



## KION-AM/FM RADIO

MONTEREY, CA

### QUARTERLY ISSUES / PROGRAMS LIST

#### FIRST QUARTER 2015

For Quarter beginning:      X      January 1, 2015  
             April 1, 2015  
             July 1, 2015  
             October 1, 2015

KION-AM/FM provides it's listeners with programming and public service announcements that address issues of concerns to our local community.

KION PUBLIC AFFAIRS PROGRAM is a weekly 30 minute Public Affairs Show hosted by Mark Carbonaro. This program features community guests and a variety of topics and local issues, events, and organizations.

This Program was created to bring local leaders together in an open forum to discuss the issues and community affairs and area events most important to our companies.

**"KION PUBLIC AFFAIRS PROGRAM" runs each Sunday at 7:00 AM**

KION-AM/FM also airs 1 sixty second news/weather segment per hour from 6:00am to 9:00 am Monday through Friday and 12 thirty second traffic reports from 6:00 am to 9:00 am and 5 thirty second traffic reports from 3:30pm to 6:00pm Monday through Friday.



## KION-AM/FM

MONTEREY, CA

### QUARTERLY ISSUES / PROGRAMS LIST

FIRST QUARTER, 2015

1/1/2015

KION – AM/FM provides its listeners with programming and public service announcements that address issues of concern to our local community. Among the issues determined to be of the most concern to the community during the preceding calendar quarter were:

- AFFORDABLE CARE ACT
- INCOME TAX PREPARENESS
- LOCAL ECONOMY
- WATER DROUGHT
- SAFETY



KION  
Monterey, CA  
Quarterly Issues/Programs List  
First Quarter, 2015  
04/04/2015

KION  
Quarterly Issues/Programs List

---

KION provides its listeners with programming and public service announcements that address issues of concern to our local community. Among the issues determined to be of most concern to the community during the preceding calendar quarter were:

- **Affordable Care Act:** an interview w/Dr. Gary Gray, chief medical officer, Natividad Medical Center who discussed how the Affordable Care Act (ACA) is impacting public hospitals like Natividad. He talked about the establishment of the new trauma center designation at the hospital and how that will improve health care for Monterey County residents
- **counseling:** Marta Martinez of Monterey County Rape Crisis Center on advocacy training program for rape counseling
- **Earthquake Preparedness:** CA EARTHQUAKE AUTHORITY discussed the EBB (Earthquake Brace & Bolt Program)
- **Food Bank Assistance:** Melissa Kendrick with the Monterey County Food Bank discussed fire/ arson that destroyed food banks delivery fleet & how the community can help rebuild it
- **Income Tax Preparedness:** CEO Mary Adams & Fatimas of United Way of Monterey County discussed the annual programs that helps lower income people file their income taxes and ensures those individuals receive the income tax rebates due them
- **Library Services:** Cathy Lindstrom of Monterey County Free Library Foundation on programs for underserved communities
- **Local Economy and Tax:** an interview w/Salinas Mayor Joe Gunter who discussed city finances and improvements to police department, libraries, and debt service were highlighted
- **Local Economy and Water Issue:** Salinas Mayor Joe Gunter, pt. 2 of interview re: Salinas 2015 discussed economic development and water issues affecting the City of Salinas. He talked about how Salinas is treating waste water for re-use in agriculture and industry. This directly impacts how the city saves water during the drought
- **Marina Foundation:** Steve Emerson of Marina Foundation - on programs & projects funded by the organization.
- **NON PROFIT ORGANIZATIONS:** CEO Mary Adams & Fatimas of United Way of Monterey County talk about how UW has changed its methodology for distributing grants to non profits and community organizations. She explained the new focus on making few grants to fewer organization but increasing the dollar to those organizations in order to help them have a greater impact within the community. The focus is on organizations that work on social justice issues
- **Salinas Police Department:** Salinas Police Chief Kelly McMillin discusses the concept of Community Oriented Policing and how it is an effort to reach out to communities of color in Salinas and to help improve relations between those communities and the police department
- **Sustainability:** Environmentalists' Neal Kruse & Larry Weingarten discuss sustainability & how we can create more
- **YMCA Programs:** Scott Maitland/Salinas YMCA programs for underserved communities

Section I  
LOCAL PROGRAMMING

Section I lists regularly-scheduled and special programs that represent the station's issue-responsive programming providing the most significant treatment of the issues listed above for the calendar quarter.

