



QUARTERLY ISSUES AND PROGRAMS REPORT

FOR

**KWFN FM/KWFN HD1/KWFN HD3
San Diego**

1st Quarter 2023
(January 1 through March 31)

Prepared by:

Vicki Pepper
Public Affairs Director

**Issues of Concern to San Diego
Addressed in Responsive Programming in the
1st Quarter 2023
(January 1 through March 31)**

<u><i>Subject</i></u>	<u><i>Description of Issue of Concern</i></u>
1. Animal Welfare	Big Cat Safety Act, Spay and Neuter Awareness Month,
2. Economic Issues	Federal Reserve Interest Rate Hike
3. Community Service	John Wayne Cancer Foundation, San Diego Blood Bank, Curebound,
4. Transportation	San Diego International Auto Show,
5. Services for people with disabilities	Home of Guiding Hands
6. Services for people with addiction	Teen Challenge of Southern California
7. Health and Wellness	America’s Health Rankings 2022 Report, Treatments for Covid-19, Treatments for HIV,
8. Environmental Issues	Energy Transition, I Love a Clean SD,
9. Science and Technology	Bridging the digital divide,
10. Education	Brain Quest, Ford’s Salute to Education, “Commencement: The Beginning of a New Era in Higher Education” book,
11. Healthcare	Health Net’s Review to Renew, UC San Diego’s Child and Adolescent Psychiatry Inclusive Excellence Program
12. Financial	“Not So Common Cents” book,
13. Services for military / Veterans	Wreaths Across America, United Through Reading, Shelter to Soldier,

14. Services for people with food insecurity San Diego Food Bank,
15. Minority Issues Black History Month
16. Art and Culture UC San Diego Park and Market “Intersections”
17. Safety Red Cross “Sound the Alarm” campaign
18. Mental Health Next Gen Healthcare,
19. Services for Children / Families Early Start
20. Women’s issues “Enough About the Baby” book, Women’s Symposium at Academy of Our Lady of Peace, “She Is PepsiCo” initiative
21. Elder Care Alzheimer’s Foundation
22. Etc. Storm clean-up, TEDxTemecula, Project I AM scholarship opportunity,

**KWFN Programs That Address Community Issues
(Regularly Scheduled Public Affairs Programs)
1st Quarter 2023
(January 1 through March 31)**

Public Affairs Program

Schedule and Description

1. “Living Better in San Diego” Sundays, 6am – 7am

Produced and hosted by Vicki Pepper, who interviews local newsmakers, government officials, experts and community organizations regarding issues of local and national concern.

*Denotes programs that aired more than once

Most Significant Issue-Responsive Programming
1st Quarter 2023
(January 1 through March 31)

ISSUE: **Animal Welfare**

“Living Better in San Diego”

January 1, 2023*

6:00am

8:40 minutes of a 59:30 minute program

It’s estimated that there are less than 4,000 tigers left in the wild across the globe, while there are almost twice that many being kept in the U.S. alone., but Animal advocates across the nation are celebrating the passage of the Big Cat Public Safety Act, which puts an end to the abusive use of tiger cubs in petting zoos, and phases out private ownership of big cats as pets, striking a fatal blow to breeders and others who would use these animals as commodities for profit. Carole Baskin, Founder and CEO of Big Cat Rescue, explains what this bill means for owners and breeders of big cats.

<https://bigcatrescue.org/>

“Living Better in San Diego”

February 26, 2023

6:00am

16:00 minutes of a 59:30 minute program

February is Spay and Neuter Awareness Month and Best Friends Animal Society, a leading animal welfare organization dedicated to ending the killing of dogs and cats in America’s shelters by 2025, is raising awareness on the simple solution communities can take that not only aids in lifesaving, but all around improves the animal's well-being. Kaylee Hawkins, Pacific Regional Director for Best Friends Animal Society, discusses the importance, and health and behavioral benefits of spaying and neutering.

<https://bestfriends.org/>

Most Significant Issue-Responsive Programming
1st Quarter 2023
(January 1 through March 31)

ISSUE: Economic / Financial Issues

“Living Better in San Diego”

January 1st, 2023

6:00am

21:24 minutes of a 59:30 minute program

Last month, the Federal Reserve made its latest interest rate hike announcement. What impact will that have on consumers? Michele Raneri, Vice President and Head of U.S. Research for TransUnion, discusses the current consumer credit market.

