



**QUARTERLY ISSUES AND PROGRAMS REPORT**

**FOR**

**KYXY FM/KYXY HD1/KYXY HD2/KYXY HD3  
San Diego**

**2nd Quarter 2022**  
(April 1 through June 30)

Prepared by:

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Public Affairs Director

**Issues of Concern to San Diego  
Addressed in Responsive Programming in the  
2nd Quarter 2022  
(April 1 through June 30)**

| <u><i>Subject</i></u>                    | <u><i>Description of Issue of Concern</i></u>   |
|--|---|
| 1. Community Service                     | Curebound’s Padres Pedal the Cause, National Donate Life Month, John Wayne Cancer Foundation, National MS Society, San Diego Blood Bank,          |
| 2. Financial / Economic issues           | Tax tips, “Financial First Aid” book,   |
| 3. Women’s issues                        | The Well Community for Women, “Mom Milestones” book,  |
| 4. Children / Family Services            | Promises 2 Kids, UNICEF, Home Start, Miracle Babies, National Responsible Fatherhood Clearinghouse, “Raising Brains,”                             |
| 5. Education                             | Tips for getting accepted into top universities,  |
| 6. Services for people with disabilities | Sierra School of San Diego, Home of Guiding Hands,  |
| 7. Military / veterans issues            | Saddles in Service, Patriots Hockey, “Carry the Load” relay, National Memorial Day Concert, Poppy Honor Wall,                                     |
| 8. Minority issues                       | How NBC’s “This Is Us” is providing meaningful representation for marginalized groups   |
| 9. Environmental                         | Audacy’s 1Day1Thing campaign, Coastal Roots Farm, Conservation International, CalTrans Stormwater Education Program                               |
| 10. Animal Welfare                       | “The Canine Caterer,” Tips for traveling with pets, keeping pets safe over the Fourth of July, could indicate more serious problems with your pet |
| 11. Mental Health                        | “The Human Herd” book, You Matter to Me, seeking out mental health care,  |

12. Health and Wellness      Hepatitis B Vaccine, Nurses Week, Migraine, Preventing back pain, Lupus, Preventing skin cancer
13. Emergency Preparedness      Red Cross “Sound the Alarm” campaign,
14. Jobs / Employment      Tips for maximizing LinkedIn, Pechanga Summer Hiring Sessions, careers in the skilled trades,
15. Safety      Prevent Drowning Foundation of San Diego
16. Services for people with food insecurity      The Jacobs & Cushman San Diego Food Bank,
17. Art and culture      VAPA Foundation’s summer Level Up Art camps,
18. Services for the elderly      Alzheimer’s Association
19. Housing / homelessness      Doors of Change, Humble Design
20. Etc.      Easter and spring recipes, keeping summer vacation plans amidst increasing inflation, El Cajon Police Department’s Citizen’s Academy,

**KYXY Programs That Address Community Issues  
(Regularly Scheduled Public Affairs Programs)  
2nd Quarter 2022  
(April 1 through June 30)**

**Public Affairs Program**

**Schedule and Description**

1. “Living Better in San Diego”      Sundays, 6am – 7am

Produced and hosted by Vicki Pepper, who interviews local newsmakers, government officials, experts and community organizations regarding issues of local and national concern.

\*Denotes programs that aired more than once

**Most Significant Issue-Responsive Programming  
2nd Quarter 2022  
(April 1 through June 30)**

**ISSUE: Community Service**

**“Living Better in San Diego”**

**April 3<sup>rd</sup>, 2022**

**6:00am**

**6:18 minutes of a 59:30 minute program**

Curebound, a San Diego-based philanthropic organization that raises and invests strategic funding in translational cancer research projects, is gearing up for its signature event, Padres Pedal the Cause, this Saturday, April 9th. Kellie Sullivan, Development Manager for Curebound, discusses the different ways to get involved with this event: running, walking, cycling, and volunteering.

<https://www.curebound.org/>

**“Living Better in San Diego”**

**April 24<sup>th</sup>, 2022**

**6:00am**

**7:28 minutes of a 59:30 minute program**

Over 106,000 people are on the National Organ Transplant waiting list, and every 9-minutes a new person is added. April is National Donate Life Month and April 24th marks the start of National Pediatric Transplant Week. Frank Holloman, Director of the Division of Transplantation at the Health Resources and Services Administration’s Health Systems Bureau, discusses the critical need for more registered organ, eye and tissue donors of all ages and backgrounds.

