



April 4, 2022

KRKC-FM
POP 102.1

QUARTERLY ISSUES/PROGRAM LIST

KRKC-AM
KRKC Country
1490

The Quarterly Issues/Program List for January 1 through March 31, 2022 for Stations KRKC- FM King City (and K295BZ), KSGG-FM King City (beginning 03/18/2022) and KRKC (AM) King City (and K268DW and K285FW) broadcasted a total time is 7 hours and 15 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 55 hours. This time is representative of the PSA's for the first quarter.

TOTAL TIME FOR THE FIRST QUARTER JANUARY 1 THROUGH MARCH 31, 2022

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62 HOURS and 15 MINUTES



QUARTERLY ISSUES/PROGRAMS LIST

Here follows a listing of some of the significant issues responded by Station KRKC (FM), King City and KRKC (AM), King City, California, along with the most significant programming treatment of those issues for the period January 1 2022 - March 31 2022. Beginning March 18, 2022 KSGG King City, California was Licensed and aired the following significant programming during the March 18, 2022 through March 31, 2022 period. 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 of program/segment
Youth At Risk, Juvenile Crime, Physical Fitness, Personal Health, Career, Mental Health	Public Affairs Program in three segments	1/2/22	6:00 AM Sunday all stations	8:46; 8:29; 4:59 Total time: 22 minutes	<p>Ashley Kendall, PhD, postdoctoral fellow, University of Illinois at Chicago School Public Health, discovers the clinically aggressive juvenile offenders on probation, who participate in a two-week intervention program designed to reduce risky behavior, are less likely to return to prison within the next year.</p> <p>She also discusses communities' costs as a result of youth crime. Martin Gibala, PhD, Professor & Chair of the Department of Kinesiology, McMaster University, Ontario, author, talks about the value of high intensity workouts. He finds that short, intense, exercise workouts are just as beneficial as endurance training. He explains the benefits of these kind of workouts and how it can be an occasional substitute for the conventional workout. Daniel McGuinn, editor at the Harvard Business Review, author, discusses that mental preparation before a meeting or presentation is necessary for the very best. He also talks about the importance of mental preparation before a major challenge, and offers tips on how to channel nervous jitters into useful emotions.</p>

<p>Women's Issues, Gender Equality, Career, Personal Finance, Mental Health, Child Development, Physical Fitness</p>	<p>Public Affairs Program in three segments</p>	<p>1/9/22</p>	<p>6:00 AM Sunday all stations</p>	<p>8:23; 8:57; 5:06 minutes</p>	<p>Alessandra Cassar, PhD, Professor of Economics, University of San Francisco, investigates America's continued gender wage gap which may be caused by women who are less competitive than men. She co-authored a study to examine whether women are less competitive and unwilling to take risks compared to men. Joe Saul-Sehy, former financial advisor, host of a financial show, author, states that many Americans feel too much pressure to be perfect and make unnecessary mistakes in handling their money. He discusses ways to get out of debt and the best methods to do so. He explains the importance of setting timelines for financial goals. Marie-Josée Harbec, PhD, psycho educator, CHU Ste-Justine Children's Hospital, Montreal, Canada, discovers that boys who participate in sports at a young age are less likely to experience depression and anxiety in middle childhood. She states that 5-year old boys who participate in a sport are more likely to be physically active at age 12. She also explains the differences the study found between boys and girls.</p>
<p>Mental Health, Supply Chain Concerns, Youth Sports, Education, First Aid, Emergency Preparedness, Personal Health</p>	<p>Public Affairs Program in three segments</p>	<p>1/16/22</p>	<p>6:00 AM Sunday all stations</p>	<p>8:26; 8:55; 5:04 minutes</p>	<p>Carol Matthews, PhD, Professor of Psychiatry, University of Florida, says that during the pandemic, depression, anxiety, and obsessive-compulsive disorders have increased. She states that the hoarding problem has increased because of supply chain disruptions and lockdowns. She explains the difference of hoarding, stockpiling, and panic buying, and what constitutes normal behavior in an abnormal time. Dan O'Neill, MD, EdD, author, states that the American childhood mainstay team sports is declining even before the pandemic because of COVID-19 and less access to them. He talks about the health effects of inactivity and childhood obesity. He thinks that poor physical fitness levels have impacted academic performance. Dr. Christopher M. Smith, PhD Student in Health Sciences, Warwick Medical School, Coventry, England, thinks that automated external defibrillators might be increasingly available in the event of cardiac arrest, but they are not being used as much as they should be. He mentions why bystanders are hesitant to use the AEDs, and how and what government officials can do to help.</p>

