



July 9, 2022

**KRKC-FM**  
POP 102.1

**QUARTERLY ISSUES/PROGRAM LIST**

**KRKC-AM**  
KRKC Country  
1490

The Quarterly Issues/Program List for April 1 through June 30, 2022 for Stations KRKC- FM King City (and K295BZ), KSGG-FM King City and KRKC (AM) King City (and K268DW and K285FW) broadcasted a total time is 13 hours and 12 minutes.

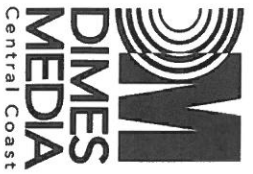
**KSGG-FM**  
104.7

Dimes Media Stations Public Service Announcements support the local non-profit organizations by airing their different events. The Public Service Announcements (PSA's) total time is approximately 47 hours and 17 minutes. This time is representative of the PSA's for the second quarter.

**TOTAL TIME FOR THE SECOND QUARTER APRIL 1 THROUGH JUNE 30, 2022**

**IS**

**60 HOURS and 29 MINUTES**



## QUARTERLY ISSUES/PROGRAMS LIST

Here follows a listing of some of the significant issues responded by Station KRKC (FM), King City, California, KRKC (AM), King City, California and KSSG (FM) King City, California along with the most significant programming treatment of those issues for the period April 1 2022 - June 30 2022. The listing is by no means exhaustive. The order in which the issues appear does not reflect any priority or significance.

| Description of Issue  | Program/Segment                          | Date   | Time                        | Duration/Total Time                     | Narration of type and description o program/segment  |
|---|--|--------|-----------------------------|---|--|
| Adolescent Mental Health, Parenting, Emerald Ash Bore, Environment, Government Spending Longevity, Personal Finance | Public Affairs Program in three segments | 4/3/22 | 6:00 AM Sunday all stations | 8:09; 8:55; 5:10 Total time: 22 minutes | <p>Gary L. Freed, MD, MPH, pediatrician, co-director of the University of Michigan Health C.S. Mott Children's Hospital National Poll Children's Health, from a national poll a quarter of the parents state that their adolescent-aged child has seen a mental specialist with nearly 60% explaining a visit within the last year. He says that adolescent mental disorders ie. depression and anxiety were present before COVID. He adds that school closings, lockdowns, and isolation increased these problems. He talks about difficulties which parents encountered trying to find mental health treatment for their children. Emma J. Huddings, PhD, FRQNT postdoctoral fellow, Bennett Lab, Department of Biology, Carleton University explains that over 1.4 million street trees will die because of invasive insects primarily the emerald ash borer. To replace these trees, it will cost over \$900 million. She projects that more than 87 million urban trees on private property will die. She gives possible strategies in urban planning to reduce this huge tree loss. Matthew Harding, PhD, Professor of Economic and Statistics, University of CA, Irvine, UCI Faculty Innovation Fellow, states from his research that a person's credit score can predict when they will die. He says that having a low credit does not mean someone is likely to die young. He explains the two major connections between mortality and credit scores.</p> |