<https://www.hrsa.gov/about/organization/bureaus/hsb/index.html>

**“Living Better in San Diego”**  
**April 24<sup>th</sup>, 2022**  
**6:00am**  
**8:50 minutes of a 59:30 minute program**

The John Wayne Grit Series gives trail runners the opportunity to run through rugged Western landscapes and iconic movie sets where John Wayne once sauntered, all while raising valuable funds for cancer research and treatment. First held in 2019 in California and Colorado, the Grit Series for 2022 now features five different runs across the west, including Pioneertown and Newport Beach, and seeks to raise money and awareness for the John Wayne Cancer Foundation’s continued efforts to beat cancer at every turn. Stacy Mulder, Vice President for the John Wayne Cancer Foundation, discusses what to expect from these events.

<https://johnwayne.org/pages/grit-series-general>

**“Living Better in San Diego”**  
**May 1<sup>st</sup>, 2022**  
**6:00am**  
**11:33 minutes of a 59:30 minute program**

The National MS Society is hosting the Bike MS Los Angeles Coastal Challenge on May 14th and 15th, a fun two-day ride where cyclists go out and ride in beautiful Los Angeles, while at the same time, raising funds to cure MS. JJ Hoffman, Senior Specialist for Bike MS Los Angeles, discusses what to expect from this inspirational event.

<https://mssociety.donordrive.com/index.cfm?fuseaction=donorDrive.event&eventID=670>

**“Living Better in San Diego”**  
**May 22<sup>nd</sup>, 2022**  
**6:00am**  
**7:31 minutes of a 59:30 minute program**

Every year, the annual Padres Summer Blood Drive collects hundreds of units of blood for local hospital patients in just one day. This year, it’ll take place at Petco Park’s Gallagher Square on Thursday, May 26<sup>th</sup> from 9 a.m. – 6 p.m. On the line to tell us more is Claudine Van Gonka, Director, Community Relations and Marketing, for the San Diego Blood Bank, discusses what to expect from this event, and what the donation process is like.

<https://www.sandiegobloodbank.org/>

**Most Significant Issue-Responsive Programming  
2nd Quarter 2022  
(April 1 through June 30)**

**ISSUE: Financial / Economic issues**

**“Living Better in San Diego”**

**April 3<sup>rd</sup>, 2022**

**6:00am**

**4:21 minutes of a 59:30 minute program**

It's tax time and millions have received their refunds or will get them soon. Unfortunately, this cash in hand comes amid staggering inflation. So how can people make the most of their money as prices skyrocket? Brian Walsh, Manager of Financial Planning with SoFi, offers tips for spending or saving tax refunds.

<https://www.sofi.com/>

**“Living Better in San Diego”**

**May 15<sup>th</sup>, 2022**

**6:00am**

**6:15 minutes of a 59:30 minute program**

What do a layoff, a medical emergency, a global pandemic and even a broken appliance have in common? Each scenario has the potential to upend your personal finances, no matter your financial situation. But in the handy and accessible new guidebook, *Financial First Aid*, you'll learn how to navigate unexpected financial surprises. Author Alyssa Davies, founder of the popular finance blog Mixed Up Money, offers tips and best practices for building a robust emergency fund so you'll be ready to face a rainy day!

<https://mixedupmoney.com/>

**Most Significant Issue-Responsive Programming**  
**2nd Quarter 2022**  
**(April 1 through June 30)**

**ISSUE: Women's issues**

**“Living Better in San Diego”**  
**April 3<sup>rd</sup>, 2022**  
**600am**  
**13:35 minutes of a 59:30 minute program**

If you're a parent of small children, you know that it can sometimes be difficult to get work done at home – and sometimes you just need some quiet time. The Well Community for Women is a nonprofit that offers co-working space with daycare in San Diego and is supporting local women who want to head back to work or start a business. Audacy San Diego is proud to be sponsoring a book drive for the Well and asking our listeners to drop off new, unused children's books at our offices - or buying them online and having them shipped directly to us. Kara Lee, co-Founder of The Well, discusses the impact that this organization is having on the women it serves and how the book drive is providing desperately needed books for their child care center.

