

List of Significant Issues and Responsive Programming

Third Quarter 2014

Community Affairs Programming
produced by the Lincoln Financial Media Company of California
KSON 97.3 FM

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Submitted to Public File on October 10, 2014

Living Better In San Diego

Living Better In San Diego is a weekly public affairs program produced by the stations of the San Diego-based Lincoln Financial Media Group of California, intended for their listeners in the San Diego area and throughout Southern California as part of meeting Lincoln Financial Media's public affairs programming obligations stipulated by the Federal Communications Commission and Communications Act of 1934.

The following stations make up the San Diego Lincoln Financial Media cluster as of July 1, 2014: KSON 97.3 FM; KSOQ 92.1 FM; KIFM 98.1 FM, KBZT 94.9 FM, KSON-HD2 97.3, KSOQ-HD2 92.1 and KBZT-HD2 94.9

Living Better In San Diego airs on KSON at 5:30 AM Sunday mornings. It is a 30 minute show produced and hosted by Gary Lee.

Topics on **Living Better In San Diego** cover a wide range of subjects that focus on the San Diego area. The subjects we discuss have been broken down into some specific categories. Although not all-inclusive, they have been identified as significant needs in the KSON service area by listeners and program guests:

1. Jobs/Low Wages/High Cost of Living
2. Traffic/Traffic Safety/Public Transportation/Insurance
3. Affordable Housing/Homelessness/Insurance
4. Education/Schools/Youth Issues
5. Environment/Energy/Growth Issues
6. Health/Nutrition/Family Issues/Sense of Community
7. Military/Veterans Affairs/Government/Politics
8. Disaster /Emergency/Recovery
9. Minority Affairs/Women's Issues/LGBT Community
10. Social Resources/Disability Services/Intervention
11. Animal Protection/Care/Adoptions
12. Senior Issues/The Elderly
13. The Arts
14. Digital Age/Protection From Scams/Data Breaches

The following pages are synopses of individual **Living Better In San Diego** programs broadcast during the third quarter of 2014 that represent the community-minded programming of KSON.

Reasonable inquiries about **Living Better In San Diego** can be made in person at our offices in the Mission Valley area of San Diego, at 1615 Murray Canyon Rd, Suite 710 or by phone at 619.291.9797.

Affordable Housing/Homelessness/Insurance

Living Better In San Diego
Toussaint Academy (30 Minutes)
July 6, 2014 – 5:30 AM
Guests: Jim Bailey and Robyn

There are a variety of organizations here in San Diego whose mission is to help our homeless youth. One of those organizations is Toussaint Academy. They offer housing as well as an array of social and educational services aimed at providing youth with the tools they need to become self-sufficient. On the show to discuss those services and what else they're doing to help the homeless youth of San Diego was **Toussaint Academy Director, Jim Bailey**. Also on the show to talk about her experience at Toussaint and how it's benefited her, was **Toussaint Academy resident, Robyn**.

Health/Nutrition/Family Issues/Sense of Community

Living Better In San Diego
Miracle Babies (30 Minutes)
July 13, 2014 – 5:30 AM
Guest: Kevin Robertson

When a critically ill newborn ends up in the neo-natal intensive care unit, there are many challenges that the family of that child faces. Miracle Babies is a non-profit resource for neo-natal intensive care unit patients and their families. They offer financial assistance, and so much more. On the show to talk about the support they offer and what they're doing to enhance the well-being of women, children and their families was **Miracle Babies Executive Director, Kevin Robertson**.

Animal Protection/Care/Adoptions

Living Better In San Diego

San Diego Humane Society and SPCA (30 Minutes)

July 20, 2014– 5:30 AM

Guest: Kelli Schry

San Diego County has thousands of homeless animals filling up our shelters that are in need of good homes. The San Diego Humane Society and SPCA has been in the forefront working relentlessly for years to change this situation. Adoptions are a big part of who they are. But, they are so much more than that. On the show to talk about their adoption service, and some of the other programs they offer, was **San Diego Humane Society and SPCA Public Relations Program Manager, Kelli Schry**.

Health/Nutrition/Family Issues/Sense of Community

Living Better In San Diego

Feeding America San Diego (30 Minutes)

July 27, 2014 – 5:30 AM

Guest: Jennifer Gilmore

So many San Diegans don't know where their next meal is coming from. Feeding America San Diego is working to change that. At Feeding America San Diego, they believe that going hungry is not an option. They are working towards building a hunger-free and healthy community by distributing fresh, nutritious food throughout the county. On the show to talk about their various programs was **Feeding America San Diego Executive Director, Jennifer Gilmore**.

Health/Nutrition/Family Issues/Sense of Community

Living Better In San Diego

Team Challenge (30 Minutes)

August 3, 2014 – 5:30 AM

Guests: Kat Gunsur and Lily Hikel

Crohn's and colitis are two diseases we don't hear much about. They're diseases of the digestive system and because of their nature, those that are affected by them don't like to talk about it with others. That's starting to change though thanks to the Crohn's and Colitis Foundation of America. It's events like the TriRock San Diego Triathlon, which benefits the Crohn's and Colitis Foundation, that are helping to make a difference. The Crohn's and Colitis Foundation's Team Challenge is doing their part to get participants ready for the big event. On the show was **Team Challenge National Triathlon Team Manager, Kat Gunsur** and **San Diego Team Challenge Triathlon Endurance Manager, Lily Hikel**.

