

# **THE POWER *of* RADIO**

KOZZ · KDOT · KTHX · KUUB · KHIT · KPLY · KCKQ

**August 2020**

## **Public Service Programming**

<b>PROGRAM:</b>	<b>BROADCAST TIME:</b>	<b>BROADCAST DATES</b>
RADIO HEALTH JOURNAL	7:00-7:30AM	2, 9, 16, 23, 30
IN-DEPTH	7:30-8:00AM	2, 9, 16, 23, 30

LOTUS RADIO RENO-2020

PUBLIC SERVICE ANNOUNCEMENTS FOR THE MONTH: AUGUST

MINIMUM TWO (2) PSA'S PER HOUR BETWEEN 12 MIDNIGHT AND 6AM

(ONE (1) PER HOUR BETWEEN 6AM AND MIDNIGHT)

EXCEPTIONS TO THIS POLICY OCCUR DURING PUBLIC AFFAIRS PROGRAMMING AND DURING SPECIAL EVENT LIVE BROADCASTING (SPORTING EVENTS, CONCERT SIMULCASTS)

PUBLIC SERVICE ANNOUNCEMENTS BROADCAST DURING THIS PERIOD INCLUDE (BUT ARE NOT LIMITED) TO THE FOLLOWING:

1. OPIOID EPIDEMIC 2020
2. VETERAN'S RESOURCE CENTER
3. COMMUNITIES IN SCHOOLS 2020
4. VIRTUAL BATTLE OF THE RATTLE 2020
5. STAND UP TO CANCER SUMMER 2020
6. RAISE THE RIVER KTMB 2020
7. WINE AND RIBS 2020
8. LOTUS RADIO CORP LOYALTON FIRE COMMUNITY SERVICE

## ASCERTAINMENT PROGRAMMING

**Month Covered: August 2020**

**Date: 8/2/20**

**Stations: KOZZ 105.7 FM, KDOT 104.5 FM, KUUB 94.5 FM, KTHX 100.1 FM, KPLY 630 AM, KHIT 1450 AM, KCKQ 1180 AM.**

**Ascertainment Category: MENTAL HEALTH / EDUCATION / PUBLIC HEALTH**

Program Title, Source, Broadcast duration & dates.	Brief description. Must include moderators' name, guest(s) and title.
<p style="text-align: center;"><b>Radio Health Journal</b></p> <p style="text-align: center;">Outside Public Affairs</p> <p style="text-align: center;">8/2/20</p> <p style="text-align: center;">Twenty Five Minutes</p> <p style="text-align: center;">1 x 25:00</p>	<p style="text-align: center;"><b><u>Segment 1</u></b></p> <p><b>Host:</b> Reed Pence. <b>Producer:</b> Ariana Kraft.</p> <p><b>Guests:</b> Dr. Sarah Lisanby, Director, Translation Research, National Institute of Mental Health and Director, NIMH Non-Invasive Neuro-Modulation Unit; Dr. Dan Maixner, Assoc. Prof. of Psychiatry, Univ. of Michigan</p> <p><b>Topic: "ELECTROSHOCK THERAPY": NOT WHAT YOU SEE IN THE MOVIES</b></p> <p style="text-align: center;"><b><u>Segment 2</u></b></p> <p><b>Host:</b> Nancy Benson. <b>Producer:</b> Reed Pence.</p> <p><b>Guests:</b> Dr. Abbas Ardehali, Prof. of Surgery and Medicine and Director, Heart, Lung, and Heart and Lung Transplantation, UCLA David Geffen School of Medicine</p> <p><b>Topic: LUNG TRANSPLANTS: THE LEAST- TRANSPLANTED MAJOR ORGAN</b></p>
Lotus Standard May 1976	<b>Prepared by: Connie Waters</b>

