



**280 Commerce Circle  
Sacramento, CA 95815  
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## **QUARTERLY ISSUES AND PROGRAMS REPORT**

**FOR**

**STATION KZZO FM/HD**

**4<sup>th</sup> Quarter 2020**  
(October 1<sup>st</sup> through December 31<sup>th</sup>)

Prepared by:

**CODY ROBINSON, PUBLIC AFFAIRS COORDINATOR**

**Issues of Concern to SACRAMENTO  
Addressed in Responsive Programming in the  
4<sup>th</sup> Quarter 2020  
(October 1 through December 31)**

- |                        |   |
|------------------------|---|
| 1. EDUCATION           | AEROSPACE MUSEUM<br>OF CALIFORNIA                   |
| 2. DISABILITY SERVICES | A TOUCH OF<br>UNDERSTANDING                         |
| 3. FOSTER SERVICES     | AGING UP  |
| 4. VOTING              | SACRAMENTO COUNTY<br>VOTE & REGISTRATION            |
| 5. ANIMAL RESCUE       | GOLD COUNTY<br>WILDLIFE RESCUE                      |
| 6. ENVIRONMENT         | MOUNTAIN AREA<br>PRESERVATION                       |
| 7. ANIMAL SERVICES     | SAMMIE'S FRIENDS                                    |
| 8. HEALTH              | AMERICAN HEART<br>ASSOCIATION – WORLD<br>STROKE DAY |
| 9. FOOD SERVICES       | SAC FOOD BANK – RUN<br>TO FEED THE HUNGRY           |
| 10. HEALTH             | UC DAVIS – MENTAL<br>HEALTH                         |

**Issues of Concern to SACRAMENTO  
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- |                         |   |
|-------------------------|---|
| 11. ENVIRONMENT         | CALIFORNIA NATIVE<br>PLANTS                       |
| 12. VETERAN SERVICES    | CANINE<br>COMPANIONS –<br>VETERAN JOE<br>QUALLS   |
| 13. YOUTH SERVICES      | SACRAMENTO BOYS<br>& GIRLS CLUB                   |
| 14. DISABILITY SERVICES | CANINE<br>COMPANIONS – DOG<br>TRAINING            |
| 15. TRAFFIC SAFETY      | OFFICE OF TRAFFIC<br>SAFETY                       |
| 16. HEALTH              | AMERICAN HEART<br>ASSOCIATION – EAT<br>HEALTHY    |
| 17. YOUTH SERVICES      | ST JUDE RADIOTHON                                 |
| 18. ENVIRONMENT         | AIR QUALITY<br>CONTROL                            |
| 19. ENVIRONMENT         | PLACER NATURE<br>CENTER                           |
| 20. HEALTH              | UNITED<br>HEALTHCARE –<br>ANNUAL HEALTH<br>REPORT |

**Issues of Concern to SACRAMENTO  
Addressed in Responsive Programming in the  
4<sup>th</sup> Quarter 2020  
(October 1 through December 31)**

- |                                |   |
|--------------------------------|---|
| <b>21. DISABILITY SERVICES</b> | <b>CANINE COMPANIONS –<br/>O'SULLY</b>                    |
| <b>22. HEALTH</b>              | <b>UNITED HEALTHCARE – FLU<br/>SHOTS &amp; HANDSHAKES</b> |

**Programs That Address Community Issues  
(Regularly Scheduled Public Affairs Programs)  
4<sup>th</sup> Quarter 2020  
(October 1 through December 31)**

**Public Affairs Program**

**Schedule and Description**

1. **PUBLIC AFFAIRS**

(Sundays, 6:00 a.m.-7:00 a.m.) Locally developed, hosted and produced by Cody Robinson. This topical weekly program features community organizations, events and activities of interest to people living in the greater Sacramento region, including nonprofits and agencies that provide various outreach, education and support services.