Environment/Energy/Growth Issues

Living Better In San Diego

Climate Education Partners Climate Change Report (30 Minutes)

August 10, 2014 – 5:30 AM

Guests: Emily Young and Michel Boudrias

A report was recently released that discusses how science can help prepare the San Diego area for climate change. It's part of a collaborative effort by the Climate Education Partners to develop and implement a climate change education plan for our region. On the show to talk about the results of this report was **Emily Young, PhD and Vice President of the Environmental Initiatives & Interim Vice President of the Malin Burnham San Diego Center for Civic Engagement at The San Diego Foundation**. Also on the show was **Michel Boudrias, PhD and Chair of the Environmental and Ocean Sciences Department & Academic Director of Sustainability at the University of San Diego**.

Education/Schools/Youth Issues

Living Better In San Diego

The Kelly McGinnis Memorial Foundation (30 Minutes)

August 17, 2014 – 5:30 AM

Guests: Lisa McGinnis and Robert Grace

Many of the vocational programs we find in our high schools these days help students prepare for jobs as skilled workers. It's what made a difference in Kelly McGinnis' life before he passed away. Because these programs meant so much to him, his family started an organization in his name to help students in these programs as well as the programs themselves. On the show to talk about the importance of vocational programs, why they meant so much to Kelly and their upcoming fundraiser was **Kelly's mom and co-founder of The Kelly McGinnis Memorial Foundation, Lisa McGinnis** and **one of Kelly's teachers from the Career & Tech Education Department at Ramona High School, Robert Grace.**

Military/Veterans Affairs/Government/Political

Living Better In San Diego

Informed Voters-Fair Judges Project (30 Minutes)

August 24, 2014 – 5:30 AM

Guests: Joan Irion and Marisa Janine-Page

With Election Day not too far off, the National Association of Women Judges has kicked off a campaign to help better educate voters about a new and disturbing trend in our courts and to help us make the right decisions come election time. The goal of the Informed Voters-Fair Judges Project is to return the courts back to the way they used to be before politics and special interests came into play. On the show was **Associate Justice of the Fourth District of the California Court of Appeal, Joan Irion** and **Partner at the law firm Caldarelli, Hejmanowski and Page, Marisa Janine-Page.**

Health/Nutrition/Family Issues/Sense of Community

Living Better In San Diego

City Of Hope (30 Minutes)

August 31, 2014 – 5:30 AM

Guests: Robyn Hima and Bernard Llave

Research to find a cure for cancer, diabetes, HIV/AIDS and other life threatening diseases continues, thanks to the many different organizations and research centers around the world. At City of Hope they are focused on rapidly transforming scientific discoveries into better treatments and better prevention strategies for these life-threatening diseases. On the show to talk about what they do at City of Hope and their upcoming fundraiser was **Regional Director of Philanthropy from City of Hope's Southwest Development Office, Robyn Hima** and a **Voice of Hope and City of Hope survivor, Bernard Llave**.

Minority Affairs/Women's Issues/LGBT Community

Living Better In San Diego

San Diego LGBT Community Center (30 Minutes)

September 7, 2014 – 5:30 AM

Guest: Ian Johnson

The San Diego LGBT Community Center is one of the largest LGBT community centers in the nation. They create, empower and sustain many different facets of San Diego's LGBT and HIV communities by providing a variety of direct program services. On the show to talk about some of those programs and their upcoming fundraiser, AIDS Walk & Run San Diego, was **The San Diego LGBT Community Center's Director of Events, Ian Johnson**

Health/Nutrition/Family Issues/Sense of Community

Living Better In San Diego

Autism Speaks (30 Minutes)

September 14, 2014 – 5:30 AM

Guests: Jennifer Jones, Beth Selbe and Thomas Selbe

Autism Speaks is the world's leading autism science and advocacy organization, dedicated to funding research into the causes, prevention, treatments and a cure for autism. They're also all about raising awareness and advocating for the needs of individuals with autism and their families. On the show was **Autism Speaks Field Development Manager for Southern California** and the mother of a child with autism, **Jennifer Jones** and **Autism Speaks Advocacy Chair for Southern California and Co-chair of Walk Now for Autism Speaks San Diego, Beth Selbe**. Beth also has two children with autism. One of them, Thomas, joined us as well.

Education/Schools/Youth Issues

Living Better In San Diego

Just In Time For Foster Youth (30 Minutes)

September 21, 2014 – 5:30 AM

Guests: Don Wells and Myra Curiel

There are a variety of organizations and agencies in San Diego County that assist transitioning foster youth. Just in Time for Foster Youth is one of them. Just in Time though helps where the others aren't able to. They create a caring community to help transitioning foster youth achieve self-sufficiency and well-being. On the show to talk about their services and programs, including their My First Home program, was **Just in Time for Foster Youth Executive Director, Don Wells**. Also joining us is **My First Home** volunteer, **Kristen Livingston** and **My First Home** participant, **Myra Curiel**.

Digital Age/Protection From Scams/Data Breaches

Living Better In San Diego

Identity Theft Resource Center (30 Minutes)

September 28, 2014 – 5:30 AM

Guest: Eva Velasquez

The topic of today's show is identity theft, something we hear a lot about these days. There is an organization here in San Diego that can help you if you become a victim. The Identity Theft Resource Center also offers tips on how to minimize your risk and what to look for so you don't become a victim. On the show to shed some light on the subject was **Identity Theft Resource Center President and CEO, Eva Velasquez.**