



Reporting Period for the 4th Quarter of 2020 for Station KWSW-AM
(Simulcast on KEJY – AM)

Description of Issue	Program	Date Aired	Time(s) Aired	Duration	Description of Program
Public Health: Virus update and the current "status" of Humboldt County	Special live interview	October 14 th	4pm hr & again in 6pm hr	15 to 20 minutes (each airing)	Update on the status and the explanation of the same
Economic Development & Community Health: Neighbors Helping Neighbors	Series of messages about supporting locally owned businesses	10/1 to 12/31	6a to 8p daily	30-second commercials	Information shared on benefits of buying from local business.
Economic Develop. & Community Health: Updates on Virus status	Special live interview	November 11 th	4pm hr & again in 6pm hr	15 to 20 minutes (each airing)	Update with the Sheriff on details from OES / DHHS
Public Health: Wuhan Virus – related safety messages	Public Awareness Campaign	10/1 to 12/31	12:00a – 12:00a	30 second messages	Tips about personal safety measures / reminders
Public Safety: Christmas Safety and Disposal	Public Awareness effort	11/15 to 12/31	12:00a – 12:00a	30 second messages	Safe Christmas Tips and Safe Tree Disposal
Public Health: Earthquake Safety Tip reminders	30-second reminders	10/1 to 12/31	12:00a – 12:00a	30 second messages	Segments about personal safety plans to make

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Dated: 1/6/2021