<https://www.transunion.com/>

Most Significant Issue-Responsive Programming
1st Quarter 2023
(January 1 through March 31)

ISSUE: Community Service

“Living Better in San Diego”

January 1st, 2023

6:00am

7:23 minutes of a 59:30 minute program

The John Wayne Grit Series gives trail runners the opportunity to run through rugged Western landscapes and iconic movie sets where John Wayne once sauntered, all while raising valuable funds for cancer research and treatment. First held in 2019 in California and Colorado, the Grit Series now features several different runs across the west, and seeks to raise money and awareness for the John Wayne Cancer Foundation’s continued efforts to beat cancer at every turn. Stacy Mulder, Vice President for the John Wayne Cancer Foundation, and Molly Kassouf, Race Director, discuss how the John Wayne Grit Series supports the mission of the John Wayne Cancer Foundation.

<https://johnwayne.org/>

“Living Better in San Diego”

January 15th, 2023*

6:00am

9:26 minutes of a 59:30 minute program

Every two seconds in America, someone needs blood, and one in seven patients entering a hospital require blood transfusions. This ranges from trauma victims to patients battling sickle cell disease or to ensure a successful organ or bone marrow transplant. Cancer patients use 25 percent of all blood donations, and blood transfusions are needed in one out of every 83 newborn deliveries in America. One blood donation could save up to three lives. Van Gonka, Director of Community Relations and Media for the San Diego Blood Bank, discusses how they are celebrating National Blood Donor Month.

<https://www.sandiegobloodbank.org/>

“Living Better in San Diego”

January 29th, 2023

6:00am

9 minutes of a 59:30 minute program

Curebound, a San Diego-based philanthropic organization that raises and invests strategic funding in translational cancer research projects, is gearing up for its signature event, Padres Pedal the Cause, this Saturday, March 18th. Kellie Sullivan, Development Manager for Curebound, and a breast cancer survivor, discusses her personal connection with this organization and what to expect from this event, which includes not only a bike ride but also a 5k and other fun activities.

<https://www.curebound.org/>

Most Significant Issue-Responsive Programming
1st Quarter 2023
(January 1 through March 31)

ISSUE: Transportation

“Living Better in San Diego”
January 1st, 2023*
6:00am
11:05 minutes of a 59:30 minute program

After a two year hiatus due to Covid, the San Diego International Auto Show is back! it’ll take place December 30th through January 2nd at the San Diego convention center; Richard Newendyke, spokesperson for the San Diego International Auto Show, discusses the call to electrification, and how the SDIAS is offering consumers the opportunity to learn about the evolution of safety and infotainment technology (including more EVs than ever), and numerous technical advances in connected cars and future mobility – without any sales pressure.

<https://www.sdauto show.com/>

** This interview originally aired on December 25th, 2022.*

Most Significant Issue-Responsive Programming
1st Quarter 2023
(January 1 through March 31)

ISSUE: Services for People with Disabilities

“Living Better in San Diego”

January 8th, 2022

600am

10:50 minutes of a 59:30 minute program

Local nonprofit Home of Guiding Hands is hosting a free pop rock concert for the special needs community - Mayor Wells and his Special Friends – this Saturday, January 14th at the Magnolia Theater in El Cajon. Longtime Home of Guiding Hands supporter Dave Walker will serve as the concert’s master of ceremonies. Mayor Wells and Mr. Walker discuss the work of Home of Guiding Hands and what to expect from this event.

<https://www.guidinghands.org/>

Most Significant Issue-Responsive Programming
1st Quarter 2023
(January 1 through March 31)

ISSUE: **Services for people with addictions**

“Living Better in San Diego”

January 8th, 2023*

6:00am

14:50 minutes of a 59:30 minute program

Teen Challenge of Southern California is a faith-based non-profit bringing hope and healing to those facing drug and alcohol addictions. They’re gearing up for its Pastors Conference coming up in February in San Diego from the 15th through the 17th titled "Fire in Our Bones", which will feature guests speakers like Gary Wilkerson, who’s the son of Teen Challenge founder David Wilkerson, Nicky Cruz, John Bailey, Tim Dilena, Carter Conlon, and Ron Brown, Executive Director for Teen Challenge of Southern California.