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|---|--|---------|-----------------------------|---|---|
| Consumer Matters, Economy, Employment, Career, Personal Health COVID-19       | Public Affairs Program in three segments | 4/10/22 | 6:00 AM Sunday all stations | 8:09; 8:55; 5:10 Total time: 22 minutes | Tom McParland, car buying expert and consumer advocate, founder of car buying service Auto Match Consulting, explains the factors for inflated prices for new and used cars. He discusses the unusual and creative fees that many dealers add to car prices and how consumers can deal with this. He offers money-saving ideas for buyers in the used car market. Rebecca Knight, senior correspondent for Insider, discusses that many job seekers accept positions that are totally different from what the recruiter describe. From her survey many new hires feel that they have been deceived by the recruiter. She outlines questions that job seekers should ask in the interview. Christina Abdel-Shahed, PhD, Early Career Development Fellow, School of Public Health, University of Sydney, states that virtually every medicine is known to cause some unintended side effects. From her study she examines immune responses linked to Tylenol, non-steroidal anti-inflammatory drugs like Ibuprofen, and opioid analgesics. The results are mixed, and she explains the different effects and implications in combating various infectious conditions including COVID-19 |
| Minority Concerns, Racism, Career, Consumer Matters, Insurance, Mental Health | Public Affairs Program in three segments | 4/17/22 | 6:00 AM Sunday all stations | 8:48; 8:30; 5:09 Total time: 22 minutes | Minda Harts, author, offers advice to girls of color entering high school, college, and the job market. She explains how young women create boundaries as teenagers, why finding a mentor is necessary for success, and how girls can find courage to speak up in difficult conversations and negotiations. Loretta L. Worters, VP of Media Relations, Insurance Information Institute states that due to inflation the cost of construction is increasing and homeowners may find out that they are underinsured if they need to rebuild in a covered insurance claim. She outlines what homeowners need to know to assess whether they are properly covered for homeowners, car, and umbrella policies during times of high inflation. Whitney Goodman, licensed psychotherapist, owner of the Collaborative Counseling Center, a Miami private therapy practice, author, explains the concept of "toxic positivity" in which people tell others that happiness is decided by silencing negativity. She outlines ways to experience and work through difficult emotions, resulting in more authenticity, connection, and personal growth.   |

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| Substance Abuse, Mental Health, Public Infrastructure, Traffic Safety, Child Safety | Public Affairs Program in three segments | 4/24/22 | 6:00 Sunday AM all stations | 8:25; 8:50; 4:54 Total time: 22 minutes | <p>Annie Grace, author, says that many people question whether their drinking has become too big a part of their lives, and may be affecting their health. She shares her personal story with alcohol addiction and how she quit. She dismisses the myths connected with social drinking. She also discusses societal pressures, psychological factors, and other reasons why people drink. John Brown Miller, PhD, global expert on public infrastructure, former Professor of Construction Management and Civil &amp; Environmental Engineering at MIT, discusses why government costs so much and why public infrastructure projects are often delayed or over budget. He gives examples of how other countries' public works projects are often completed in a more cost-effective and efficient ways than in the U.S. Jodie Punnett, PhD, Professor and Starch Faculty Fellow, University of Iowa, states that for adults to cross the street is easy. For children the motor skills and perceptual judgment are not fully developed to safely cross the street until age 14. She discusses the precautions which parents should take for younger children.</p>                  |
|   | Public Affairs Program in three segments | 4/30/22 | 6:00 AM Sunday all stations | 8:35; 8:43; 5:03 Total time: 22 minutes | <p>Sade Lindsay, PhD, sociologist in the Cornell Brooks School of Public Policy, Cornell University, states that many prisons offer vocational training and other educational opportunities for inmates. She noted from her study that the inmates face a "prison credential dilemma" when looking for employment. Only 2 out of 50 former inmates were successful in using their prison education credentials to find jobs. She talks about the most common programs. Heather Turgeon, MFT, co-author says that teenagers are caught in problems of academic overload, night owl biology, and early school start times resulting in sleep debt. She gives suggestions to parents who want to help their children develop good sleep habits. Kritee Gujral, PhD, Research Health Economist in the Health Economics Resource Center of the Veterans Administration Palo Alto Care Health System finds out from his study that rural veterans with mental health issues were likelier to receive online treatment after receiving iPads from Veteran Affairs reducing their risk of suicide during the COVID-19 pandemic. These results were good and the initiative will continue.</p> |