**Most Significant Issue-Responsive Programming**  
**4<sup>th</sup> Quarter 2020**  
**(October 1 through December 31)**

**ISSUE:            EDUCATION SERVICES**

**AEROSPACE MUSEUM OF CALIFORNIA**

October 4, 2020

6:00 a.m.

25minutes of a 60-minute program

Today's program featured Cheryl Holkan, Experience Director of the California Aerospace Museum, a private non-profit aviation museum located in North Highlands on the grounds of the former McClellan Airforce Base. She discussed how the museum was founded and its expansion, the aircrafts on display, their upcoming exhibits, educational field trips and tours, and what measures they're taking to prevent the spread of COVID-19. Locally hosted and produced by Cody Robinson.

**Most Significant Issue-Responsive Programming**  
**4<sup>th</sup> Quarter 2020**  
**(October 1 through December 31)**

**ISSUE:           DISABILITY SERVICES**

**A TOUCH OF UNDERSTANDING**

October 4, 2020

6:25 a.m.

35 minutes of a 60-minute program

Today's program featured Meghan Advanski, Executive Director of A Touch of Understanding, a nonprofit that provides Disability Awareness Workshops in elementary schools and businesses throughout Northern California. She discussed their award-winning program that provides students and employees with hands-on activities to feel what it's like to have a disability while listening to and learning from individuals with disabilities. She also mentioned how their program has changed during the COVID-19 pandemic and how schools and businesses can adopt the program. Locally hosted and produced by Cody Robinson.

**CANINE COMPANIONS - DOG TRAINING**

November 22, 2020

6:29 a.m.

31 minutes of a 60-minute program

Today's program featured Chelsey Darrow, Veteran Programs Specialist with Canine Companions for Independence, a non-profit organization that enhances the lives of people with disabilities by providing highly trained assistance dogs at no charge to the recipient. She discussed being a veteran herself, why she chose to work for the organization, being a dog trainer for a number of years, what goes into training, and moving into her current position that helps match dogs with veterans for their specific needs. Locally hosted and produced by Cody Robinson. Locally hosted and produced by Cody Robinson.

**Most Significant Issue-Responsive Programming**  
**4<sup>th</sup> Quarter 2020**  
**(October 1 through December 31)**

**ISSUE:           DISABILITY SERVICES (CONT.)**

**CANINE COMPANION – O'SULLY**

December 20, 2020

6:27 a.m.

33 minutes of a 60-minute program

Today's program featured Michelle Williams, Communications Director for Canine Companions for Independence, a non-profit organization that enhances the lives of people with disabilities by providing highly trained assistance dogs at no charge to the recipient. She was joined by Jessica Greenfield; whose son has a rare neurodegenerative disease and received a service dog through the organization. They told the story of how 13-year-old Sacramento resident Miller Greenfield gave back by raising over \$10k for Canine Companions and was given the honor of naming a puppy for the organization. Miller, who is an honorary Sergeant at the Sacramento Police Department, named Canine Companions puppy O'Sully in honor and memory of fallen Officer Tara O'Sullivan, who was killed in the line of duty last year. They discussed O'Sully, who is being raised by a volunteer in Sacramento to become a service dog. Locally hosted and produced by Cody Robinson. Locally hosted and produced by Cody Robinson.

**Most Significant Issue-Responsive Programming**  
**4<sup>th</sup> Quarter 2020**  
**(October 1 through December 31)**

**ISSUE: FOSTER SERVICES**

**AGING UP**

October 11, 2020

6:00 a.m.

26 mins of a 60 min program

Today's program featured Kecia Sakazaki, Co-founder and Program Director of Aging Up, a nonprofit that aims to empower youth in foster care with experience to successfully transition into adulthood. They use 3 pillar services, free-of-charge, to Sacramento-area youth who have had experience in foster care by offering one-to-one mentoring, age-appropriate recreation, and independent living skills education. She discussed their success with the mentoring programs, what it takes to be a mentor, their virtual mentorship workshops, and how they've managed during the COVID-19 pandemic. Locally hosted and produced by Cody Robinson.