## ASCERTAINMENT PROGRAMMING

**Month Covered: August 2020**

**Date: 8/9/20**

**Stations: KOZZ 105.7 FM, KDOT 104.5 FM, KUUB 94.5 FM, KTHX 100.1 FM, KPLY 630 AM, KHIT 1450 AM, KCKQ 1180 AM.**

**Ascertainment Category: HEALTH CARE / MENTAL HEALTH / CONSUMERISM / YOUTH AT RISK / EDUCATION**

Program Title, Source, Broadcast duration & dates.	Brief description. Must include moderators' name, guest(s) and title.
<p style="text-align: center;"><b>Radio Health Journal</b></p> <p style="text-align: center;">Outside P.A.</p> <p style="text-align: center;">8/9/20</p> <p style="text-align: center;">Twenty Five Minutes</p> <p style="text-align: center;">1 x 25:00</p>	<p style="text-align: center;"><b><u>Segment 1</u></b></p> <p><b>Host and Producer:</b> Reed Pence</p> <p><b>Guests:</b> Dr. Nathaniel Beers, President HSC Health Care System and pediatrician, Children's National Hospital; Keith Gambill, President, Indiana State Teachers Association</p> <p><b>Topic: BACK TO SCHOOL 2020: CAN KIDS ATTEND, OR WILL REMOTE LEARNING RULE?</b></p> <p style="text-align: center;"><b><u>Segment 2</u></b></p> <p><b>Host:</b> Nancy Benson. <b>Producer:</b> Reed Pence.</p> <p><b>Guests:</b> Guests: Dr. Greg Hammer, Prof. of Pediatrics and Anesthesiology, Stanford Univ. Medical School and author, Gain Without Pain: The Happiness Handbook for Healthcare Professionals; Dr. Priti Shah, Prof. of Psychology, Univ. of Michigan</p> <p><b>Topic: WORK-AT-HOME BURNOUT AND "ZOOM FATIGUE"</b></p>
Lotus Standard May 1976	Prepared by: <b>Connie Waters</b>

## ASCERTAINMENT PROGRAMMING

**Month Covered: August 2020**

**Date: 8/16/20**

**Stations: KOZZ 105.7 FM, KDOT 104.5 FM, KUUB 94.5 FM, KTHX 100.1 FM, KPLY 630 AM, KHIT 1450 AM, KCKQ 1180 AM**

**Ascertainment Category: HEALTH CARE / PUBLIC HEALTH / SOCIAL SERVICES**

Program Title, Source, Broadcast duration & dates.	Brief description. Must include moderators' name, guest(s) and title.
<p style="text-align: center;"><b>Radio Health Journal</b></p> <p style="text-align: center;">Outside P.A.</p> <p style="text-align: center;">8/16/20</p> <p style="text-align: center;">Twenty Five Minutes</p> <p style="text-align: center;">1 x 25:00</p>	<p style="text-align: center;"><b><u>Segment 1</u></b></p> <p><b>Host and Producer:</b> Reed Pence</p> <p><b>Guests:</b> Lawrence Gostin, University Prof. of Health Law and Director, O'Neill Institute of National and Global Health Law, Georgetown Univ.; Dr. Jacob Appel, Director of Ethics Education in Psychiatry, Icahn School of Medicine, Mt. Sinai, New York.</p> <p><b>Topic: WHO GETS A VACCINE?</b></p> <p style="text-align: center;"><b><u>Segment 2</u></b></p> <p><b>Host:</b> Nancy Benson. <b>Producer:</b> Reed Pence.</p> <p><b>Guests:</b> Janice Harris, diabetes patient; Dr. Joshua Joseph, Asst. Prof. of Medicine, The Ohio State Univ. Wexner Medical Center.</p> <p><b>Topic: STRESS AND TYPE 2 DIABETES</b></p>
Lotus Standard May 1976	<b>Prepared by: Connie Waters</b>