<p>Adoption, Technology, Girls Issues, Parenting, Blood Donation, Personal Health, COVID-19</p>	<p>Public Affairs Program in three segments</p>	<p>1/23/22</p>	<p>6:00 Sunday AM all stations</p>	<p>8:17, 9:00; 5:02 Total time: 22 minutes</p>	<p>Julia Brewer Daily, MS. Former educator, author, explains many adoptees have located their lost parents and other siblings. Ms. Daily relates her own story of problems that may accompany attempted reunions. Lisa Hinkelman, PhD, counselor, founder and CEO of Ruling Our eXperiences, Inc, author, thinks that teenage girls face many challenges including more stress and pressure. She says that 8 hours daily of social media exposure affects girls greatly, and parents do not relate to this. She explains why girls between grades 5 and 9 are experiencing a great of lack of confidence. David C. Mair, MD, Medical Director, American Red Cross, states that the American Red Cross is declaring a national blood crisis currently. He outlines the reasons behind this problem. He says that doctors must decide who will receive blood transfusions immediately, and those that must wait until more products become available. He explains how people can sign up to make a blood donation.</p>
<p>Teenage Concerns, Education, Parenting, Volunteerism, Mental Health, Physical Fitness, Drunk Driving</p>	<p>Public Affairs Program in three segments</p>	<p>1/30/22</p>	<p>6:00 AM Sunday all stations</p>	<p>8:51, 8:21, 4:56 Total time: 22 minutes</p>	<p>Sean Covey, author, outlines the 6 biggest challenges facing today's teens. The top challenge is dealing with school pressures. Their parents have a great impact on their children, much more than their friends and others. He explains why it is important for teens to learn to serve others and to be willing to accept help from them. Carol Janney, PhD Assistant Professor of Epidemiology, Michigan State University, suggests that mental health providers should add exercise to their patients' treatment plans. From her study many patients want to exercise more and feel that exercise will improve their mental health moods and anxiety. She states that many psychiatrists and other providers discuss an exercise plan, but do not implement an exercise program for their patients, or regularly make sure they are adhering to a specific goal. Adam Barry, PhD, Assistant Professor of Health Education, University of Florida, explains from his study that 2 out of 5 designated drivers have been drinking and that 18% had blood-alcohol levels so high as to impair their driving skills. He outlines the reasons why designated driver education campaigns are not as successful as they should be.</p>