**Most Significant Issue-Responsive Programming**  
**4<sup>th</sup> Quarter 2020**  
**(October 1 through December 31)**

**ISSUE:           VOTING**

**SACRAMENTO COUNTY VOTING & REGISTRATION**

October 11, 2020

6:26 a.m.

34 minutes of a 60-minute program

Today's program featured Courtney Bailey, Public Information Officer for Sacramento County Voter Registration and Elections, to discuss the changes in voting for the Presidential Election on November 3rd due to the COVID-19 pandemic. She discussed important dates to remember, voting by mail, drop box locations, voter centers for voting in person, and their new app for easily accessing info. Locally hosted and produced by Cody Robinson.

**Most Significant Issue-Responsive Programming**  
**4<sup>th</sup> Quarter 2020**  
**(October 1 through December 31)**

**ISSUE: ANIMAL SERVICES**

**GOLD COUNTY WILDLIFE RESCUE**

October 18, 2020 + November 1, 2020

6:00 a.m. + 6:27

36 + 33 minutes of a 60-minute program

Today's program featured Sallysue Stein, Founder and Acting Executive Director, and Dr. Peyton, volunteer at Gold Country Wildlife Rescue, a non-profit, volunteer organization, dedicated to the rescue, rehabilitation, and release of injured and orphaned wildlife. They discussed the species they rescue and rehabilitate, their efforts during the wildfires, volunteer opportunities, and the newly established Wildlife Disaster Network. Locally hosted and produced by Cody Robinson.

**SAMMIE'S FRIENDS**

October 25, 2020

6:00 a.m.

60 minutes of a 60-minute program

Today's program featured Cheryl Wicks and Curt Romander, co-founders of Sammie's Friends, a nonprofit that provides medical care for the animals at the Nevada County Animal Shelter and supports other disadvantaged animals in Nevada County that without help would otherwise be euthanized. They discussed how their organization has expanded since 2001, the animals they've saved, the animals currently up for adoption, and their Grass Valley thrift store that supports the organization. Locally hosted and produced by Cody Robinson.

**Most Significant Issue-Responsive Programming**  
**4<sup>th</sup> Quarter 2020**  
**(October 1 through December 31)**

**ISSUE: ENVIRONMENT**

**MOUNTAIN AREA PRESERVATION**

October 18, 2020

6:36 a.m.

24 minutes of a 60-minute program

Today's program featured Alexis Ollar, Executive Director, and Jenn LaRose, Membership Manager of Mountain Area Preservation, a grass-roots environmental advocacy non-profit that protects open space and advocates for responsible development in the Truckee-Tahoe area. She discussed their efforts since being established in 1987 and the 5th Annual Wild & Scenic Film Festival, featuring a series of educational environmental films, on November 6th at 6 p.m. Locally hosted and produced by Cody Robinson.

**CALIFORNIA NATIVE PLANTS**

November 15, 2020

6:00 a.m.

25 minutes of a 60-minute program

Today's program featured Liv O'Keeffe, Senior Director and Communications & Engagement of California Native Plant Society, a nonprofit aiming to save California's native plants and places by bringing together science, education, conservation, and gardening. She's here to discuss their NorCal efforts, Rare Plant and Vegetation programs, and why gardening with native plants is important. Locally hosted and produced by Cody Robinson.

**Most Significant Issue-Responsive Programming**  
**4<sup>th</sup> Quarter 2020**  
**(October 1 through December 31)**

**ISSUE: ENVIRONMENT (CONT.)**

**AIR QUALITY CONTROL**

December 6, 2020

6:33 a.m.

27 minutes of a 60-minute program

Today's program featured Alberto Ayala, Air Pollution Control Officer, and Eric Guerra, Sacramento City Councilmember and Chair of Sac Metro Air District, which monitors, promotes, and improves air quality in the County of Sacramento. They discussed the biggest sources of air pollution in Sacramento, the city's Climate Action Plan and the 2020 Spare the Air campaign that calls for less vehicles on the road by encouraging people to work from home. They explained how telework could reduce emissions, improve air quality, and create a better environment for respiratory health, which is especially important during the COVID-19 pandemic. Locally hosted and produced by Cody Robinson.