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
Local Economy and Tax	KION PUBLIC AFFAIRS SHOW	an interview w/Salinas Mayor Joe Gunter who discussed city finances and improvements to police department, libraries, and debt service were highlighted	Joe Gunter	01/04/2015 07:13 AM	033:11
Affordable Care Act	KION PUBLIC AFFAIRS SHOW	an interview w/Dr. Gary Gray, chief medical officer, Natividad Medical Center who discussed how the Affordable Care Act (ACA) is impacting public hospitals like Natividad. He talked about the establishment of the new trauma center designation at the hospital and how that will improve health care for Monterey County residents	Dr Gary Gray	01/11/2015 07:08 AM	027:06
Earthquake Preparedness	KION PUBLIC AFFAIRS SHOW	CA EARTHQUAKE AUTHORITY discussed the EBB (Earthquake Brace & Bolt Program)		01/18/2015 07:12 AM	030:49
Income Tax Preparedness	KION PUBLIC AFFAIRS SHOW	CEO Mary Adams & Fatimas of United Way of Monterey County discussed the annual programs that helps lower income people file their income taxes and ensures those individuals receive the income tax rebates due them	MARY ADAMS AND FATIMA DIAS	01/25/2015 07:04 AM	029:29
NON PROFIT ORGANIZATIONS	KION PUBLIC AFFAIRS SHOW	CEO Mary Adams & Fatimas of United Way of Monterey County talk about how UW has changed its methodology for distributing grants to	MARY ADAMS AND FATIMA DIAS	02/01/2015 07:15 AM	029:29

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		non profits and community organizations. She explained the new focus on making few grants to fewer organization but increasing the dollar to those organizations in order to help them have a greater impact within the community. The focus is on organizations that work on social justice issues			
Local Economy and Water Issue	KION PUBLIC AFFAIRS SHOW	Salinas Mayor Joe Gunter, pt. 2 of interview re: Salinas 2015 discussed economic development and water issues affecting the City of Salinas. He talked about how Salinas is treating waste water for re-use in agriculture and industry. This directly impacts how the city saves water during the drought	Mayor Joe Gunter	02/08/2015 07:17 AM	033:11
YMCA Programs	KION PUBLIC AFFAIRS SHOW	Scott Maitland/Salinas YMCA programs for underserved communities	Scott Maitland	02/15/2015 07:17 AM	028:00
Library Services	KION PUBLIC AFFAIRS SHOW	Cathy Lindstrom of Monterey County Free Library Foundation on programs for underserved communities	Cathy Lindstrom	02/22/2015 07:16 AM	030:21
counseling	KION PUBLIC AFFAIRS SHOW	Marta Martinez of Monterey County Rape Crisis Center on advocacy training program for rape counseling	Marta Martinez	03/01/2015 07:13 AM	018:33
Marina Foundation	KION PUBLIC AFFAIRS SHOW	Steve Emerson of Marina Foundation - on programs & projects funded by the organization.	Steve Emerson	03/08/2015 07:13 AM	027:35
Salinas Police Department	KION PUBLIC AFFAIRS SHOW	Salinas Police Chief Kelly McMillin discusses the concept of Community Oriented Policing and how it is an effort to reach out	Chief Kelly McMillin	03/15/2015 07:15 AM	028:30