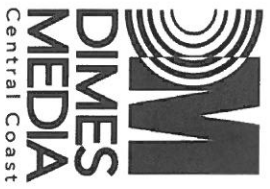
|   |   |                |                                    |  |  |
|---|---|----------------|------------------------------------|--|--|
| <p>Longevity, Personal Health, COVID 19, Personal Finance, National Parks, Physical Fitness, Poverty</p>              | <p>Public Affairs Program in three segments</p> | <p>5/8/22</p>  | <p>6:00 AM Sunday all stations</p> | <p>8:44; 8:40; 4:52 Total time: 22 minutes</p> | <p>Steven H. Woolf, MD, MPH, Director Emeritus &amp; Senior Advisor in the Center on Society and Health Professor in the Department of Family Medicine and Population Health, Virginia Commonwealth University School of Medicine, discovers that the US average life expectancy is expected to decrease by 2.26 years from 2019 to 2021, worse than any other 21 high-income nations. He says that this trend is caused by the pandemic, and other major problems ie. drug overdoses, obesity, diabetes, and other chronic diseases that have been increasing for decades. He explains that life expectancy declines are worst among Hispanics and Blacks. Nick Maggulli, personal finance blogger. Chief Operating Officer &amp; Data Scientist at Rightholtz Wealth Management, author, explains the ways to become wealthy are buying real estate, investing in stock index funds, owning a business, or to buying income-producing assets. He offers suggestions for younger people to start saving and investing. Camilla Hodge, PhD, Professor, Brigham Young University Marriott School of Business, leads a study with the US National Parks program called "Every Kid Outdoors" which gives families with fourth graders free access to national parks for one year. As a result this program has increased the frequency of hiking with children. She notes that this program was not very effective with lower income families and offers suggestions to correct this.</p> |
| <p>Personal Productivity, Workplace Matters, Mental Health, Foster Care, Child Abuse and Neglect, Senior Citizens</p> | <p>Public Affairs Program in three segments</p> | <p>5/15/22</p> | <p>6:00 AM Sunday all stations</p> | <p>9:19; 7:56, 5:05 Total time: 22 minutes</p> | <p>Matt Paxton, decluttering and downsizing expert, host of the Emmy-nominated PBS series, "Legacy List with Matt Paxton," author, talks about the difficulties people have in trying to downsize or declutter their home or office. He explains the emotional obstacles are associated with memories attached to physical objects. He offers suggestions to begin a reorganizing project and to continue until it is finished. Michelle Johnson-Motoyama, PhD, Associate Professor, Ohio State University's College of Social Work, discovers from a national study that a special program designed to help families at risk of child maltreatment is successful. She is the lead author and finds the program resulted in a 17% reduction in foster care. She says that "differential response" develops an alternative way for CPS workers to help families who came to their attention, but were at a lower risk of child maltreatment. John Dattilo, PhD, Professor of Recreation, Park, and Tourism Management, Penn State University, discovers that people engaging in meaningful, challenging activities during free time will reduce their loneliness and increase their positive feelings. These activities may vary among people from artistic ie. playing the piano or painting, physical activities ie. skiing or chopping wood, and mental tasks such as writing or storytelling. These programs of reducing loneliness are successful even when doing them alone.</p>  |

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|---|--|---------|-----------------------------|---|--|
| Child Abuse, Literacy & Education, Parenting, Personal Health, Government Policies, Social Security, Senior Citizens    | Public Affairs Program in three segments | 5/22/22 | 6:00 AM Sunday all stations | 9-53; 7-20; 5-07 Total time: 22 minutes | Leonie Segal, PhD, expert in child abuse and neglect, Foundation Chair of Health Economics & Social Policy, School of Health Sciences University of South Australia, finds that reading aloud can triple a child's resilience in school especially children who have suffered maltreatment or neglect. She knows there is an urgent need to support these children and their families especially before they start school, and that reading is a major factor for success. She also discusses her research into the inter-generational effects of child abuse. Abel E. Moreyra, MD, Professor of Medicine in the Division of Cardiovascular Disease & Hypertension, Rutgers University-Robert Wood Johnson Medical School, believes that living in a noisy environment might harm a person's health. He thinks that people experiencing high noise levels are more likely to have a heart attack than others living in quieter areas. He says that policy interventions like better enforcement of noise ordinances, infrastructure to block road noise, rules for air traffic, and low-noise tires for vehicles might help. Nancy Altman, co-director of Social Security Works and co-chair of the Strength Social Coalition, co-author, is confident that the Social Security trust fund will continue even though by 2034 it will be short of funds. She knows that Congress will take major action to save this program. She explains that Social Security should be expanded even more, with an increase in monthly benefits, national paid family leave, sick leave, and long-term care protections. |
| Recycling, Environment, Government Programs, Aging, Mental Health, Retirement Planning, Senior Citizens Personal Health | Public Affairs Program in three segments | 6/5/22  | 6:00 AM Sunday all stations | 9-29; 7-37; 4-58 Total time: 22 minutes | Susan Robinson, Senior Public Affairs Director of Waste Management, outlines the recycling myths. She talks about the most common items which consumers put in the recycling bins that do not belong there. She explains the recycled items which are not place in the recycling bins. She also discusses whether communities lose money on recycling programs. Cheryl Richardson, motivational speaker and life coach, author, discusses thought-provoking questions about what matters at mid-life. She shares her story of being dissatisfied with a successful career when she was in her 50ties. She relates the value of journaling and how it helped her reexamine her life, her work, her marriage, her friendships, and her priorities. Maria Fitzpatrick, PhD, Associate Professor, Department of Policy & Management, Cornell University, Research Associate at the National Bureau of Economic Research, states that a third of all Americans retire and start collecting Social Security at 62. From her study she discovers that men retiring at 62 experience a 20 % higher likelihood of early an death compared to other men who delay retirement. She discusses the possible factors behind this, and what retirees can do to stay physically and mentally healthy.  |