<p>Early Childhood Education, Disaster Preparedness, Consumer Matters, Pollution, Environment</p>	<p>Public Affairs Program in three segments</p>	<p>2/6/22</p>	<p>6:00 AM Sunday all stations</p>	<p>8:49; 8:33; 4:58 Total time: 22 minutes</p>	<p>Dale Clark Farran, PhD., Emerita Professor, Research Professor in Early Childhood Education, Vanderbilt University's Peabody College of Education & Human Development, is the author of the value of pre-K programs in a statewide randomized controlled trial for low-income students from low-income students from pre-kindergarten through six grade to determine the value of pre-K programs. She was surprised to learn that students who attended the pre-K programs scored lower in math, reading, and science achievement tests. She also discovered that these students were more likely to be suspended or expelled for disciplinary actions. Creek Stewart, preparedness expert, Weather Channel host, states that the federal government urges Americans to have sufficient supply of emergency food and water for at least 3 days. He outlines relatively inexpensive steps for anyone to have emergency food and water supply. He also discusses plans to deal with the lack of heat and loss of power. He explains what should be in a 72-hour survival kit, for use if someone must leave their home in an emergency. Aaron Packman, PhD, Professor, Civil and Environmental Engineering, Northwestern University, Director of the Northwestern Center for Water Research, realizes from his study that microplastics can deposit and linger within riverbeds for as long as 7 years before washing into the ocean. He outlines the sources of microplastics and explains the effect that this form of pollution has on wildlife, humans, and the environment.</p>
<p>Aging, Personal Health, Drug Addiction, Government Policies, Career, Mental Health</p>	<p>Public Affairs Program in three segments</p>	<p>2/13/22</p>	<p>6:00 AM Sunday all stations</p>	<p>8:17; 8:58; 5:03 Total time: 22 minutes</p>	<p>Dakota Witzel, doctoral candidate, Oregon State University's College of Public Health & Human Sciences, finds from her paper that dwelling on negative aspects of aging can have a great effect on a person's physical health and ability to respond to stress. She suggests ideas to change thought patterns relating to becoming older, and to reduce stress. Carl Erik Fisher, MD, addiction physician, bioethicist, and Assistant Professor of Clinical Psychiatry in the Division of Law, Ethics, and Psychiatry, Columbia University, author, thinks that 20 million Americans have substance abuse problems which are untreated. He explains the ongoing overdose crisis claimed 100,000 Americans last year. He feels that calling addiction a disease is not helpful for recovery. He also thinks the division between "good" and "bad" drugs is overestimated. He feels that complete abstinence may not be the best treatment for people with drug or alcohol abuse problems. Madeleine Dore, author, states that the daily unfinished projects may cause people to feel disappointed, guilty, and anxious. She outlines methods to avoid long to-do lists, and how to stop comparing ourselves to others.</p>

<p>Entrepreneurship, Small Business, Racism, Supply Chain, Women's Issues, Employment, Education, Economy, Youth At Risk</p>	<p>Public Affairs Program in three segments</p>	<p>2/20/22</p>	<p>6:00 AM Sunday all stations</p>	<p>7:28; 9:46; 4:59 Total time: 22 minutes</p>	<p>Sarah Y. Tse, author, offers advice to anyone who wants to start a small business. She explains how she maintain a work/life balance with business stresses. She states the importance of education in being prepared for a business. As an immigrant and Asian-American, she feels and discusses the racism in business. Ellen Voie, CEO & President of Women in Trucking, a non-profit organization that encourages women to join the trucking industry, states that the US has a large and long-term shortage of truck drivers. She explains that only 10% of the drivers are women. She thinks that women are better suited for the job than men. She states what is attractive about truck driving, and what needs to change to encourage more women to seek a truck driving career. Wendy M. Troxel, PhD, Senior Behavioral & Social Scientist, RAND Corporation, Adjunct Professor of Psychiatry & Psychology, University of Pittsburgh, led an all state analysis of the economic implications of shifting school start times in the US. She realizes that starting school a 8:30 a.m. would contribute \$83 billion to the US economy within a decade. She says that the economic gains would be seen through higher academic and professional performance of students, and additional reduce car crash rates among adolescents.</p>
<p>Consumer Matters, Government Regulations, Retirement Planning, Parenting</p>	<p>Public Affairs Program in three segments</p>	<p>2/27/22</p>	<p>6:00 AM Sunday all stations</p>	<p>8:43; 8:40; 5:07 Total time: 22 minutes</p>	<p>Chuck Bell, Programs Director, Advocacy, Consumer Reports, explains that schemes of buy now and pay later are appealing to consumers, and to some degree federal regulators. The multi-billion-dollar industry believes that no-interest BNPL loans are more equitable than credit cards. He says that lenders are making money when the borrower pays no interest, and why these loans are a spending traps. He thinks that the Consumer Reports do not have the necessary government oversight. Gary Sirak, retirement planner, author, states that most Americans think that retirement planning is saving money. He feels that planning one's time is equally important. He states that for some people not retiring is the best option, and for others having a part time work is another good option. Kendall Smith, author, explains that 1 in 4 men did not have a father figure growing up. He shares his story of growing up with a single mom, and the difficulties he had in learning the role of a father. He offers advice for men becoming a "Dad" for the first time.</p>