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		to communities of color in Salinas and to help improve relations between those communities and the police department			
Sustainability	KION PUBLIC AFFAIRS SHOW	Environmentalists' Neal Kruse & Larry Weingarten discuss sustainability & how we can create more	Neal Kruse and Larry Weingarten	03/22/2015 07:17 AM	030:00
Food Bank Assistance	KION PUBLIC AFFAIRS SHOW	Melissa Kendrick with the Monterey County Food Bank discussed fire/ arson that destroyed food banks delivery fleet & how the community can help rebuild it	Melissa Kendrick	03/29/2015 07:15 AM	028:49

Section II  
NETWORK (and/or SYNDICATED) PROGRAMMING

Section II lists the network-provided (and/or syndicated) programming that the station broadcast during the preceding calendar quarter that addresses community issues.

ISSUE	PROGRAM / TITLE	DESCRIPTION	DATE/TIME	DURATION
-------	-----------------	-------------	-----------	----------

**(Insert network and/or syndicator-provided programs lists here.)**

Section III  
PUBLIC SERVICE ANNOUNCEMENTS

Section III lists public service announcements that the station broadcast during the preceding calendar quarter that address community issues.

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
PUBLIC SERVICE	Ad Council	000:30	161
PUBLIC SERVICE	Ad Council	001:00	919
HEALTH	AMERICAN DIABETES ASSN	001:00	002
HEALTH	AMERICAN HEART ASSOCIATION	000:30	029

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
PET	AMERICAN VETERNARIANS ASSN	000:30	049
WATER	AMERICAN WATER WORKS ASSN	000:27	062
WATER	AMERICAN WATER WORKS ASSN	000:30	045
FARMING	CA FARM BUREAU FED	000:30	046
YOUTH	CC HOUSE RC (DRUMMOND)	000:26	143
YOUTH	CC HOUSE RC (DRUMMOND)	000:30	023
YOUTH	CCH/RANCHO CIELO ROUND UP	000:30	057
HEALTH	HEARING LOSS OF AMERICA ASSN	000:30	047
PET	HUMANE SOCIETY	000:31	047
HEALTH	IHR PSA/GO RED	000:30	021
MILITARY AND VETERANS	KION CATO-19	000:59	001
HOUSING	KION PSA HOME AFFORDABLE	000:15	038
EDUCATION	KION PSA YELLOW RIBBON PROJECT	000:15	040
EDUCATION	KION PSA/AAOS	001:00	092
ADOPTION	KION PSA/ADOPT US KIDS	000:30	045
ADOPTION	KION PSA/ADOPT-A-KID	000:30	047
HEALTH	KION PSA/ADULT VACCINES	000:30	046
MILITARY AND VETERANS	KION PSA/AIR FORCE RESERVE	001:00	089
ENVIRONMENT	KION PSA/ANTI LITTER CAMPAIGN	000:30	048
HEALTH	KION PSA/APNEA :20	000:20	001
HEALTH	KION PSA/APNEA :30	000:30	029
HEALTH	KION PSA/APNEA :60	001:00	006
MILITARY AND VETERANS	KION PSA/ARMY MUSEUM	000:30	004
HEALTH	KION PSA/ARRL #01	000:29	004
HEALTH	KION PSA/ARRL #02	000:30	004
HEALTH	KION PSA/ARRL #03	000:28	014
HEALTH	KION PSA/ARRL #05	000:30	007
PARENTING	KION PSA/BEING A DAD	000:30	047

