

QUARTERLY LIST OF COMMUNITY ISSUES AND RESPONSIVE PROGRAMS

JANUARY 1ST -MARCH 31ST 2021

In an ongoing effort to serve the public interest, WKY and its owners, Cumulus Media offers a variety of programming, responsive to the issues of concern to the listening audience. Below is a list of the station's most significant programming treatment of those issues for the period of JANUARY 1ST -MARCH 31ST 2021

HEALTHCARE- This station chose to address a variety of health issues of continuing importance to our listeners. These issues cover areas of health care ranging from infants to adults.

THE ARTS- This station believes it is important to support the arts and the entities that work hard to bring the arts to this community, whether it be a museum or a theater group.

ENVIRONMENTAL AWARENESS- This station strives, whenever possible, to alert the community to opportunities to make the environment in which they live a better, healthier one.

COMMUNITY AWARENESS- This station has worked to provide non-profit agencies an outlet to inform the community about services available to them.

SAFETY- this station makes an effort to inform its listeners of ways to make their world safer by having knowledgeable people talk about a variety of pertinent issues.

EDUCATION- this station chose members of the educational community to inform listeners of classes, workshops and other opportunities to be better educated.

ECONOMY- this station has given professionals the chance to inform its listeners of its economic health and ways to improve the business environment.

FAMILY- this station supports families and their day-to-day issues. It has brought information that covers issues ranging from better parenting to how to be a better sibling/ student.

1st Quarter Public Service Report for Sunday Morning Magazine (Runs 7:00-7:30am)

January 3rd

We start off the year with a check in at Sunbeam family services. They provide multiple services to the community but in particular their grandparents raising grandchildren program is getting a lot more participants as of late. Support groups online are growing due to the pandemic limiting in person gatherings.

Our second segment deals with the Foster Care program, also with Sunbeam. They partner with the state to provide training for prospective foster parents and support after placement.

January 10th

We interviewed the local rugby team for teens which is gaining traction in the area. The team is called the Grays and though there are not as many girls as they would like participating, their teams are growing.

The Oklahoma City County health department is continuing their work to provide accurate and up to date information on the efficacy of the vaccines. Eddie Withers, chief epidemiologist with the department, checks in with us about that and distribution efforts.

January 17th

We provided a replay of the previous weeks chat with the OCCHD due to the need for ongoing attention to pandemic efforts regarding vaccine distribution.

The Rugby Grays also made a reappearance to discuss recruitment

January 24th

The Veterans administration is doing separate vaccination effort so we brought experts in to discuss the method they are using to reach out to older vets to get them in for their vaccinations.

The second segment also dealt with ongoing programs available to veterans as a part of their benefits. There are many programs which provide mental health services that are helping during the pandemic.

January 31st

Sunbeam Family services comes to the program with good news about new jobs available in childcare with their organization!

The Regional Food Bank of Oklahoma gives a summary of their efforts in providing relief in the recent uptick of childhood hunger due to the lack of school meals in food insecure families.

February 7th

It's Girl Scout Cookie time!! This year Uber Eats is helping to bring cookies to customers! We also discuss their online cookie ordering process.

The Oklahoma City Community Foundation has scholarships available for kids entering college. The conversation revolves around the application process and deadlines for entering.

February 14th

Due to the inability of the Girl Scouts to do their usual cookie booths outside stores this year, we provide additional exposure by revisiting the information about their Cookie Finder App and in home delivery of the cookies to help fund vital programs for our Oklahoma Girl Scouts!

Scholarship program deadlines are also revisited through the Oklahoma City Community Foundation. There are many specialized scholarships that go unused due to the lack of students who understand that they may be eligible. We give the information again!

February 21

Electronic devices can be recycled and upcycled through Pace Butler. We talk with their CEO regarding the process for turning in devices. We also discuss employment opportunities with their organization for people needing a second chance.

We give more airtime to the Girl Scouting program to discuss their upcoming camp opportunities and training for girls to be successful in their lives and discuss famous women who were girl scouts. We also provide more cookie information, as this is their biggest fundraiser of the year.

February 28th

The new CEO of the Regional Food Bank of Oklahoma joins us to talk about their upcoming fundraiser, Chef's Feast. Normally one of their largest fundraisers, the feast is not able to proceed as normal due to the pandemic, so as with other, has been restructured. We discuss procedures for the event.

The Oklahoma Blood Institute is dealing with an ongoing blood emergency in our state. We speak with their CEO about the reason for the shortage as well as needed solutions.

March 7th

We continue our conversation with the Oklahoma Blood institute and once again encourage the public to step up and give blood. We discuss blood types, the need for donations, and safety procedures due to pandemic protocol.

The new CEO of the Regional Food Bank brings us new information about their efforts to raise money, as well as information about their re-branding efforts which were planned the previous year but delayed due to the "all hands on deck" approach they have had to adopt for the previous year's food emergency.

March 14th

We interview an organization called Sample Oklahoma which provides a service to both Made in Oklahoma producers and to local non-profit organizations.

We also discuss some of the programs provided by the leaders of several of the organizations helped by Sample Oklahoma in the second segment this week.

March 21

Our ongoing conversation about food insecurity due to lack of resources continues with Cathy Nestlan and the new CEO of the Regional Food Bank of Oklahoma. Their Food for Kids programs have been greatly impacted due to the increased numbers of kids needing meals at home. So many children get their meals at school and new ways to get food to families have been developed.

More blood drives have been established due to massive shortages due to recent weather emergencies and supply disruptions. We talk with the Oklahoma Blood Institute again to get the word out about ongoing need for donations.

March 28th

Upward Transitions, an organization that helps to facilitate the movement from homelessness for local folks who are struggling joined us to discuss their upcoming fundraising campaign. Of course this year is different, so their usual efforts have been hampered. We talk about ways in which they have adapted to the new conditions so that they can go ahead with their event.

We revisit our conversation about vaccines again this week to get a new segment of the population to get the shot. OCCHD has teamed up with some local hospitals to provide more opportunities to get vaccine appointments.