

KBAY

Gilroy, San Jose

Quarterly Issues/Programming Report for [4th Quarter/2018]¹

During this quarter, this station gave particular attention to the issues listed in the following report. These issues are not listed in order of importance and it should be noted that the station may have also aired other programming that was responsive to the community's informational needs.

KBAY airs a series of :15 second PSA's in :30 second segments within our feature "Bay-FM Community Connection" rotating through all dayparts on the station.

We then direct listeners to <https://www.945bayfm.com/community-connection/> for more information about each organization.

The community issues covered during the 4th Quarter 2018 include:

1. Health
2. Transportation
3. Education
4. Animal Safety
5. Hunger
6. Housing & Homeless Services
7. The Environment
8. Transportation
9. California Wildfires
10. Social Services
11. Youth Services

ISSUE: Health

¹ 73.3526 (e)(11)(i), (e)(12); 73.3527(e)(8) *Issues/programs lists*. For AM, FM, TV and Class A broadcast stations, every three months a list of programs that provided the station's most significant treatment of community issues during the preceding three month period. The list for each calendar quarter is to be filed by the tenth day of the succeeding calendar quarter (e.g., January 10, April 10, July 10, October 10). The list shall include a brief narrative describing what issues were given significant treatment and the programming that provided this treatment. The description of the programs shall include, but shall not be limited to, the time, date, duration, and title of each program in which the issue was treated. The lists described in this paragraph shall be retained in the public inspection file until final action has been taken on the station's next license renewal application.

Program Name	Date	Time and Duration	Description
<u>Health Trust</u>	<u>10/1-10/31</u>	<u>:15 Seconds Aired (67 times)</u>	<u>Provider of health services for low-income populations in silicon valley</u>
<u>Heart of the Valley</u>	<u>10/1-10/31</u>	<u>:15 Seconds Aired (67 times)</u>	<u>Advocating and facilitating of services for seniors</u>
<u>Lucile Packard Children's Hospital Stanford</u>	<u>11/1-11/31</u>	<u>:15 Seconds Aired (118 times)</u>	<u>Awareness campaign for services provided by Lucile Packard</u>
<u>Human Connexus Foundation</u>	<u>12/1-12/31</u>	<u>:30 Seconds Aired (64 times)</u>	<u>Awareness for foundation which provides financial assistance to those facing hardship due to extreme medical situations</u>

ISSUE: Animal Safety

Program Name	Date	Time and Duration	Description
<u>Silicon Valley Pet Project</u>	<u>10/1-10/31</u>	<u>:15 Seconds Aired (67 times)</u>	<u>Adoption services for dogs and cats</u>

ISSUE: Youth Services

Program Name	Date	Time and Duration	Description
<u>CASA</u>	<u>10/1-10/31</u>	<u>:15 Seconds Aired (67 times)</u>	<u>Court Appointed Youth Services advocates for children in the legal system who have no representation</u>

ISSUE: Hunger

Program Name	Date	Time and Duration	Description
<u>Second Harvest Food Bank</u>	<u>10/1-10/31</u>	<u>:15 Seconds Aired (67 times)</u>	<u>Malnutrition is pervasive in our community campaign to build awareness</u>
<u>Pruneyard Cinemas Second Harvest Canned Food Drive</u>	<u>11/1-11/10</u>	<u>:30 Seconds Aired (73 times)</u>	<u>Canned Food Festival Food Drive at Pruneyard Cinemas on 11/10/18</u>
<u>Martha's Kitchen</u>	<u>11/1-11/10</u>	<u>:30 Seconds Aired (59 times)</u>	<u>Seeking donations for food and volunteer time to help feed the homeless and hungry in our community</u>