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
YOUTH	KION PSA/BGCMC (GENERIC)	000:31	028
DRINKING	KION PSA/BUZZED DRIVING	000:30	049
YOUTH	KION PSA/CA HS-03	001:00	014
YOUTH	KION PSA/CA HS-04	001:00	012
SENIORS	KION PSA/CAREGIVER SUPPORT	000:30	045
YOUTH	KION PSA/CHILD SAFETY	000:30	046
ECONOMY	KION PSA/CREDIT-01	001:01	090
ECONOMY	KION PSA/CREDIT-02	000:15	035
ECONOMY	KION PSA/CREDIT-03	000:31	045
ECONOMY	KION PSA/CREDIT-04	001:00	091
ECONOMY	KION PSA/CREDIT-05	000:21	031
DRUG AWARENESS	KION PSA/DRUG ABUSE AWARENESS	000:30	046
DRUG AWARENESS	KION PSA/DRUG AWARENESS	001:00	088
MILITARY AND VETERANS	KION PSA/DVDs4VETS	000:30	001
ENVIRONMENT	KION PSA/ENERGY CONSERVATION	000:30	046
EDUCATION	KION PSA/ESGR	000:30	002
EDUCATION	KION PSA/FAST	000:30	047
MILITARY AND VETERANS	KION PSA/FDC FOR VETS-01	000:30	045
MILITARY AND VETERANS	KION PSA/FDOM	000:30	033
MILITARY AND VETERANS	KION PSA/FDOM	000:31	031
BUSINESS	KION PSA/FDOM ROTARY	000:30	127
YOUTH	KION PSA/FEED HUNGRY KIDS	000:30	048
FARMING	KION PSA/FEED THE PIG	000:30	046
ECONOMY	KION PSA/FINANCES	000:15	044
ENVIRONMENT	KION PSA/FLOOD PREVENTION-01	000:30	044
YOUTH	KION PSA/FOOD ANGELS	000:30	045
HEALTH	KION PSA/GO RED	000:30	035

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
EDUCATION	KION PSA/GOODWILL	000:15	042
MILITARY AND VETERANS	KION PSA/GUARD & RESERVE	000:30	004
MILITARY AND VETERANS	KION PSA/GWAY	000:16	007
EDUCATION	KION PSA/HARTNELL 2.20.16	000:31	128
EDUCATION	KION PSA/ICCJ	000:59	030
EDUCATION	KION PSA/IJ COMM SPEECH :30	000:30	007
EDUCATION	KION PSA/IJ DESTINY :30	000:30	009
EDUCATION	KION PSA/IJ ECON :30	000:30	006
EDUCATION	KION PSA/IJ EM DOM :30	000:30	005
EDUCATION	KION PSA/IJ LAWYERS :30	000:30	007
EDUCATION	KION PSA/IJ NET SPEECH :30	000:30	003
EDUCATION	KION PSA/IJ SCHOOL CHOICE :30	000:30	012
EDUCATION	KION PSA/IJ U LIKE	000:30	004
EDUCATION	KION PSA/JCW	000:17	007
EDUCATION	KION PSA/JDRF	001:00	095
EDUCATION	KION PSA/KCRWF	000:30	021
EDUCATION	KION PSA/KCRWF	000:31	018
ENVIRONMENT	KION PSA/LAND CONSERVATION	000:30	047
MILITARY AND VETERANS	KION PSA/LDS-01	000:15	004
MILITARY AND VETERANS	KION PSA/LDS-02	000:20	004
MILITARY AND VETERANS	KION PSA/LDS-04	000:10	006
MILITARY AND VETERANS	KION PSA/LDS-06	000:20	003
ENERGY CONSERVATION	KION PSA/LIGHTEN UP-01	002:01	012
ENERGY CONSERVATION	KION PSA/LIGHTEN UP-02	002:01	012
ENERGY CONSERVATION	KION PSA/LIGHTEN UP-03	002:01	011
ENERGY CONSERVATION	KION PSA/LIGHTEN UP-04	002:00	013