## ASCERTAINMENT PROGRAMMING

**Month Covered: August 2020**

**Date: 8/23/20**

**Stations: KOZZ 105.7 FM, KDOT 104.5 FM, KUUB 94.5 FM, KTHX 100.1 FM, KPLY 630 AM, KHIT 1450 AM, KCKQ 1180AM.**

**Ascertainment Category: PUBLIC HEALTH / SOCIAL SERVICES / COVID-19**

Program Title, Source, Broadcast duration & dates.	Brief description. Must include moderators' name, guest(s) and title.
<p style="text-align: center;"><b>Radio Health Journal</b></p> <p style="text-align: center;">Outside P.A.</p> <p style="text-align: center;">8/23/20</p> <p style="text-align: center;">Twenty Five Minutes</p> <p style="text-align: center;">1 x 25:00</p>	<p style="text-align: center;"><b><u>Segment 1</u></b></p> <p><b>Host and Producer:</b> Reed Pence</p> <p>Guests: Dr. David Matsumoto, Prof. of Psychology, San Francisco State Univ. and Director, Humintell; Dr. Rebecca Brewer, Senior Lecturer in Psychology, Royal Holloway Univ. of London.</p> <p><b>Topic: READING OUR MASKED FACES</b></p> <p style="text-align: center;"><b><u>Segment 2</u></b></p> <p><b>Host:</b> Nancy Benson <b>Producer:</b> Ariana Kraft.</p> <p><b>Guests:</b> Dr. Mark Hardy, Balance Foot and Ankle Wellness Center, Lakewood, OH; Dr. Bryan Waxman, Orthopaedic surgeon, Illinois Bone and Joint Institute.</p> <p><b>Topic: LISFRANC INJURIES NOT JUST A SPRAINED FOOT OR ANKLE</b></p>
Lotus Standard May 1976	<b>Prepared by: Connie Waters</b>

## ASCERTAINMENT PROGRAMMING

**Month Covered:** August 2020

**Date:** 8/30/20

**Stations:** KOZZ 105.7 FM, KDOT 104.5 FM, KUUB 94.5 FM, KTHX 100.1 FM, KPLY 630 AM, KHIT 1450 AM, KCKQ 1180AM.

**Ascertainment Category:** PUBLIC HEALTH / SOCIAL SERVICES / COVID-19 / HEALTH CARE

Program Title, Source, Broadcast duration & dates.	Brief description. Must include moderators' name, guest(s) and title.
<p><b>Radio Health Journal</b></p> <p>Outside P.A.</p> <p>8/30/20</p> <p>Twenty Five Minutes</p> <p>1 x 25:00</p>	<p style="text-align: center;"><b><u>Segment 1</u></b></p> <p><b>Host and Producer:</b> Reed Pence</p> <p><b>Guests:</b> Dr. Dennis Hruby, Chief Scientific Officer, SIGA Technologies; Dr. Phil Gomez, CEO, SIRI Technologies.</p> <p><b>Topic: PLANNING FOR THE NEXT PANDEMIC</b></p> <p style="text-align: center;"><b><u>Segment 2</u></b></p> <p><b>Host:</b> Nancy Benson <b>PRODUCER:</b> Polly Hansen</p> <p><b>Guests:</b> Dr. Aaron Berkowitz, Director of Global Health, Kaiser Permanente School of Medicine and author, One By One By One: Making a Small Difference Amid a Billion Problems.</p> <p><b>Topic: THIRD WORLD MEDICINE</b></p>
Lotus Standard May 1976	<b>Prepared by: Connie Waters</b>

## ASCERTAINMENT PROGRAMMING

**Month Covered:** August 2020

**Date:** 8/2/20

**Stations:** KOZZ 105.7 FM, KDOT 104.5 FM, KUUB 94.5 FM, KTHX 100.1 FM, KPLY 630 AM, KHIT 1450 AM, KCKQ 1180AM.

**Ascertainment Categories:** Health Care / Mental Health / Education /Food Pantry

Program Title, Source, Broadcast duration & dates.	Brief description. Must include moderators' name, guest(s) and title.
<p><b>In Depth Local Public Affairs 8/2/20 1 x 27:00</b></p>	<p><b>ONE SEGMENT</b></p> <p style="text-align: center;"><b>SEGMENT 1</b></p> <p><b>Host:</b> Mike Murray</p> <p><b>GUEST:</b> Marie Baxter, CEO CCNN, Catholic Charities of Northern Nevada.</p> <p><b>Topic:</b> Food Pantry, Resource Hub that encourages self-sufficiency. Health Care, Mental Health, Food Pantry.</p>
<p>Lotus Standard May 1976</p>	<p>Prepared By: Connie Waters</p>

## ASCERTAINMENT PROGRAMMING

**Month Covered:** August 2020

**Date:** 8/9/20

**Stations:** KOZZ 105.7 FM, KDOT 104.5 FM, KUUB 94.5 FM, KTHX 100.1 FM, KPLY 630 AM, KHIT 1450 AM, KCKQ 1180AM.

**Ascertainment Category:** Health Care

Program Title, Source, Broadcast duration & dates.	Brief description. Must include moderators' name, guest(s) and title.
<p style="text-align: center;"><b>In Depth Local Public Affairs 8/9/20 1 x 27:00</b></p>	<p><b>ONE SEGMENT</b></p> <p style="text-align: center;"><b>SEGMENT 1</b></p> <p><b>Host:</b> Mike Murray</p> <p><b>Guest:</b> Emilie Williams, Executive Director; Mike Johnson Foundation Board Member. Community Health Alliance.</p> <p><b>Topic:</b> Health Care Availability, fund raiser.</p>
Lotus Standard May 1976	Prepared By: Connie Waters

