CUMULUS MEDIA PUBLIC AFFAIRS QUARTERLY 3rd QUARTER 2020

97.7 KWIN- Sunday @ 5:30am

JULY 2020

July 5th, 2020

Duration 22mins

TOPIC: Tobacco & Vaping

Guests: Jaime Ruiz & Monica White San Joaquin County Public Health Services

Discussion: Jaime and Monica informed our listeners about the county's Tobacco Law Enforcement Program. The program makes sure retailers are in accordance with the tobacco selling laws. They also discussion the dire need to educate not just kids but parents about the dangers of vaping.

PSA- Stockton Fire Department 4th of July Fireworks Safety, No Child Abuse

July 12th, 2020

Duration 22mins

TOPIC: Tobacco & Vaping

Guests: Jaime Ruiz & Monica White San Joaquin County Public Health Services

Discussion: Jaime and Monica informed our listeners about the county's Tobacco Law Enforcement Program. The program makes sure retailers are in accordance with the tobacco selling laws. They also discussion the dire need to educate not just kids but parents about the dangers of vaping.

PSA - No Child Abuse

July 19th, 2020

Duration 22mins

TOPIC: Tobacco & Vaping

Guests: Jaime Ruiz & Monica White San Joaquin County Public Health Services

Discussion: Jaime and Monica informed our listeners about the county's Tobacco Law Enforcement Program. The program makes sure retailers are in accordance with the tobacco selling laws. They also discussion the dire need to educate not just kids but parents about the dangers of vaping.

PSA - No Child Abuse

July 26th, 2020

Duration 22 mins

TOPIC: Covid-19 Guidelines and new testing in San Joaquin County

Guests: Tiffany Hayer

Discussion: Tiffany informed listeners on the current numbers related to Covid-19. Current cases, recoveries and deaths. She also explained a new drive through testing program in the county in which someone can receive a covid-19 test if referred by their doctor. She also poke about how hospitals are far beyond capacity due to covid 19. And she also made it a point that even though things are busy at area hospitals it's very important to still seek medical attention if you are not feeling well.

Duration 5 mins TOPIC: Pre-Diabetes Guests: Marbella Sala

Prediabetes is a serious health condition in which blood sugar levels are higher than normal, but not high enough to be diagnosed as type 2 diabetes. People with prediabetes are at high risk of developing type 2 diabetes, as well as heart disease and stroke. Studies have shown that people with prediabetes who lose weight and increase their physical activity can bring blood sugar levels back to normal and may prevent type 2 diabetes from developing.

PSA - Fish for Veterans, American Red Cross Blood Donors Needed

August 2020

August 2nd, 2020

Duration 25 mins

TOPIC: VeteranHelp.Net GUEST/S: Michael Emerson

Discussion: Veteran Help offers several programs designed to help military veterans. There is a program to give veterans cars, Fish tanks to help with anxiety are just a couple. The organization is responsible for several military recognition events in the Stockton area, including the Vietnam Moving Wall that has come to the city twice in the past 5 years. Michael also oversees the Vehicles For Veterans and Fish For Veterans campaigns.

August 9th, 2020

Duration 22mins

TOPIC: Tobacco & Vaping

Guests: Jaime Ruiz & Monica White San Joaquin County Public Health Services

Discussion: Jaime and Monica informed our listeners about the county's Tobacco Law Enforcement Program. The program makes sure retailers are in accordance with the tobacco selling laws. They also discussion the dire need to educate not just kids but parents about the dangers of vaping.

August 16th, 2020

Duration 22 mins

TOPIC: Covid-19 Guidelines and new testing in San Joaquin County

Guests: Tiffany Hayer

Discussion: Checked in again with Tiffany and she informed listeners on the current numbers related to Covid-19. Current cases, recoveries and deaths. She also explained a new drive through testing program in the county in which someone can receive a covid-19 test if referred by their doctor. She also poke about how hospitals are far beyond capacity due to covid 19. And she also made it a point that even though things are busy at area hospitals it's very important to still seek medical attention if you are not feeling well.

