

Issues and Programs List

4th Quarter, 2020

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Station: KYSN-FM, Kissin' 97-7
City/State: East Wenatchee, WA

The following pages list the programs and/or Public Service Announcements that the station believes provided the most significant attention to the community problems, issues and needs for the quarter listed above.

Issue:

Description:

1 Charity Fundraising Issues

Local charities need help

2 Exchange Club Christmas Tree Programs

Exchange Club raising money for various local projects in the Wenatchee valley

3 Local food banks seriously depleted by increased need

Demand at local food banks is out-stripping supplies.

4 COVID-19 Masks

Serial PSA campaign to encourage masking and social distancing

5 Traffic Safety

Holiday DUI and seatbelt emphasis.

Issue 1	Charity Fundraising Issues			4th Quarter, 2020
				KYSN-FM, Kissin' 97-7
1	PSA Campaign	10/6/20-10/27/20	:30 PSA	MAKE A DIFFERENCE DAY
2	PSA Campaign	10/9/20-10/20/20	:30 PSA	HOG TOY RIDE FOR CASA KIDS FOR CHRISTMAS
3	PSA Campaign	11/27/20-12/24/20	:30 PSA	EXCHANGE CLUB CHRISTMAS TREE LOT
4	PSA Campaign	12/6/20-12/24/20	:30 PSA	HOSPITALITY MINISTRIES TREE SALE
5	PSA Campaign	10/22/20 - 10/31/20	:30 PSA	CASHMERE MUSEUM TRICK OR TREAT

Issue 2		Exchange Club Christmas Tree Programs		4th Quarter, 2020	
				KYSN-FM, Kissin' 97-7	
Name of Program:	Date & Time Aired:	Length of Program or Segment:	Description of Program or Segment:		
1 Reel Good Feel Good PM Drive segment	11/10/20, 3:45p	2:00 minutes	Director Wayne Wright talks about the up coming tree sale and the direction money raised will go.		
2 Reel Good Feel Good PM Drive segment	11/17/20; 3:45p	2:00 minutes	Director Wayne Wright talks about the quality size and price of trees available at the Exchange club tree site.		
3 Reel Good Feel Good PM Drive segment	11/19/20; 3:45p	2:00 minutes	Director Wayne Wright talks about the organizations that will benefit from funding that comes from tree sale.		
4 PSA Campaign	11/01/20-11/18/20	:30 PSA	Director Wayne Wright asking for unpaid volunteers needed to run the tree sale.		
5 PSA Campaign	11/18/20 - 12/23/20	1:00 PSA	Month-long PSA campaign for tree sale.		

Issue 3	Local food banks seriously depleted	4th Quarter, 2020
		KYSN-FM, Kissin' 97-7
Name of Program:	Date & Time Aired:	Description of Program or Segment:
Length of Program or Segment:		
1 Reel Good Feel Good PM Drive segment	11/04/20; 3:45p	Talked with Bob Shepherd from "Serve Wenatchee Valley" about increased need in 2021.
2 Reel Good Feel Good PM Drive segment	11/10/20; 3:45p	Talked with Bob Shepherd from "Serve Wenatchee Valley" about the holiday Food Drive.
3 Reel Good Feel Good PM Drive segment	11/13/20; 3:45p	Talked with Bob Shepherd from "Serve Wenatchee Valley" about the holiday food drive this Saturday.
4 PSA Campaign	11/1/20 - 11/15/20	Holiday Food Drive
5 PSA Campaign	11/25/20-12/31/20	Chelan Co. Covid 19 food relief

Issue 4	COVID-19 Masks		4th Quarter, 2020
			KYSN-FM, Kissin' 97-7
Name of Program:	Date & Time Aired:	Length of Program or Segment:	Description of Program or Segment:
1 PSA Campaign	9/1/20-12/31/20	:30 PSA	PSA for basic masking, distancing, and hygiene
2 PSA Campaign	9/1/20-9/30/20	:30 PSA	PSA for distancing, etc., as path to returning to gathering
3 PSA Campaign	10/1/20-10/31/20	:30 PSA	PSA for basic masking via cultural tradition
4 PSA Campaign	11/1/20-11/30/20	:30 PSA	PSA for basic masking via Batman parody
5 PSA Campaign	12/1/20-12/31/20	:30 PSA	PSA for minimal holiday contact to avoid spike.

Issue 5		Traffic Safety		4th Quarter, 2020	
				KYSN-FM, Kissin' 97-7	
	Name of Program:	Date & Time Aired:	Length of Program or Segment:	Description of Program or Segment:	
1	Reel Good Feel Good PM Drive segment	11/18/20; 3:45p	2:00 minutes	Officer Randy Chappman talks about the "Drive Hammered" DUI PSAs and the state funding for more officers on patrol and DUI emphasis.	
2	Reel Good Feel Good PM Drive segment	12/04/20; 3:45p	2:00 minutes	Harvey Gesdahl talks about holiday emphasis patrol on local highways by five area law enforcement agencies.	
3	Reel Good Feel Good PM Drive segment	12/10/20; 3:45p	2:00 minutes	Sister station Newsradio 560 KPQ presents news story on holiday emphasis patrol.	
4	PSA Campaign	10/15/20-11/15/20	:30 PSA	Wenatchee Police Chief Tom Robbins talks about the downside of getting a DUI.	
5	PSA Campaign	11/13/20 - 12/31/20	:30 PSA	PSA campaign for "Drive Hammered, Get Nailed"	