ISSUE: Transportation

Program Name	Date	Time and Duration	Description
<u>Good Karma Bikes</u>	<u>10/1-10/31</u>	<u>:15 Seconds Aired (67 times)</u>	<u>Good Karma reinvests proceeds into programs targeting at risk youth, and those who use bicycles primarily for transportation</u>
<u>American Cancer Society</u>	<u>11/1-11/31</u>	<u>:15 Seconds Aired (59 times)</u>	<u>Patients receiving out of home treatment for cancer need rides</u>

ISSUE: Housing & Homeless Services

Program Name	Date	Time and Duration	Description
<u>Homefirst</u>	<u>10/1-10/31</u>	<u>:15 Seconds Aired (67 times)</u>	<u>Provider of services, shelter and housing for the homeless promoting fundraiser event</u>
<u>Life Services Alternatives</u>	<u>12/1-12/31</u>	<u>:15 Seconds Aired (64 times)</u>	<u>Provider of care and support to special needs populations for housing and health services</u>

ISSUE: The Environment

Program Name	Date	Time and Duration	Description
<u>Bay Nature</u>	<u>10/1-10/31</u>	<u>:15 Seconds Aired (67 times)</u>	<u>Volunteering, education and awareness for parks and the outdoors</u>
<u>Spare the Air</u>	<u>12/1-12/31</u>	<u>:15 Seconds Aired (64 times)</u>	<u>Awareness for reduced driving and alternatives to wood burning fireplaces to reduce air pollution</u>
<u>GRPC Guadalupe River Park Conservancy</u>	<u>12/1-12/31</u>	<u>:15 Seconds Aired (64 times)</u>	<u>Educational programs for the public to learn about composting, gardening and ecology</u>
<u>Food Empowerment Project</u>	<u>12/1-12/31</u>	<u>:15 Seconds Aired (64 times)</u>	<u>Education about abuse of farm animals, natural resources, working conditions and creating healthy options for food choices</u>

ISSUE: California Wildfires

Program Name	Date	Time and Duration	Description
<u>California Fire Foundation</u>	<u>11/1-11/25</u>	<u>:15 Seconds Aired (200 times)</u>	<u>Solicited for donations to help victims and firefighters throughout California affected by wildfires specifically Butte County-Paradise</u>

ISSUE: Social Services

Program Name	Date	Time and Duration	Description
<u>Salvation Army</u>	<u>11/1-11/31</u>	<u>:15 Seconds Aired (59 times)</u>	<u>Solicited for donations to help Salvation Army to provide services to the community</u>
<u>Salvation Army</u>	<u>12/1-12/31</u>	<u>:15 Seconds Aired (64 times)</u>	<u>Solicited for volunteer "Bell Ringers" to help Salvation Army collect donations during the holidays</u>

ISSUE: Education

Program Name	Date	Time and Duration	Description
<u>The Tech Museum</u>	<u>11/1-11/31</u>	<u>:15 Seconds Aired (59 times)</u>	<u>Awareness campaign for the mission of the museum to educate and inspire the community through technology</u>
<u>R.A.F.T.</u>	<u>11/1-11/31</u>	<u>:15 Seconds Aired (59 times)</u>	<u>Resource Area For Teaching Hands on training for students to learn</u>
<u>Get Magic</u>	<u>11/1-12/31</u>	<u>:15 Seconds Aired (123 times)</u>	<u>One-on-one mentoring for girls in STEM awareness campaign and outreach for volunteer mentors</u>
<u>Breakthrough Silicon Valley</u>	<u>12/1-12/31</u>	<u>:15 Seconds Aired (64 times)</u>	<u>Services for high school students to apply to college and excel during preparatory classes</u>

STATION	RUN DATES	DAYPART	TOTALS
KBAY	010/01/18 – 12/31/18	MON-SUN 12A-12A	1,536 x :15 second PSA
			384 Total Minutes

For public service contracts, sales orders, and transcripts, please contact a company or station administrator. The FCC mandated public file, that contains this issues and programs listing, and all other public files, may be viewed at the KBAY – KEZR Alpha Media, LLC offices during business hours or by appointment.

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