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
ENERGY CONSERVATION	KION PSA/LIGHTEN UP-05	002:00	013
ENERGY CONSERVATION	KION PSA/LIGHTEN UP-06	002:00	012
ENERGY CONSERVATION	KION PSA/LIGHTEN UP-07	002:01	014
ENERGY CONSERVATION	KION PSA/LIGHTEN UP-08	002:00	014
ENERGY CONSERVATION	KION PSA/LIGHTEN UP-09	002:01	013
ENERGY CONSERVATION	KION PSA/LIGHTEN UP-10	002:01	013
HEALTH	KION PSA/MAKING HOME AFFORDABLE	000:30	050
HEALTH	KION PSA/MC-SARD	000:30	001
HEALTH	KION PSA/NPESTMA-01	000:31	049
HEALTH	KION PSA/NPESTMA-02	000:31	044
HEALTH	KION PSA/NPESTMA-03	000:31	047
HEALTH	KION PSA/NPESTMA-04	000:30	044
HEALTH	KION PSA/NSVMAD	000:16	002
MILITARY AND VETERANS	KION PSA/PARALYZED VETS	000:15	019
MILITARY AND VETERANS	KION PSA/PARALYZED VETS	000:30	067
MILITARY AND VETERANS	KION PSA/PARALYZED VETS	001:00	079
MILITARY AND VETERANS	KION PSA/POSSE :30	000:30	013
BUSINESS	KION PSA/RCYC	000:30	063
BUSINESS	KION PSA/ROTARY -02	000:30	011
ADOPTION	KION PSA/SC FOSTER	000:31	003
EDUCATION	KION PSA/SCHOOL CHOICE - 03	000:29	017
EDUCATION	KION PSA/SCHOOL CHOICE - 04	000:28	017
EDUCATION	KION PSA/SCHOOL CHOICE-01	000:59	034
EDUCATION	KION PSA/SCHOOL CHOICE-02	000:59	036
HEALTH	KION PSA/SU2C CANCER RESEARCH	000:30	046
MILITARY AND VETERANS	KION PSA/TEACHER RECRUITMENT CAMPAIGN	000:30	048
MILITARY AND	KION PSA/USNL	000:30	010

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
VETERANS			
MILITARY AND VETERANS	KION PSA/USO (:15)	000:15	010
MILITARY AND VETERANS	KION PSA/VETS FDC-02	000:32	046
ENVIRONMENT	KION PSA/WILDFIRES	000:30	046
ENVIRONMENT	MONTEREY BAY AQUARIUM	000:30	061
POLITICAL	Monterey County Republicans	000:30	064
POLITICAL	Monterey County Republicans	000:31	057
SAFETY	PEACEMAKERS	000:29	049
BUSINESS EXPO	SALINAS VALLEY CHAM OF COMM	000:21	014
BUSINESS EXPO	SALINAS VALLEY CHAM OF COMM	000:30	134
BUSINESS EXPO	SALINAS VALLEY CHAM OF COMM	000:31	107
RELIGION	SOCIETY OF ST. ANDREW	000:59	011
ENVIRONMENT	SOQUEL CREEK WATER DISTRICT	000:30	046
ENVIRONMENT	THE LAND TRUST	000:29	051
ENVIRONMENT	THE LAND TRUST	000:30	046
NON PROGITS	UNITED WAY SANTA CRUZ COUNTY	000:30	014
ENVIRONMENT	US FOREST SERVICE	000:30	045
EDUCATION	KION PSA/ASSE STUDENT EXCHANGE	000:30	046
EDUCATION	KION PSA/DISASTER PREP	000:30	048
HEALTH AND FITNESS	AMERICAN HEART ASSOCIATION	000:30	005
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:30	010
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:31	019
AGRICULTURE	AG FCND INTRO	000:16	001
AGRICULTURE	AG FCND INTRO	000:17	040
AGRICULTURE	AG FCND RE-JOIN-01	000:14	001
AGRICULTURE	AG FCND RE-JOIN-01	000:17	040
AGRICULTURE	AG FCND RE-JOIN-02	000:12	001

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
AGRICULTURE	AG FCND RE-JOIN-02	000:17	040
HEALTH	AMERICAN HEART ASSOCIATION	000:15	046
YOUTH	KION PSA/SCORE :30	000:30	011