<p>Parenting, Teenager Concerns, Exercise, Personal Health, Child Poisoning, Consumer Matters</p>	<p>Public Affairs Program in three segments</p>	<p>3/6/22</p>	<p>6:00 AM Sunday all stations</p>	<p>8:54; 8:23; 5:00 minutes Total time: 22 minutes</p>	<p>Roni Cohen-Sandler, PhD, licensed clinical psychologist, author, believes that girls due to technology are transforming the way they think of themselves, learn, develop social skills, and talking with other people. She talks about the many challenges facing teens and their parents. She offers suggestions of improving mother-daughter relationships. She believes the current generation of teens is more sensitive and vulnerable than ever, about political and cultural trends ie. the Me Too movement, Black Lives Matter, and climate change. Annabel Streets, author, feels that walking is a healthy activity. She shares this research and advice of how to maximize the physical and psychological benefits of walking wherever you are. She explains that walking within an hour of waking increases the metabolic benefits, why humming as you walk boost natural immunity, and how owning a dog makes walking far less of a chore. Cassandra Herring, Technical Advisor, Safe Kids Worldwide, states that poison control centers across America have been very busy with calls of children eating cleaning products and hand sanitizers. She explains the reasons for this trend and outlines tips for parents in keeping children safe from these products. She recommends that parents have the National Poison Help number in their phones and post it visibly within their homes.</p>
<p>Social Security, Retirement Planning, Personal Finance, Nutrition, Mental Health, Personal Health, Drunk/Impaired Driving</p>	<p>Public Affairs Program in three segments</p>	<p>3/13/22</p>	<p>6:00 AM Sunday all stations</p>	<p>8:59; 8:16; 5:05 minutes Total time: 22 minutes</p>	<p>Lila Rabinovich, qualitative social science analyst, Director of Policy & Development at Center for Economic & Social Research, USC says that only 1 in 5 Americans have an online "my SocialSecurity" account to know their personalized estimate of their future retirement benefits. She states that the Social Security Administration website users are either already retired, or about to be. She explains why it is important for younger workers to understand currently what their future retirement benefits will be. She states one reason that younger workers have not looked up their personal accounts is that they are unaware this feature exists. Bonnie J. Kaplan, PhD, co-author, observes that American people are becoming more violent if another person has different beliefs. She thinks this problem is a result of eating ultra-processed products without any micronutrient content which would nourish our brains. She discusses the importance of eating a wide variety of real foods, and avoiding ultra-processed products. Priscila Dib Goncalves, PhD, post-doctoral research fellow, Department of Epidemiology, Columbia University Mailman School of Public Health, discovers from her study that 2 in 5 Americans drive under the influence of alcohol and/or cannabis or both intoxicants. She hopes that identifying demographics that are at a high risk for DUIs would assist in developing better prevention strategies, and make more people more aware of these dangers.</p>