<https://www.teenchallenge.org/pastors/>

Most Significant Issue-Responsive Programming
1st Quarter 2023
(January 1 through March 31)

ISSUE: Health and Wellness

“Living Better in San Diego”
January 8th, 2023
6:00am
10:18 minutes of a 59:30 minute program

The 2022 edition of America’s Health Rankings’ report represents the broadest portrait to date of the COVID-19 pandemic’s impact, analyzing more than 80 measures at national and state levels to understand the impact of the pandemic at its height in 2020 and 2021, with focused analyses on health disparities by race and ethnicity.

Dr. Ravi Johar, Chief Medical Officer, UnitedHealthcare, discusses what the findings reveal both nationwide and about California.

<https://www.americashealthrankings.org/>

“Living Better in San Diego”
January 29th, 2023*
6:00am
6:10 minutes of a 59:30 minute program

Although the holiday season is over, COVID-19, flu and other viruses are at high levels in our communities, and while no one wants to get Covid-19, treatments are available that can stop the illness from getting serious, if taken early. Dr. Sona Aggarwal, Medical Officer with CA Dept. of Public Health, discusses these treatments and shares some best practices to avoid getting ill in the first place.

<https://covid19.ca.gov/treatment/>

“Living Better in San Diego”

March 12, 2023

6:00am

8:37 minutes of a 59:30 minute program

Today, people living with HIV can expect to live as long as the general population, thanks to the discovery and development of effective treatments.

Last month marked the 30th anniversary of CROI, a medical meeting that brings together scientists and doctors from around the world to share the latest advances in HIV research and progress.

Dr. Harmony Garges, Chief Medical Officer at ViiV Healthcare, shares some of the latest news from the conference.

<https://www.cabenuva.com/>

Most Significant Issue-Responsive Programming
1st Quarter 2023
(January 1 through March 31)

ISSUE: Environmental Issues

“Living Better in San Diego”

January 15th, 2023*

6:00am

17:48 minutes of a 59:30 minute program

America and the world need energy transition from oil/gas/coal to alternate sources soon or we risk climate catastrophe. Alexander Choinski, an energy and infrastructure expert who deals with national and global initiatives as a partner at Houston based law firm, Hunton Andrews Kurth, discusses the challenges to energy transition and where we are with confronting them.

<https://www.forbes.com/sites/ianpalmer/2022/12/26/president-bidens-transition-to-renewable-electricity-the-goal-the-roadblocks-and-what-it-all-means-for-coal-and-gas/?sh=15d9062c1f28>

“Living Better in San Diego”

March 12, 2023

6:00am

4:52 minutes of a 59:30 minute program

Our parent company, Audacy, celebrates Earth Day, by sending our employees out to participate in local environmental service projects that are making a positive impact on our communities and the planet. It’s part of our 1Day1Thing initiative, as we work to spread the message that if we all do one thing to help the environment - together, millions of things - we can really make a difference for our planet. This year, our San Diego stations have chosen to volunteer with I Love a Clean SD on their “Creek to Bay” project. Edwin Mendoza, Director of Marketing and Communications for I Love a Clean SD, discusses how the public can get involved with this Earth Day event.

<https://cleansd.org/>

Most Significant Issue-Responsive Programming
1st Quarter 2023
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ISSUE: **Science and Technology**

“Living Better in San Diego”

January 15th, 2023

6:00am

7:57 minutes of a 59:30 minute program

The digital divide has been a hot-button issue for years. Although there is plenty of data to support the fact that the digital divide is alive and well, many people still do not understand the magnitude of the problem. This is especially true of those living in manufactured homes, who make up one of the largest proportions of the digital divide. Joe Costello, CEO of Kwikbit, discusses what is being doing to help close the digital divide in otherwise unserved homes.

<https://kwikbit.com/>

Most Significant Issue-Responsive Programming
1st Quarter 2023
(January 1 through March 31)

ISSUE: Education

“Living Better in San Diego”
January 22nd, 2023
6:00am
7:48 minutes of a 59:30 minute program

For 3 decades, millions of kids, parents, and educators have trusted in Brain Quest - the fast-paced, curriculum-based question-and-answer game that puts a twist on the concept of learning by making it fun! Spokesperson Karen Edwards, Editorial Director of Educational Resources at Workman, discusses how they are celebrating their 30th anniversary.