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| Philanthropy, Volunteerism, Medicare, Senior Citizens, Workplace Matters, Productivity | Public Affairs Program in three segments | 6/12/22 | 6:00 AM Sunday all stations | 8:11-9:10: 5:13 Total time: 22 minutes  | Les Winston, expert in philanthropic financial planning, founder of SocialSecharity.org explains the differences between giving, charity, and philanthropy. He believes that philanthropy is not just for the ultra-rich. He thinks that non-profit and non-governmental organizations should not be dependent on government funding, but should receive the majority of this money from middle-class Americans through charitable and philanthropic planning. Martha Khlopin, Medicare expert, nationally syndicated radio host, founder of Get2insurance.com, states the Medicare, the federally-funded health insurance for people age 65 or older, is a complex program which can be overwhelming for those people approaching retirement age. She outlines the basics of what citizens should know about the program, what it covers, when and how to enroll. The average person needs to have some guidance, but finding a knowledgeable, unbiased advisor is difficult. Tessa West, Social Psychology Professor at New York University, author, says that the workplace has changed a great deal. One part that never changes is that difficult co-workers are in every workplace. She offers practical suggestions on how to deal with these unpleasant workers.  |
| Traffic Safety, Consumer Matters, Personal Health, Youth At Risk, Aging                | Public Affairs Program in three segments | 6/19/22 | 6:00 AM Sunday all stations | 8:56; 8:05; 4:57 Total time: 22 minutes | Greg Brannon, Director of Automotive Engineering & Industry Relations at AAA National discusses the inconsistent performance that is present in the active driving assistance systems in the newest cars resulting in car crashes. These failures occur regardless of vehicle make and model. He also asks drivers about their attitudes towards self-driving cars. Drivers overwhelmingly want the automakers to improve the existing driver support features rather than developing self-driving cars. Seth M. Noar, PhD, Professor, University of North Carolina Hussman School of Journalism and Media, where he directs the Communicating for Health Impact Lab, examines the most effective anti-vaping messages for teens. He finds that anti-vaping advertisements geared to teens have the greatest impact when they emphasize bad consequences of vaping e-cigarettes, using negative imagery, and avoid memes, hashtags, and other "teen-centric" communication styles. Morgan Levine, PhD, Assistant Professor of Pathology and Director of the Laboratory for Aging in Living Systems, Yale University School of Medicine, author, examines why some people die young, while others live much longer. She believes that biological age, rather than chronological age is the primary risk factor behind diseases like cancer, heart disease, diabetes, strokes, even Alzheimer's. She feels that genetics only play about 10% role in health outcomes, and that choices lifestyle, behaviors and environment play a much greater role in how people age. |