**PLACER NATURE CENTER**

December 13, 2020

6:00 a.m.

24 minutes of a 60-minute program

Today's program featured Kathy Davidson, Executive Director, and Kira Grene, Program Coordinator of Placer Nature Center, an educational nonprofit based in Auburn providing environmental education to local youth and community members. They discussed their 2021 lessons and plans, how schools and families can participate in the programs and activities both in-person and virtually, how COVID-19 has negatively affected fundraising, and their online silent auction that can be found on their website. Locally hosted and produced by Cody Robinson.

**Most Significant Issue-Responsive Programming**  
**4<sup>th</sup> Quarter 2020**  
**(October 1 through December 31)**

**ISSUE:           HEALTH**

**AMERICAN HEART ASSOCIATION – WORLD STROKE DAY**

November 1, 2020

6:00 a.m.

27 minutes of a 60-minute program

Today's program featured Dr Lucian Maidan, Mercy Medical Group's Neuroendovascular Surgery department and volunteer for the American Stroke Association, a national health agency aiming to reduce disability and death from cardiovascular diseases and stroke. He discussed the important of World Stroke Day on Oct 29th, what stroke is, the symptoms, prevention, treatment, recovery and more. Locally hosted and produced by Cody Robinson.

**UC DAVIS – MENTAL HEALTH**

November 8, 2020

6:22 a.m.

38 minutes of a 60-minute program

Today's program featured Dr. John Onate, physician (Double Board Certified in Internal Medical and Psychiatry) and professor at UC Davis, to discuss how the COVID-19 pandemic can affect one's mental health. He provided tips on how to take care of your mental well-being during lockdown and explained why it is important to check in on others. He also talked about telehealth, how it has expanded during the pandemic and its benefits. Locally hosted and produced by Cody Robinson.

**Most Significant Issue-Responsive Programming**  
**4<sup>th</sup> Quarter 2020**  
**(October 1 through December 31)**

**ISSUE: HEALTH (CONT.)**

**AMERICAN HEART ASSOCIATION – EAT HEALTHY**

November 29 + December 13, 2020

6:22 + 6:24 a.m.

38 + 36 minutes of a 60-minute program

Today's program featured Alicia Lowe, Health and Wellness Manager for Western Health Advantage and volunteer with the American Heart Association, the leading voluntary health organization devoted to a world of longer, healthier lives. She discussed November being Eat Smart Month that aims to inspire, motivate and encourage everyone to live healthier and create lasting change. She discussed nutrition, healthy snacking, mindfulness and provided tips for a healthier holiday season. Locally hosted and produced by Cody Robinson.

**UNITEDHEALTHCARE – FLUT SHOTS & HANDSHAKES**

December 27, 2020

6:00 a.m.

33 minutes of a 60-minute program

Today's program featured Rebecca Madsen, UnitedHealthcare Chief Consumer Officer, to discuss a new survey by UnitedHealthcare showing that more Americans plan to get their flu shot and stop shaking hands at work and why that is encouraged. The survey also revealed how exercise patterns have changed due to the pandemic and many citing wellness programs as having made a difference in their health. Locally hosted and produced by Cody Robinson.

**Most Significant Issue-Responsive Programming**  
**4<sup>th</sup> Quarter 2020**  
**(October 1 through December 31)**

**ISSUE: HEALTH (CONT.)**

**UNITED HEALTHCARE – ANNUAL HEALTH REPORT**

December 20 + 27, 2020

6:00 a.m. + 6:20 a.m.

20 minutes of a 60-minute program

Today's program featured Dr. Rhonda Randall, Executive Vice President and Chief Medical Officer of UnitedHealthcare, to discuss California's key findings in United Healthcare's Annual Health Report. The 2020 Annual Report highlights the pre-COVID public health realities and reveals California is doing well related to the health of individuals and communities across the nation and compares them with national findings. She explained our strengths and challenges. Locally hosted and produced by Cody Robinson.

