

## **KUBA ISSUES & CONCERNS RESPONSIVE PROGRAMMING SUMMARY 4th QUARTER 2022**

During the months of October, November, and December 2022, station KUBA broadcast numerous programs that gave significant treatment to issues of concern and interest in the communities within our coverage area. Those issues and concerns included;

### Wildfire

- 10/3 – Mosquito Fire Update
- 10/6 – Richvale vegetation fire yesterday
- 11/2 – Butte County burn permit suspension ends tomorrow
- 11/8 – Arson arrest in Biggs
- 11/8 – Control lost on Bangor debris burn
- 11/10 – Yuba County residential burn ban lifted
- 11/14 – Cal/Fire not ruling out foul play in Biggs rice straw blaze
- 11/17&18&21 – Prescribe burn scheduled in Butte County today
- 11/29 – Yuba County business earns \$1.7 million Cal/Fire grant
- 11/29 – Marysville Fire Dept. earns Cal-Water grant
- 12/13 – Another Camp Fire fraudster sentenced

### Gas Prices

- We gave daily gas price updates from 10/4-10/11 as they began, again, to spike sharply, starting at a State average of \$6.41/gallon on 10/4 (2.61/gallon over the National average), reaching \$6.42, 2cents shy of the all-time high reached in June. They started to come back down on 10/7 & we discontinued daily updates on 10/11 at \$6.28.
- 11/30 – California oil company reps refuse to show for Stae Energy Commission hearing
- 12/15 – Analysts predict California average gas price to drop under \$4/gallon in the new year

### General Economy

- 10/6 – Pro baseball returning to Marysville
- 10/28 – Sutter County's 2021 crop values up 9.2% from 2020
- 10/28 – Paradise Cinema 7 won't reopen
- 11/2 – Yuba County Library \$6 million from State for improvements
- 11/10 – October new home sales up in Yuba County but in negative territory in Sutter County
- 11/11 – Staffing shortages force Colusa County Transit shutdown
- 11/11 – Wayback burgers coming to Yuba City
- 11/22 – Yuba/Sutter October unemployment up slightly from September
- 12/13 – Area One-Stops granted \$1.2 million by State
- 12/13 – 10's of millions awarded locally for walking & biking projects
- 12/16 – November homes sales rise in Yuba/Sutter
- 12/20 – P.G.&E warning of sharply rising natural gas heating costs
- 12/20 – Butte County budget shortfall results in reduced library hours

### Government/Elections

- 10/4 – Marysville schedules a special City Council meeting this evening to discuss traffic problems
- 10/6 & 7 – A Congressional & Assembly candidate forum scheduled tomorrow (today) in Yuba City
- 10/26 – Yuba & Colusa Counties granted \$1/2 million in broadband expansion funds
- 11/9 – Unofficial local election results
- 11/11 – Local election update
- 11/15 – Oroville receives \$1/2 million State grant for internet upgrades

- 11/16 – Green bins & higher waste service rates for Oroville
- 11/18 – Local election update
- 11/28 - “ “ “
- 11/28 – Outdoor concert series coming to Colusa next year thanks to \$90k grant
- 11/30 – Sutter County releases final election results
- 11/30 – City of Colusa projects re-scheduled after pandemic delays
- 12/1 – Sutter County approves an Adopt-a-road program
- 12/2 – Yuba County releases final election results
- 12/5 – Yuba County earns State award for economic development
- 12/8 – New Yuba City Mayor chosen by Council
- 12/15 – Live Oak City Council chooses their Mayor & Vice-Mayor
- 12/15 – Butte County Hall of Records renamed in honor of California’s longest-serving elected official
- 12/20 – Colusa County seeking public input for business grant application

### Water

- 10/5 – Three Rivers Levee Improvement Authority awarded almost \$10 million from DWR
- 10/10 – Marysville continues to conserve water at an impressive rate
- 10/11 – The Sutter Butte Flood Control Agency receives \$1.14 million grant
- 11/2 – Yuba Water Agency6 extending water sales agreement with 2 Bay Area Districts
- 11/7 – Marysville continues as a top State water conserver
- 11/8 – Three Rivers Levee Improvement Authority receives \$9 million dollar Yuba Water Agency grant
- 11/17 – Bear River setback levee in Wheatland completed
- 12/5 – DWR announces initial water allocation at just 5%
- 12/7 – North Valley Community Foundation extends Glenn County dry well relief program
- 12/8 – Yuba Water Agency approves another round of \$1 million dollars in grants
- 12/8 – Boat launch closures back at Lake Oroville due to low levels
- 12/8 – Sierra snowpack off to a strong start
- 12/14 – U.S. Drought Monitor reports 17% of our State in “extreme drought” category drops to 13%
- 12/21 – Feather River fish hatchery increasing production
- 12/21 – Resident input sought in restoration of Deguerre Point Dam
- 12/29 – Rivers on the rise with approaching storms
- 12/30 – Encouraging early season water news

### Illegal Drugs

- 10/12 – 2 meth arrests in Marysville
- 10/27 – Concow mother of fentanyl-overdosed toddler enters plea
- 11/2 – Halloween weekend leads to several fentanyl & meth arrests
- 11/11 – Over 2 oz of fentanyl found in Oroville drug offenders motel room
- 11/18 – 2 Olivehurst men federally charged with heroin & meth trafficking
- 12/1 – Yuba County inmate death linked to fentanyl
- 12/9 – Murder charge filed for Yuba County jail fentanyl death
- 12/12 – Pre-dawn fentanyl arrest in Yuba City
- 12/16 – Fentanyl possession arrest in Paradise
- 12/16 – ½ lb of meth seized in Paradise traffic stop