<https://www.workman.com/brands/brain-quest>

“Living Better in San Diego”
January 29th, 2023*
6:00am
8:50 minutes of a 59:30 minute program

As the cost of higher education continues to skyrocket, the Ford Motor Company is helping to offset the cost of education by offering \$1,000 scholarships to San Diego County High School students through their Salute to Education Program. Paul Dyke, Chairperson for the Salute to Education program, discusses the eligibility requirements and the impact that this program has had on its recipients.

<https://www.salutetoeducation.com/>

“Living Better in San Diego”

March 26, 2023

6:00am

24:25 minutes of a 59:30 minute program

College application season is in full swing, but is college even still necessary to find a job? Marketing expert Kate Colbert and Dr. Joe Sallusito, authors of “Commencement: The Beginning of a New Era in Higher Education,” discuss how higher education can reinvent itself to be more accommodating to non-traditional students.

<https://commencementthebook.com/>

Most Significant Issue-Responsive Programming
1st Quarter 2023
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ISSUE: Healthcare

“Living Better in San Diego”
February 5th, 2023
6:00am
6:40 minutes of a 59:30 minute program

As one of the state’s longest-serving and most experienced Medi-Cal partners, Health Net is committed to ensuring Californians have access to high-quality, affordable healthcare. In line with its mission, Health Net has announced the launch of its *Review to Renew* campaign, which will provide Medi-Cal members with information and resources to help them understand upcoming redetermination deadlines to maintain their current health coverage. Mildred Pena, Health Net’s Senior Director, Strategy & Execution for Medi-Cal, discusses what people who have Medi-Cal need to do before April 1st to avoid losing coverage.

[Health Net - Coverage for Every Stage of Life™ | Health Net](#)

“Living Better in San Diego”
February 5th, 2023*
6:00am
10:08 minutes of a 59:30 minute program

The CDC estimates 1 out of 5 children experience a mental illness in a given year. However, only half of children and adolescents with diagnosable mental health problems receive the treatment they need, according to the U.S. Department of Health & Human Services.

According to the American Academy of Child & Adolescent Psychiatry (AACAP), California has a mental health worker shortage that is projected to worsen unless meaningful action is taken to address the problem.

But now, a UnitedHealth Group grant is helping University of California San Diego plant the seeds that may expand the state’s mental health workforce with a focus on inclusivity and diversity.

Through the four-year, \$4 million grant, announced in 2020, UC San Diego School of Medicine launched the Child and Adolescent Psychiatry Inclusive Excellence Program (CAPIE), an innovative approach to building a more diverse child and adolescent psychiatry (CAP) workforce.

Dr. Yusra Benhalim, Senior National Medical Director, Behavioral Health for UnitedHealth Group, discusses this important local program.

[Child & Adolescent Psychiatry Inclusive Excellence Program \(ucsd.edu\)](https://www.ucsd.edu)

Most Significant Issue-Responsive Programming
1st Quarter 2023
(January 1 through March 31)

ISSUE: Financial

“Living Better in San Diego”

February 5th, 2023*

6:00am

8:57 minutes of a 59:30 minute program

While money certainly isn't everything, one fact is true: no matter where you live in the world, money is a basic necessity. In a new book from national Geographic, middle grade readers will uncover the importance of money and financial independence and learn everything their parents wish they knew about money growing up. Longtime Nat Geo writer Sarah Wassner Flynn, author of “Not So Common Cents,” and financial educator Alvin Hall, who wrote the forward, discuss the most important lessons kids should learn about money.

<https://books.disney.com/book/not-so-common-cents/>

Most Significant Issue-Responsive Programming
1st Quarter 2023
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ISSUE: Services for military / veterans

“Living Better in San Diego”
February 12th, 2023*
6:00am
8:30 minutes of a 59:30 minute program

Wreaths Across America is arguably most known for Wreaths Across America Day, during which, every December, volunteers place wreaths on the graves of fallen veterans around the country. But their mission isn't limited to Christmastime – it's a year round effort to honor our country's bravest men and women. The Wreaths Across America Mobile Education Exhibit is coming to two San Diego locations next month, serving as an official 'Welcome Home' location for our nation's Vietnam Veterans. Trish Gardner, Manager of the Mobile Education Exhibit, discusses the mission of these exhibits.