August 23rd, 2020

Duration 22mins

TOPIC: Tobacco & Vaping

Guests: Jaime Ruiz & Monica White San Joaquin County Public Health Services

Discussion: Jaime and Monica informed our listeners about the county's Tobacco Law Enforcement Program. The program makes sure retailers are in accordance with the tobacco selling laws. They also discussion the dire need to educate not just kids but parents about the dangers of vaping.

August 30th, 2020

Duration 22mins

TOPIC: Wildfire Smoke/Covid 19

Guests: Dr. Maggie Park- San Joaquin County Public Health Services

Discussion: Wildfire smoke can irritate your lungs, cause inflammation, affect your immune system, and make you more prone to lung infections, including SARS-CoV-2, the virus that causes COVID-19. San Joaquin County Public Health Officer Dr. Maggie Park says, "Because of the COVID-19 pandemic, preparing for and responding to wildfires will have to be different this year. It is vital to know how wildfire smoke will affect you and your loved ones during the COVID-19 pandemic and what you can do to protect yourselves." The Centers for Disease Control and Prevention (CDC) offer the following guidelines: Take actions to protect yourself from wildfire smoke during the COVID-19 pandemic.

September 2020

September 6th, 2020

Duration: 18

TOPIC: Family Day At The Park

Guests: Carrie Sass

Discussion: This event is usually a one day kid friendly event, but because of Covid 19 the event has gone virtual and will now run for more than 2 months. Families are invited to log on and enjoy a different theme each day. Kids will also have a chance to get free books from the public library. Parents, Teachers, grandparents in the area and across the country can take part in this virtual event.

Duration: 7 mins

TOPIC: American Red Cross

Guests: Lisa Cruz

Discussion: Spoke with Liza Crus of the American Red Cross about the desperate need for blood and platelet donations. Liza mention that a majority of the Red Cross regular donations come from the elderly but with the elderly vulnerable to Covid-19, they just weren't coming in to donate. Therefore there is an extreme shortage of their blood supply.

PSA-"A Most Beautiful Thing" Delta Sculling

September 13th, 2020

Duration 20 mins TOPIC: Cal Hope Guests: Dr. Jim Kooler

Discussion: People are feeling stressed, anxious, or depressed as a result of the COVID-19 pandemic. Those feelings can contribute to serious emotional AND physical health problems. The CalHOPE project offers resources and information to help people find their way in these difficult times. It's supported by the Federal Emergency Management Agency and SAMHSA, the Substance Abuse and Mental Health Services Agency, as part of the Crisis Counseling Program. Public Health approach focused on strength based strategies of building resiliency and connecting people to the supports they need.

PSA-"A Most Beautiful Thing" Delta Sculling, As I Can, Family Day At the Park

September 20th, 2020

Duration 20 mins TOPIC: Cal Hope Guests: Dr. Jim Kooler

Discussion: People are feeling stressed, anxious, or depressed as a result of the COVID-19 pandemic. Those feelings can contribute to serious emotional AND physical health problems. The CalHOPE project offers resources and information to help people find their way in these difficult times. It's supported by the Federal Emergency Management Agency and SAMHSA, the Substance Abuse and Mental Health Services Agency, as part of the Crisis Counseling Program. Public Health approach focused on strength based strategies of building resiliency and connecting people to the supports they need.

PSA-"A Most Beautiful Thing" Delta Sculling, As I Can, Family Day At the Park

September 27th, 2020

Discussion: People are feeling stressed, anxious, or depressed as a result of the COVID-19 pandemic. Those feelings can contribute to serious emotional AND physical health problems. The CalHOPE project offers resources and information to help people find their way in these difficult times. It's supported by the Federal Emergency Management Agency and SAMHSA, the Substance Abuse and Mental Health Services Agency, as part of the Crisis Counseling Program. Public Health approach focused on strength based strategies of building resiliency and connecting people to the supports they need.

PSA- Family Day At the Park