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| <p>Nutrition, Women's Health, Women's Issues, Aging, Physical Fitness, Suicide, Agriculture, Mental Health</p> | <p>Public Affairs Program in three segments</p> | <p>6/26/22</p> | <p>6:00 AM Sunday<br/>all stations</p> | <p>9-19; 7-48; 5:02<br/>minutes<br/>Total time: 22</p> | <p>Valter Longo, PhD, Director of the Longevity Institute, USC, Los Angeles, author, discusses his 25 years of research on aging, nutrition, disease and longevity. He thinks that exercise and a healthy overall diet, that periodic fasting may be the key to a longer healthier life. He outlines fasting-mimicking techniques that result in the same benefits as an absolute fast. Kathleen Martin Ginis, PhD, Professor, School of Health &amp; Exercise Sciences, University of British Columbia, finds that women who exercise for half-hour affects their body image by making them feel stronger and thinner. She notes that women, in general, have a tendency to feel negative about their bodies. She explains how a poor body image can have negative implications for a woman's psychological and physical health. Corinne Peek-Asa, PhD, Professor of Occupational &amp; Environmental Health, College of Public Health, University of Iowa, reports that the number of suicides among farmers and farm workers has remained very high since the end of the 1980s farm crisis, much higher than workers in other industries. She outlines the cultural and occupational factors which contribute to this issue. She thinks that the solution may be in existing resources in farming and rural communities, empowering them to more actively respond to citizens who are having difficulties.</p> |
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## PUBLIC SERVICE ANNOUNCEMENTS

Here follows a listing of some of the Public Service Announcements of local events and general issues broadcasted by Station KRKC (AM) King City, California, KRKC- FM King City, California and KSGG (FM) King City, California for the period April 1 - June 30, 2022. The PSA listing is representative of all the broadcasted PSAs. The order in which the PSAs appear does not reflect any priority or significance.

| Description of Issue | Program/Segment              | Date            | Time                             | Duration/Total Time                                   | Narration of type and description of program/segment  |
|----------------------|------------------------------|-----------------|----------------------------------|---|---|
| KRKC-FM              | PUBLIC SERVICE ANNOUNCEMENTS | 3/28/22-4/24/22 | Daily in April<br>12AM - 12AM    | 560 30 Second PSAs Total time: 4 hours and 40 minutes | Donors Choose, Dental Lifeline, Poison Control, Lymphoma Society, Wounded Warrior, Quit Smoking, Lung Cancer Save Your Life, Lung Cancer Screening, Next Step |
| KRKC (AM)            | PUBLIC SERVICE ANNOUNCEMENTS | 3/28/22-4/24/22 | Daily in April<br>12AM - 12AM    | 560 30 Second PSAs Total time: 4 hours and 40 minutes | Donors Choose, Dental Lifeline, Poison Control, Lymphoma Society, Wounded Warrior, Quit Smoking, Lung Cancer Save Your Life, Lung Cancer Screening, Next Step |
| KSGG-FM              | PUBLIC SERVICE ANNOUNCEMENTS | 3/28/22-4/24/22 | Daily in April<br>12AM - 12AM    | 560 30 Second PSAs Total time: 4 hours and 40 minutes | Donors Choose, Dental Lifeline, Poison Control, Lymphoma Society, Wounded Warrior, Quit Smoking, Lung Cancer Save Your Life, Lung Cancer Screening, Next Step |
| KRKC (AM)            | PUBLIC SERVICE ANNOUNCEMENTS | 3/28/22-4/24/22 | Daily in April<br>12AM - 12AM    | 28 30 Second PSAs Total time: 14 minutes              | KING CITY IN BLOOM  |
| KSGG-FM              | PUBLIC SERVICE ANNOUNCEMENTS | 3/28/22-4/24/22 | Some days in April 12AM - 12AM   | 8 60 Second PSAs Total time: 8 minutes                | ADOPTION AND WEIGHT BIAS  |
| KRKC-FM              | PUBLIC SERVICE ANNOUNCEMENTS | 3/28/22-4/24/22 | Some days in April 12AM - 12AM   | 8 60 Second PSAs Total time: 8 minutes                | ADOPTION AND WEIGHT BIAS  |
| KRKC (AM)            | PUBLIC SERVICE ANNOUNCEMENTS | 3/30/22-4/24/22 | Some days in April 12AM - 12AM   | 8 60 Second PSAs Total time: 8 minutes                | ADOPTION AND WEIGHT BIAS  |
| KRKC (AM)            | PUBLIC SERVICE ANNOUNCEMENTS | 4/25/22-5/29/22 | Daily in May and May 12AM - 12AM | 700 30 Second PSAs Total time: 5 hours and 50 minutes | Donors Choose, Dental, Poison Control, Lymphoma Society, Wounded Warrior, Quit Smoking, Lung Cancer Save Your Life, Lung Cancer Screening, Next Step          |
| KRKC -FM             | PUBLIC SERVICE ANNOUNCEMENTS | 4/27/22-5/29/22 | Daily in May and May 12AM - 12AM | 700 30 Second PSAs Total time: 5 hours and 50 minutes | Donors Choose, Dental, Poison Control, Lymphoma Society, Wounded Warrior, Quit Smoking, Lung Cancer Save Your Life, Lung Cancer Screening, Next Step          |
| KSGG -FM             | PUBLIC SERVICE ANNOUNCEMENTS | 4/27/22-5/29/22 | Daily in May and May 12AM - 12AM | 700 30 Second PSAs Total time: 5 hours and 50 minutes | Donors Choose, Dental, Poison Control, Lymphoma Society, Wounded Warrior, Quit Smoking, Lung Cancer Save Your Life, Lung Cancer Screening, Next Step          |