<https://wreathsassamerica.org/>

“Living Better in San Diego”
February 19th, 2023
6:00am
10:40 minutes of a 59:30 minute program

United Through Reading is helping military families stay bonded through the power of reading, despite deployments, drill weekends, and duty nights. Tim Farrell, CEO of United Through Reading, discusses their recent milestone of connecting three million military families through the power of reading aloud, and why this program is so important to the development of children with parents in the military.

<https://unitedthroughreading.org/>

“Living Better in San Diego”

March 12, 2023*

6:00am

10:52 minutes of a 59:30 minute program

Every day, 20 US veterans and 1 active duty service member lose their lives to suicide. That’s an average of one life lost every 69 minutes. The suicide rate among the nation’s military personnel has spiked this year, eclipsing the number of troops dying in battle and on pace to set a record annual high since the start of the wars in Iraq and Afghanistan more than a decade ago. Post Traumatic Stress is a major problem for our men and women in uniform, and its effects last far and beyond the battlefield.

Meanwhile, Every year, our nation sees approximately 7.6 million animals enter shelters. Over half of those animals are dogs, at 3.9 million every year. This year alone, 1.2 million dogs will be euthanized due to space, behavioral problems, or medical complications. Many great dogs are often overlooked at shelters for behavior issues such as protest when left alone, different levels of classic separation anxiety, unruly (non-aggressive) behaviors, barking, poor house manners, and housebreaking issues.

Soldier to Shelter is a non-profit trying to change the statistics for both our nation’s veterans and furry friends by adopting dogs from local shelters and training them to become psychiatric service dogs for post-9/11 combat veterans suffering from Post Traumatic Stress, Traumatic Brain Injury (TBI) and/or other injuries associated with traumatic service experiences. Co-Founder & President of Shelter to Soldier Graham Bloem, discusses how this non-profit organization is helping to save lives two at a time.

<https://www.shelertosoldier.org/>

Most Significant Issue-Responsive Programming
1st Quarter 2023
(January 1 through March 31)

ISSUE: Services for people with food insecurity

“Living Better in San Diego”

February 12th, 2023*

6:00am

8:32 minutes of a 59:30 minute program

The San Diego Food Bank is the largest hunger-relief organization in San Diego County. Last year, the Food Bank distributed 44 million pounds of food, and the Food Bank serves, on average, 400,000 people per month in San Diego County. The Food Bank's mission is to provide nutritious food to people in need, advocate for the hungry, and educate the public about hunger-related issues.

During the pandemic, millions of individuals throughout the state received additional funding through CalFresh to help the rising cost of groceries and inflation but those additional benefits are coming to an end in March. This will result in an average of \$200 less a month for groceries for the average family and will be a huge impact for already struggling families.

Casey Castillo, CEO of the Jacobs & Cushman San Diego Food Bank, discusses the resources they offer.

<https://sandiegofoodbank.org/>

Most Significant Issue-Responsive Programming
1st Quarter 2023
(January 1 through March 31)

ISSUE: Minority Issues

“Living Better in San Diego”
February 19th, 2023
6:00am
16:58 minutes of a 59:30 minute program

February is Black History Month and every year since 1976, every American President has designated a theme for the month. This year’s theme is Celebrating Black Resistance. Diversity, Equity, and Inclusion and Anti-Racism expert Kim Crowder discusses meaningful ways to celebrate and honor Black History Month.

<https://www.kimcrowderconsulting.com/>

**Most Significant Issue-Responsive Programming
1st Quarter 2023
(January 1 through March 31)**

ISSUE: Art and Culture

**“Living Better in San Diego”
February 26, 2023
6:00am
10:16 minutes of a 59:30 minute program**

UC San Diego Park and Market has launched *Intersections*, an interdisciplinary event series, presented by UC San Diego Division of Extended Studies. It takes place at the multi-tenant, mixed-use business, arts, and educational office building in downtown San Diego’s East Village, offering new, diverse takes on traditional ideas and forms in a variety of disciplines, from artistic performances to educational lectures. Andrew Waltz, Director of Arts Management at Park & Market, discusses this diverse concert series and what to expect from their inaugural season.