**Most Significant Issue-Responsive Programming**  
**4<sup>th</sup> Quarter 2020**  
**(October 1 through December 31)**

**ISSUE:           FOOD SERVICES**

**SACRAMENTO FOOD BANK – RUN TO FEED THE HUNGRY**

November 8, 2020

6:00 a.m.

22 minutes of a 60-minute program

Today's program featured Blake Young, President and CEO of Sacramento Food Bank & Family Services, the largest nonprofit provider of basic needs in Sacramento County. He discussed their array of services from food, clothes, education to just plain kindness. He mentioned how the need for their programs increased during the COVID-19 pandemic and the importance of virtually participating in the Run to Feed the Hungry this year on or before Thanksgiving. Locally hosted and produced by Cody Robinson.

**Most Significant Issue-Responsive Programming**  
**4<sup>th</sup> Quarter 2020**  
**(October 1 through December 31)**

**ISSUE: VETERAN SERVICES**

**CANINE COMPANIONS – VETERAN JOE QUALLS**

November 15, 2020

6:25 a.m.

35 minutes of a 60-minute program

Today's program featured Joe Qualls, Placerville resident and Desert Storm veteran, to discuss his time in the service, adjusting to civilian life, his experience with PTSD, and his service dog Monday, who he received from Canine Companions for Independence, a non-profit organization that enhances the lives of people with disabilities by providing highly trained assistance dogs at no charge to the recipient. Locally hosted and produced by Cody Robinson.

**Most Significant Issue-Responsive Programming**  
**4<sup>th</sup> Quarter 2020**  
**(October 1 through December 31)**

**ISSUE:            YOUTH SERVICES**

**SACRAMENTO BOYS & GIRLS CLUB**

November 22, 2020

6:00 a.m.

29 minutes of a 60-minute program

Today's program featured Dimitrius Stone, Chief Executive Officer of Big Brothers & Big Sisters of Greater Sacramento, a nonprofit that matches caring, trusted adult mentors with kids to aid them in reaching their full potential. He discussed their mentorship program, the benefits of it, how to enroll, and how they're navigating the COVID-19 pandemic. Locally hosted and produced by Cody Robinson.

**ST JUDE RADIOTHON**

December 6, 2020

6:00 a.m.

33 minutes of a 60-minute program

Today's program featured Elizabeth Culp, Regional Development Director of Northern California for St Jude Children's Research Hospital, a pediatric treatment and research facility focused on children's catastrophic diseases, particularly leukemia and other cancers. She discussed the history of the Memphis hospital, what they treat and research, the atmosphere there, and how families never receive a bill for their treatment, travel, housing, and food. She mentioned how fundraising plays a huge role in their success, how the COVID-19 pandemic has affected funding, and the annual KNCI Radiothon on December 10 and 11th. Locally hosted and produced by Cody Robinson.

**Most Significant Issue-Responsive Programming**  
**4<sup>th</sup> Quarter 2020**  
**(October 1 through December 31)**

**ISSUE:           TRAFFIC SAFETY**

**OFFICE OF TRAFFIC SAFETY**

November 29, 2020

6:00 a.m.

22 minutes of a 60-minute program

Today's program featured Tim Weisberg, Public Information Officer for the Office of Traffic Safety, which takes a leadership role in efforts to make California roadways safe for all users. He discussed how California's repeated stay-at-home orders means less cars on the road; however, the number of speeding citations for driving over 100 miles an hour nearly doubled since the same period last year. Locally hosted and produced by Cody Robinson.

**Most Significant Issue-Responsive Programming**  
**4<sup>th</sup> Quarter 2020**  
**(October 1 through December 31)**

Throughout the quarter the station aired [**daily/periodic**] PSAs providing information on a variety of local community activities and issues. Representative examples of such PSAs include the following:

*Please see attached document **KZZO PSA REPORT – Q4 2020**.*

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