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 and KRKC- FM King City, California for the period January 1 - March 31, 2022. Beginning March 18, 2022 KSGG King City, California was licensed and aired Public Service Announcements during the March 18, 2022 through March 31, 2022 period. 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 (AM)	PUBLIC SERVICE ANNOUNCEMENTS	12/29/22 through 1/29/22	Some Days in January 12 AM-12AM 1 time	10 30 Second PSAs Total time: 5 minutes	David Thomas Adoption, Weight Bias
KRKC-FM	PUBLIC SERVICE ANNOUNCEMENTS	12/29/22 through 1/30/22	Some Days in January 12 AM-12AM 1 time	10 30 Second PSAs Total time: 5 minutes	David Thomas Adoption, Weight Bias
KRKC (AM)	PUBLIC SERVICE ANNOUNCEMENTS	12/27/21 through 1/30/22	Daily in January 12 AM-12AM 1 time	35 30 Second PSAs Total time: 17 minutes and 30 seconds	KING CITY IN BLOOM
KRKC (AM)	PUBLIC SERVICE ANNOUNCEMENTS	12/27/21 through 1/02/22	Daily in December and January 12AM-12AM 1 time	28 60 Second PSAs Total time: 28 minutes	King City Chamber of Commerce
KRKC-FM	PUBLIC SERVICE ANNOUNCEMENTS	1/01/22 and 1/02/22	Daily in January 12AM-12AM 1 time	10 60 Second PSAs Total time: 10 minutes	King City Chamber of Commerce
KRKC-FM	PUBLIC SERVICE ANNOUNCEMENTS	12/27/21 through 1/30/22	Daily in December and January 12AM- 12AM 1 time	350 30 Second PSAs Total time: 5 hours and 50 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	12/27/21 through 1/30/22	Daily in December and January 12AM-12AM	350 30 Second PSAs Total time: 5 hours and 50 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	1/31/22-2/27/22	Daily in February 12AM-12PM	560 30 Second PSAs Total time: 9 hours and 20 minutes	Donors Choose, Dental Lifeline, Poison Control, Lymphoma Society, Wounded Warrior, Quit Smoking, Lung Cancer Save Your Life, Lung Cancer Screening, Next Step
KRKC-FM	PUBLIC SERVICE ANNOUNCEMENTS	1/31/22-2/27/22	Daily in February 12AM-12PM	560 30 Second PSAs Total time: 9 hours and 20 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	2/5/22-2/21/22	Some days in February 12AM-12PM 1 time	8 60 Second PSAs Total time: 8 minutes	David Thomas Adoption, Weight Bias
KRKC -FM	PUBLIC SERVICE ANNOUNCEMENTS	1/31/22-2/25/22	Some days in February 12AM-12PM 1 time	8 60 Second PSAs Total time: 8 minutes	David Thomas Adoption, Weight Bias
KRKC (AM)	PUBLIC SERVICE ANNOUNCEMENTS	1/31/22-2/27/22	Daily in February 12AM-12PM 1 time	28 30 Second PSAs Total time: 14 minutes	KING CITY IN BLOOM
KRKC (AM)	PUBLIC SERVICE ANNOUNCEMENTS	2/28/22-3/27/22	Daily in March 12AM-12PM 1 time	28 30 Second PSAs Total time: 14 minutes	KING CITY IN BLOOM
KRKC (AM)	PUBLIC SERVICE ANNOUNCEMENTS	2/28/22-3/27/22	Daily in March 12AM-12PM	560 30 Second PSAs Total time: 9 hours and 20 minutes	Donors Choose, Dental Lifeline, Poison Control, Lymphoma Society, Wounded Warrior, Quit Smoking, Lung Cancer Save Your Life, Lung Cancer Screening, Next Step
KRKC-FM	PUBLIC SERVICE ANNOUNCEMENTS	2/28/22-3/27/22	Daily in March 12AM-12PM	560 30 Second PSAs Total time: 9 hours and 20 minutes	Donors Choose, Dental Lifeline, Poison Control, Lymphoma Society, Wounded Warrior, Quit Smoking, Lung Cancer Save Your Life, Lung Cancer Screening, Next Step
KRKC-FM	PUBLIC SERVICE ANNOUNCEMENTS	3/5/22-3/27/22	Some Days in March 12AM-12PM 1 time	8 60 Second PSAs Total time: 8 minutes	David Thomas Adoption, Weight Bias
KRKC (AM)	PUBLIC SERVICE ANNOUNCEMENTS	3/5/22-3/27/22	Some Days in March 12AM-12PM 1 time	8 60 Second PSAs Total time: 8 minutes	David Thomas Adoption, Weight Bias
KSGG-FM	PUBLIC SERVICE ANNOUNCEMENTS	3/18/22-3/27/22	Daily in March 12AM-12PM	199 30 Second PSAs Total time: 1 hours and 39 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	3/18/22-3/27/22	Some Days in March 12AM-12PM	4 60 Second PSAs Total time: 4 minutes	David Thomas Adoption, Weight Bias