

ISSUES/PROGRAMS 1st QUARTER 2016

KDZY 98.3 FM – McCall, ID

Issues: Education, Environment, Finances, Family Issues, Health/Wellness, Safety

ISSUE: Economy/Environment
HOW TREATED: PSA
TITLE: Idaho Forest Products
DATE: January 1-February 28
DURATION: 30 seconds
TYPE: Informational
DESCRIPTION: Forest products have a big impact on Idaho's economy, with more than 300 manufacturing facilities throughout the state, contributing over 3 billion dollars in sales and employing more than 19,000 people. Local businesses add significant value to commodity resources and sustain communities through jobs, taxes and infrastructure. Idaho is fortunate to have millions of acres of renewable trees. When they are harvested to make products, new trees can be replanted and provide the same opportunity for future generations. Reforestation is an important part of the cycle of managed forests as well as being required by law.

ISSUE: Life Issues
HOW TREATED: PSA
TITLE: Food Banks
DATE: January 1-30
DURATION: 30 seconds
TYPE: Informational
DESCRIPTION: 1 in 5 kids in the U.S. Struggles With Hunger Help the 15 Million Kids that Face Hunger this Holiday Season Each year, billions of pounds of surplus food go to waste in America, while millions of kids struggle with hunger. Blake Shelton encourages the public to support the Feeding America nationwide network of food banks.

ISSUE: Safety
HOW TREATED: PSA
TITLE: Texting and Driving
DATE: January 1- February 28
DURATION: 30 Seconds
TYPE: Informational
DESCRIPTION: 86% of people say they feel very unsafe in a car where the driver sends texts or emails, but many believe they are immune to that same danger when they drive. New PSAs remind adults 16-34 that "no one is special enough to text and drive."

ISSUE: Safety/Education
HOW TREATED: PSA
TITLE: Hunter Education Field Day
DATE: March 28-31
DURATION: 30 Seconds
TYPE: Informational
DESCRIPTION: There is space available in hunter education field days in Council and McCall this weekend! To enroll, students need to have completed the hunter education course (online or in person) or workbook prior to the field day. Students can register through April 1 for \$9.75. Sign up online at: <https://register-ed.com/programs/idaho/147-hunter-education-field-day>. If you have any questions call the McCall Fish and Game Office at [208-634-8137](tel:208-634-8137).

ISSUE: Life/Family Issues
HOW TREATED: Program
Title: Elk Creek
DATE: January-March 2016
DURATION: 29 min
TYPE: Informational
DESCRIPTION: Pastor Eric Ova delivers messages that seek to encourage people to find meaning and purpose in their lives.

Participated in the following:

- McCall Winter Carnival January, 2016
- Meadows Valley Snow Jamboree – February 13th

Weather Reports: Monday through Friday, 6:15a, 7:15a, 8:15a, 9:15a, 10:15a, 11:15a, 12:15p, 1:15p, 2:15p, 3:15p, 4:15p, 5:15p

EAS Test: KDZY is a participating station in the Southwest Idaho Operational Area Emergency Alert System.