<https://parkandmarket.ucsd.edu/>

**Most Significant Issue-Responsive Programming
1st Quarter 2023
(January 1 through March 31)**

ISSUE: Safety

“Living Better in San Diego”

March 5, 2023

6:00am

14:05 minutes of a 59:30 minute program

Home fires claim seven lives every day, but having working smoke alarms can cut the risk of death by half. The Red Cross is seeking volunteers in the community to help install hundreds of free smoke alarms and help make homes safer for local families in Montclair, Corona, Lake Forest, Spring Valley, and San Bernardino. Yvette Baysinger, Executive Director for the Red Cross of San Bernardino County, and Christine Welch, Communications Lead, discuss the “Sound the Alarm” campaign.

<https://www.redcross.org/sound-the-alarm.html>

Most Significant Issue-Responsive Programming
1st Quarter 2023
(January 1 through March 31)

ISSUE: Mental Health

“Living Better in San Diego”

March 5, 2023

6:00am

8:14 minutes of a 59:30 minute program

Always a passionate snowboarder, Amy Purdy's life changed suddenly at age 19 when she was hospitalized with a meningococcal meningitis, a rare disease that caused her to go into septic shock; suffer kidney failure; partial hearing loss; and have both of her legs amputated below her knees.

Despite the mental toll and physical change to her body, she found a way to thrive and become an athletic champion. Amy is now one of the most decorated Paralympic snowboarders of all time; a "New York Times" best-selling author; and a critically acclaimed inspirational speaker to help other people strive, achieve, and remain resilient no matter what their own obstacles. She discusses the need to keep her mental health a priority.

<https://www.nextgen.com/>

**Most Significant Issue-Responsive Programming
1st Quarter 2023
(January 1 through March 31)**

ISSUE: Services for Children / Families

“Living Better in San Diego”

March 5, 2023

6:00am

13:28 minutes of a 59:30 minute program

Are you concerned about your baby or toddler’s development? Would you like to know more about how your family might receive free services to help your child develop? Here in California you may be able to access free services from Early Start. Robert Rochin, Director of Family Resource Center Network of California, and Sarah Franco, Manager of Client Services for Early Childhood, discuss the Early Start program.

<https://www.dds.ca.gov/services/early-start/>

**Most Significant Issue-Responsive Programming
1st Quarter 2023
(January 1 through March 31)**

ISSUE: Women's issues

**“Living Better in San Diego”
March 12, 2023
6:00am
17:43 minutes of a 59:30 minute program**

There are plenty of books for new moms that focus solely on keeping their newborn alive and thriving. But what about the health and welfare of the woman who has just given birth? Far too often, new moms are left to blindly fend for themselves and ignore the physical and emotional setbacks that come with a new baby. But if moms don't advocate for themselves - no one else will. Becky Vieira, author of “Enough About the Baby” and the mom behind the popular Instagram account “Witty Otter, discusses the harsh realities she learned after becoming a mom, and offers advice for women who struggle with asking for help.

<https://www.scarymommy.com/profile/becky-vieira-103502329>

**“Living Better in San Diego”
March 19, 2023
6:00am
23:22 minutes of a 59:30 minute program**

The Academy of Our Lady of Peace, the oldest all-girls Catholic high school in San Diego County, will be holding the Ninth Annual Women's Symposium this Friday, March 24th from 7:30 a.m. to 12:45 p.m. at OLP's campus. Modeled after the speaker panels at leading universities, OLP's Women's Symposium brings together top women leaders to share their insight and pathways to success with students and the community. Dr. Lauren Lek, Head of School at Academy of Our Lady of Peace, discusses what to expect from this symposium, as well as OLP's outreach and community service efforts, as well as the important issues the school addresses.