### Traffic

- 10/24 – California Transportation Commission funds coming to Sutter & Glenn counties
- 11/17 – Another segment of Hwy 70 safety project between Oroville & Marysville completed

- 11/21 & 22 – City of Marysville schedules traffic town hall meeting
- 12/6 – Hwy 70 in the Feather River canyon reopens

### Education

- 10/25 – Wheatland High School earns Gold Medal Award for college/career readiness program for 3<sup>rd</sup> straight year
- 11/1 – Local High Schools follow State-wide trend of declining math & reading scores
- 11/10 – Increased security measures implemented in Marysville District
- 11/16 – Oroville & Las Plumas parents launch High School merger petition
- 11/23 – Colusa High School threat yesterday
- 12/6 – How the Yuba College Board will fill Area 3 Trustee seat announced
- 12/15 – Oroville school administrator stabbed by student
- 12/16 – Marysville School District approves comprehensive safety & vulnerability assessment

### Law Enforcement

- 10/28 – MPD receives 10's of thousand in Federal & State road safety grants
- 12/1 – YCPD receives \$170k road safety grant
- 12/5 & 6 – Staffing shortage prompts Sutter County Sheriff's Office 911 rerouting
- 12/13 – Yuba County Sheriff's Office ICE contract terminated
- 12/14 – Yuba/Sutter CHP Commander found dead in Tennessee, & implicated in murder-for-hire of her husband
- 12/21 – Oroville hires LaGrone as Police Chief
- 12/28 – MPD announces new enforcement Harley purchase

### Potentially Deadly Viruses

- 11/1 – Rabid bat confirmed in Yuba City
- 12/15 – Avian flu confirmed in Yuba/Sutter

We covered these issues and concerns in the following ways:

-Locally produced newscasts, including weather and sports, are broadcast each Monday through Friday (except Thanksgiving, Black Friday and day after Christmas this year) at 5a, 5:30a, 6a, 6:30a, 7a, 7:30a, 8a, and 8:30a.

-Employment;

Weekly, a representative from The Sutter County One-Stop (a government-funded employment and career center) provides, remotely for the time being, a 35 second "Job Hotline" Community Reminder. This airs, at no charge to the One-Stop, throughout all day-parts 7 days a week in equal rotation with all other Community Reminders (see details below) (Audio available on the KKCY newsroom computer desktop in the folder labeled, "CR's".)

Local non-profit fundraiser and awareness events:

These are covered in several formats;

1) Occasionally in news casts (particularly health events such as blood drives).

2) Public Service Announcements (now called "Community Reminders per Corporate Director of Programming Dave Shakes reachable by e-mail at "dshakes@resultsradio.com") recorded by someone involved with the group or event in question. There are generally no fewer than 4 and no more than 10 of these 35 second free spots running in equal rotation 7

days/week for a total of 147 plays a week all tolled. (Audio of all PSA's (Community Reminders) is available on the KKCY newsroom computer desktop **(KKCY is the Sister-Station to KUBA, located in the same building / cluster)** in the folder labeled, "CR's").

### 3)Special Broadcast events.

This quarter we also, for a 16<sup>th</sup> straight year, spearheaded the Yuba/Sutter/Colusa United Way Turkey Drive, Broadcasting for 3 hours each from 13 sponsor locations prior to Thanksgiving. We collected 240 turkeys, and a record \$21,691.47 in cash donations enabling us to purchase & distribute an additional 700 turkeys, 335 hams, and 105 \$25 grocery gift cards to those most in need in our community. We were also again the media lead for the Yuba/Sutter Toys For Tots Drive that included 9, 2-hour live broadcasts in December.

Weather: We receive our forecasts from the National Weather Service, and deliver it in summarized form with station announcers twice an hour **M-F 5a-9am, once an hour Monday-Friday 9a- 12 midnight. Forecasts run on the weekends from 7a-4pm. Weathers do no air on holidays.**

### Traffic;

Monday-Friday **from 5a-9am** we provide in-house-produced updates prior to each newscast through reports from local law enforcement, and from listeners verified through local law enforcement.

### Animal Welfare;

Weekly, a representative from Sutter Buttes Canine Rescue (a local non-profit, no-kill animal shelter) records, remotely for the time being, a 35 second feature called "Pet of the Week". This airs, at no cost to the shelter, throughout all day-parts Monday through Thursday for a total of 26 plays. (Audio available on the KKCY newsroom computer desktop in the folder labeled, "Pet o Week". - **(KKCY is the Sister-Station to KUBA, located in the same building / cluster)**)

### Sports;

A local sports report follows each bottom of the hour newscast **that airs Monday- Friday 5a-9am**. Additionally, every other Tuesday,KUBA designates a local Athlete of the week culled from listener nominations. A recorded feature (35 seconds) airs honoring the team throughout the 2 week period for a total of 15 plays per week. (Audio available on the KKCY newsroom computer desktop in the folder labeled, "AoW").**(KKCY is the Sister-Station to KUBA, located in the same building / cluster)**

### Community Involvement;

Every other Wednesday, KUBA designates a local Community Hero. A recorded 35 second feature airs honoring the hero for a total of 23 plays per week. (Audio available on the KKCY newsroom computer desktop in the folder labeled, "Community Hero". **(KKCY is the Sister-Station to KUBA, located in the same building / cluster)**)

### Public Affairs Broadcasts:

We broadcast 2, 30 minute programs from Media Tracks Communications of Des Plains, Illinois; "Viewpoints", which airs every Sunday Morning at 6, and "Radio Health Journal" which

follows at 6:30.