/6 – Grizzly fire in Glenn County 100% contained at 154 acres, Baker Fire in Yuba County 70% contained at 42 acres w/full containment expected by 6 this eve

### Gov't/Elections

- 1/8 – Oroville City Council advances flavored vape ban
- 1/9 – Nicoletti announces YWA candidacy
- 1/14 – Former Yuba City Mayor/current Sutter County Supervisor candidate issues statement regarding casino arrest
- 1/15 – New hires announced for both City of Yuba City & Yuba County positions
- 1/15 – Butte County Supervisor candidate forum this evening
- 1/16 – Marysville City Council boosts Police/Fire pay significantly
- 1/21 – Marysville Mayor elected as vice-chair on the Sacramento Area Council of Governments Board
- 1/22 – Sutter County Board of Supervisors candidate forum this eve
- 1/22 – Oroville City Council bans all flavored tobacco products
- 1/23 – Colusa County Board of Supervisors approves Industrial Hemp production
- 1/24 – City of Marysville again puts Plumas Lake Golf Course on the market
- 1/29 – Yuba County candidates forum this eve
- 2/10 – Tentative agreement reached in Yuba County Homeless Union lawsuit
- 2/12 – Butte County's plan to control its own power moves forward
- 2/19 – Yuba Water Agency GM resigning
- 3/4 – March primary results
- 3/9 – Governor sets sights on local properties for possible homeless housing
- 3/11 – Closed door meeting scheduled to discuss departure of new Yuba City Manager after just 6 months on the job

- 3/13 – Sutter County election update
- 3/19 – Sutter County primary count completed
- 3/23 – Yuba County's primary vote count completed
- 3/30 – Colusa County primary election numbers released

#### Law Enforcement

- 1/3 – Officer-involved shooting in Grass Valley
- 1/10 – Sutter County Sheriff's Office moves forward with 2<sup>nd</sup> St. homeless trailer removal
- 1/28 – Gridley Police Dept. warns of officer-impersonation scam
- 1/31 – Former Colusa PD Lt. Arrested on embezzlement charges

#### Cannabis/Opioids/Meth

- 2/4 – Arbuckle dark-webster pleads guilty to nationwide pot sales
- 2/12 – Almost 1000 plants siezed in Edgewater indoor pot bust
- 2/28 – Yuba Gardens student caught with cannabis at school\
- 3/5 – Massive indoor East Linda cannabis grow eradicated

#### Economy

- 1/17 – Ca. Dept. of Food & Agt grant to fund new Yuba/Sutter Fairgrounds AC system
- 2/3 – Yuba/Sutter unemployment #s up
- 3/11 – Yuba City Toyota now owned by Roseville group
- 3/30 – Yuba/Sutter unemployment #s remain steady

#### Traffic Infrastructure Improvement

- 1/10 - 5<sup>th</sup> St bridge update
- 3/6 - “ “ “ “
- 3/31 - “ “ “ -related closures this week

#### Schools/Education

- 1/9 – Marysville Teachers Union & District reach tentative agreement
- 1/27 – Social media threats prompt Paradise school lockdowns
- 2/18 – Paradise School District making major cuts
- 3/9 – Wheatland High School District secures \$½ million dollar “Strong Workforce” grant

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 30 second Community Reminder called "Job Hotline". This airs, at no charge to the One-Stop, on average 6/day ( Audio available 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) Weekend Updates are recorded by local announcers and air Thursday through Sunday, a total of 65 plays.

- 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 again broadcast from the Vitalant(formerly Bloodsource) Winter Classic Blood Drive (1/25 11a-1p)

Our in-studio guests this quarter were;

-1/2 & 9 & 24 – Tom Walther – Jim Leonard fundraiser

- 1/6 & 27& 2/3 – Art Dyce – Wyandotte Parent/Teacher Organization annual fundraiser
- 1/8 – Stacy Runyen – President Back The Badge Yuba/Sutter
- 1/22 – Lee Beck – Lindhurst wrestling coach
- 1/22, 2/25 – Dave Samson – Sutter Sporting clays team
- 1/23 – Josh Pace of Live Oak, “The Voice” contestant
- 1/29 – Julian Barkley-Brinson & Sarah Houck - “Rise Up”
- 1/29 – (phoner) Tyler Rich
- 1/30 – Brian Conejo – Marysville HGTV audition video
- 1/31 – Live Oak High School's Makala Wilcox, Senior Project
- 2/12 – Katy Goodsen, YCPD citizen's Academy & women's defense class
- 2/18 – Capt. Harding, Yuba/Sutter CHP Officer Gordon fundraiser
- 2/19, 3/11 – Ouida Wakefield, Bowl Over Diabetes & Bike Around the Buttes
- 2/21 – Candace Frescus, 140<sup>th</sup> Bok Kai parade & Festival
- 2/27 – Gary Kim, Twin Cities Rod & Gun Club “Refuse to be a Victim” class
- 3/3, 3/13 – Chris Mathews, BrewFest
- 3/4 – Anna Ogren & Katy Willis, traumatic brain injury support group
- 3/5 – John James & Dede Cordell, Yuba Water Agency
- 3/12 - “Auburn Road”, upcoming Nor-Cal country trio

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 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. Additionally, every other Tuesday, KKCY designates a local Athlete of the week culled from listener nominations. A recorded feature (35 seconds) airs honoring the athlete 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".)

#### 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 included in this report.



**2020-Q1 (January – March)  
Viewpoints Radio Quarterly Report –  
Compliance Issues & Programs List**



## **2020-Q1 (January – March) Radio Health Journal Quarterly Report – Compliancy Issues & Programs List**

Aging	Housing
Bankr	Hospitals
uptcy	Immigratio
Business &	n
industry	Infectious
Cancer	disease
Children & child safety	Inner-city
Consumer safety	issues
Consumerism	Insurance
Developmental	Law &
disorders	crime
Economic assistance	Legislation
program Economics	Parenting
Education	issues
Elderly & senior	Personal
citizens Emergency	finance
rooms Employment &	Politics
workplace issues	Pop
Ethics	culture
Family	Poverty
issues Fine	Parenting
Arts	issues
Federal government	Poverty
Government spending	Public health
Healthcare	Public policy
Heart disease	Societal
	issues Sports
	& recreation
	Technology
	Women's
	issues Youth
	at risk