<https://www.aolp.org/calendar/2023-03-23/olp-women-s-symposium/>

“Living Better in San Diego”

March 26, 2023

6:00am

8:06 minutes of a 59:30 minute program

As part of Pepsi's commitment to increasing female visibility and leadership throughout the company, and to honor women demonstrating leadership in their communities, they've launched "She is PepsiCo," an initiative to show women thriving in frontline roles traditionally held by men, inspiring other women to become product delivery drivers, warehouse and production staff, and quality technicians. "She is PepsiCo" honors more than two dozen female employees across the country who exemplify leadership and dedication to their teams and communities. As we celebrate Women's History Month, Erica Edwards, Pepsi's Senior Vice President of Supply Chain and Executive Sponsor of the Women's Inclusion Network at Pepsi as well as their Women in Operations resource group, discusses the “She Is PepsiCo” initiative.

<https://www.pepsico.com/our-stories/press-release/she-is-pepsico-campaign-launched-to-spotlight-women-in-manufacturing--operations03082023>

**Most Significant Issue-Responsive Programming
1st Quarter 2023
(January 1 through March 31)**

ISSUE: Elder Care

“Living Better in San Diego”

March 26, 2023

6:00am

13:27 minutes of a 59:30 minute program

There are over 690,000 people in California living with Alzheimer’s disease, the most of any state in the country, and that number is expected to increase dramatically in just the next few years. The Alzheimer’s Foundation is hosting a free Alzheimer’s educational conference for Southern California residents, April 19th in Irvine, featuring some of the top local experts in medicine, neurobiology, caregiving, and gerontology. Chris Schneider, Director of Communications for the Alzheimer’s Foundation, discusses the importance of early detection, the prevalence of Alzheimer’s and other dementias in California, and nationally, and the services offered by the Alzheimer’s Foundation.

<https://alzfdn.org/>

Most Significant Issue-Responsive Programming
1st Quarter 2023
(January 1 through March 31)

ISSUE: **Etc.**

“Living Better in San Diego”
January 23, 2023
6:00am
11:54 minutes of a 59:30 minute program

The recent storms in California serve as a reminder that trees can topple over when rains get heavy - causing major damage. Peter Grant, Co-Founder and CEO of safety management company Safesite, discusses the pressure landscaping and tree teams are facing right now, and what residents can expect from the damage and cleanup.

<https://safesitehq.com/>

“Living Better in San Diego”
February 26, 2023*
6:00am
14:57 minutes of a 59:30 minute program

In the spirit of sharing ideas worth spreading, TEDxTemecula, not unlike TED Talks, features presentations from interesting and captivating speakers from a variety of backgrounds. Lead organizer Jim McLaughlin, discusses what they look for in a speaker, opportunities to volunteer at the event, and what to expect from a TEDxTemecula event.

<https://www.tedxtemecula.com/>

“Living Better in San Diego”
March 19, 2023
6:00am
12:41 minutes of a 59:30 minute program

Imagine writing a book in just 60 days. Dr. Elizabeth Fuerte, author of the bestselling book, “Women in the Well,” has established Project I AM, offering scholarships to help aspiring authors do just that. She discusses how to apply for a scholarship, and what makes her company different from others.

<https://www.lizfuerteministries.com/>

**Public Service Announcements
1st Quarter 2023
(January 1 through March 31)**

Throughout the quarter the station aired periodic PSAs providing information on a variety of local community activities and issues. Representative examples of such PSAs include the following:

Alzheimer's Foundation
American Academy of Pediatrics
Americares
Arbor Day Foundation
Covenant House
Dave Thomas Foundation
Department of Veterans Affairs
Diversity and Inclusion
Earthjustice
Elizabeth Taylor AIDS Foundation
Feeding America
High School Equivalency
I Love a Clean San Diego
Lungevity Foundation
National Fund for Foster Children
National Pest Management Association
No Kid Hungry
Paralyzed Veterans of America
Standup2Cancer
Traditions Hospice in Temecula
Type 2 Diabetes Prevention
U.S. Air Force
Wounded Warrior Project
Youth Fentanyl Awareness

###

EXHIBIT B

ASCERTAINMENT FORM

STATION ASCERTAINMENT CONTACT

DATE: _____

ORGANIZATION: _____

COMMUNITY LEADER: _____

NATURE OF CONTACT: _____
(*e.g., phone conversation, meeting, etc.*)

SPECIFIC ISSUES DISCUSSED: _____

Station Employee: _____

Title: _____

Signature of Station Employee