## ASCERTAINMENT PROGRAMMING

**Month Covered:** August 2020

**Date:** 8/16/20

**Stations:** KOZZ 105.7 FM, KDOT 104.5 FM, KUUB 94.5 FM, KTHX 100.1 FM, KPLY 630 AM, KHIT 1450 AM, KCKQ 1180AM.

**Ascertainment Category: Education / Physical Fitness**

Program Title, Source, Broadcast duration & dates.	Brief description. Must include moderators' name, guest(s) and title.
<p><b>In Depth Local Public Affairs 8/16/20 1 x 27:00</b></p>	<p><b>ONE SEGMENT</b></p> <p><b>SEGMENT 1</b></p> <p><b>Host:</b> Mike Murray</p> <p><b>Guests:</b> Joy Heuer, Executive Director.</p> <p><b>Topic:</b> Youth/Female Empowerment, Girls on the Run.</p>
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## ASCERTAINMENT PROGRAMMING

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**Date:** 8/23/20

**Stations:** KOZZ 105.7 FM, KDOT 104.5 FM, KUUB 94.5 FM, KTHX 100.1 FM, KPLY 630 AM, KHIT 1450 am, KCKQ 1180AM.

**Ascertainment Category: Health Care / Education / Substance Abuse-Prevention / Opioid Abuse / Employment**

Program Title, Source, Broadcast duration & dates.	Brief description. Must include moderators' name, guest(s) and title.
<p><b>In Depth Local Public Affairs 8/23/20 1 x 27:00</b></p>	<p><b>TWO SEGMENTS</b></p> <p style="text-align: center;"><b>SEGMENT 1</b></p> <p><b>Host:</b> Mike Murray</p> <p><b>Guests:</b> Jennifer Delet-Snyder. Join Together Northern Nevada.</p> <p><b>Topic:</b> Substance Abuse Prevention/Opioid Abuse.</p> <p style="text-align: center;"><b>SEGMENT 2</b></p> <p><b>Host:</b> Mike Murray</p> <p><b>Guests:</b> Lisa Howard, Director of VA Sierra Nevada Health Care System; Kelly DeBoer, Health Care Recruiter.</p> <p><b>Topic:</b> VA Hospital Recruitment/How the VA Helps Northern Nevada.</p>
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# ASCERTAINMENT PROGRAMMING

**Month Covered:** August 2020

**Date:** 8/30/20

**Stations:** KOZZ 105.7 FM, KDOT 104.5 FM, KUUB 94.5 FM, KTHX 100.1 FM, KPLY 630 AM, KHIT 1450 AM, KCKQ 1180AM.

**Ascertainment Category: Community Safety / Education / Health Care**

Program Title, Source, Broadcast duration & dates.	Brief description. Must include moderators' name, guest(s) and title.
<p style="text-align: center;"><b>In Depth Local Public Affairs 8/30/20 1 x 27:00</b></p>	<p style="text-align: center;"><b>ONE SEGMENT</b></p> <p style="text-align: center;"><b>SEGMENT 1</b></p> <p><b>Host:</b> Mike Murray</p> <p><b>Guest:</b> Shontell Brewer, Educational Director. Awaken Reno.</p> <p><b>Topic:</b> Sex/Human Trafficking, AWAKEN RENO.</p>
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**July-September 2020**

**Public Service Programming Issues**

**Quarterly Report for Summer 2020**

**The following are the primary issues facing the Reno/Sparks/Carson community:**

**Drugs**

**Health Care**

**Education**

**Housing**

**Environmental**

**Arts & Culture**

**Traffic**

**Public Health**

**Community Safety**

**Social Services**

**Veterans Issues**

**Unemployment**

**Food Assistance**

**Financial Health**

**Child Welfare**

**COVID-19**

**Mental Health**

**Food Pantry**

**Substance Abuse Prevention**

**Economics**