|           |                              |                     |                                  |   |  |
|-----------|------------------------------|---------------------|----------------------------------|---|--|
| KRKC-FM   | PUBLIC SERVICE ANNOUNCEMENTS | 4/27/22-5/27/22     | Some Days in May<br>12AM-12AM    | 10 60 Second PSAs Total time: 10 minutes              | ADOPTION AND WEIGHT BIAS   |
| KSGG-FM   | PUBLIC SERVICE ANNOUNCEMENTS | 4/27/22-5/27/22     | Some Days in May<br>12AM-12AM    | 10 60 Second PSAs Total time: 10 minutes              | ADOPTION AND WEIGHT BIAS   |
| KRKC (AM) | PUBLIC SERVICE ANNOUNCEMENTS | 4/29/22-5/29/22     | Some Days in May<br>12AM-12AM    | 10 60 Second PSAs Total time: 10 minutes              | ADOPTION AND WEIGHT BIAS   |
| KRKC (AM) | PUBLIC SERVICE ANNOUNCEMENTS | 04/25/22 - 05/29/22 | Daily in May<br>12AM - 12AM      | 35 30 Second PSAs Total time: 17 minutes              | KING CITY IN BLOOM   |
| KRKC (AM) | PUBLIC SERVICE ANNOUNCEMENTS | 05/30/22 - 06/28/22 | Daily in June<br>12AM - 12AM     | 28 30 Second PSAs Total time: 14 minutes              | KING CITY IN BLOOM   |
| KRKC (AM) | PUBLIC SERVICE ANNOUNCEMENTS | 05/30/22 - 06/26/22 | Daily in May and May 12AM - 12AM | 560 30 Second PSAs Total time: 4 hours and 40 minutes | Donors Choose, Dental, Poison Control, Lymphoma Society, Wounded Warrior, Quit Smoking, Lung Cancer Save Your Life, Lung Cancer Screening, Next Step |
| KRKC (AM) | PUBLIC SERVICE ANNOUNCEMENTS | 05/31/22 - 06/26/22 | Some Days in May<br>12AM-12AM    | 8 60 Second PSAs Total time: 10 minutes               | ADOPTION AND WEIGHT BIAS   |
| KRKC (FM) | PUBLIC SERVICE ANNOUNCEMENTS | 05/30/22 - 06/26/22 | Daily in May and May 12AM - 12AM | 560 30 Second PSAs Total time: 4 hours and 40 minutes | Donors Choose, Dental, Poison Control, Lymphoma Society, Wounded Warrior, Quit Smoking, Lung Cancer Save Your Life, Lung Cancer Screening, Next Step |
| KSGG (FM) | PUBLIC SERVICE ANNOUNCEMENTS | 05/30/22 - 06/26/22 | Daily in May and May 12AM - 12AM | 560 30 Second PSAs Total time: 4 hours and 40 minutes | Donors Choose, Dental, Poison Control, Lymphoma Society, Wounded Warrior, Quit Smoking, Lung Cancer Save Your Life, Lung Cancer Screening, Next Step |
|           |                              |                     |                                  |   |  |
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