<https://twcfw.org/>

**“Living Better in San Diego”**  
**May 8<sup>th</sup>, 2022**  
**6:00am**  
**5:57 minutes of a 59:30 minute program**

We all know baby's first milestones—first tooth, first step, first word...But what about the parent's journey? What about the person who's doing so much of the heavy lifting — wrangling a swaddle, packing the diaper bag, decoding the many mysterious parts of a car seat?

In *Mom Milestones*, cartoonist Grace Farris tracks the journey, turning those often hysterical 'bumps' in the road into an often amusing but sincere and affirming take on motherhood. In this interview, Farris discusses why motherhood can be so isolating and lonely, and why so many mothers have connected with this book.

<https://farrisgrace.com/>



**Most Significant Issue-Responsive Programming  
2nd Quarter 2022  
(April 1 through June 30)**

**ISSUE: Children / Family Services**

**“Living Better in San Diego”**

**April 3<sup>rd</sup>, 2022**

**6:00am**

**7:34 minutes of a 59:30 minute program**

Over the past 40 years, Promises 2 Kids has served over 3,000 former and current foster children in San Diego County, providing the hope, support, and opportunities these special individuals need to change their lives for the better. Brittney, who has gone through the foster care system and is now in college, describes how Promises 2 Kids has helped her, and continues to help her, as she works toward becoming a school counselor.

<https://promises2kids.org/>

**“Living Better in San Diego”**

**April 10<sup>th</sup>, 2022**

**6:00am**

**3:34 minutes of a 59:30 minute program**

Oak Mountain Winery in Temecula will be hosting a fundraising dinner for UNICEF on Friday, April 22nd, with proceeds going to the people of Ukraine. Ann Manning, General Manager for Oak Mountain Winery, discusses why they chose UNICEF to be the recipient of these funds and what to expect from this event.

<https://www.unicef.org/>

**“Living Better in San Diego”**  
**May 1<sup>st</sup>, 2022\***  
**6:00am**  
**10:02 minutes of a 59:30 minute program**

For five decades, Home Start has provided assistance services to help families affected by tragedies. They are dedicated to child abuse prevention and providing evidence-based family strengthening services, and will be celebrating their 50th anniversary with their annual blue ribbon gala, this year titled, “IMAGINE Families Living Life in Peace,” to be held on Saturday, May 14, 2022 at The US Grant Hotel. CEO Laura Tancredi-Baesie tells us what to expect from this event.

<https://home-start.org/>

**“Living Better in San Diego”**  
**May 8<sup>th</sup>, 2022**  
**6:00am**  
**7 minutes of a 59:30 minute program**

The 14<sup>th</sup> Annual Miracle Babies Superhero 5K will take place the morning of Sunday, May 15<sup>th</sup> at Liberty Station’s NTC Park in San Diego. Attendees are encouraged to grab their superhero cape and fly on over to run or walk 3.1 miles in support of families with hospitalized infants and perinatal mental health needs. Casie William, Development & Communications Manager for Miracle Babies, discusses what to expect from this event.

<https://www.miraclebabies.org/calendar-event/2022-miracle-babies-superhero-5k/>

**“Living Better in San Diego”**  
**June 19<sup>th</sup>, 2022**  
**6:00am**  
**7:33 minutes of a 59:30 minute program**

As we celebrate Father’s Day, the National Responsible Fatherhood Clearinghouse’s (NRFC) media campaign is elevating the conversation around fatherhood through a new documentary called “DADication” that showcases the experiences of four real dads and their commitment to their children. Patrick Patterson, Manager of the National Responsible Fatherhood Clearinghouse, discusses this campaign and the resources they’re offering to fathers.

<https://fatherhood.gov/>

**“Living Better in San Diego”**

**June 26<sup>th</sup>, 2022**

**6:00am**

**9:18 minutes of a 59:30 minute program**

America’s Brain Gal, Pediatric Neuropsychologist, Dr.Sarah Allen translates applied brain science to everyday life. She helps busy moms efficiently and effectively learn to look at their kids as little brains so they raise happy, connected, successful humans, building their brains without losing their minds! Dr. Sarah is the CEO and Founder of Brain Behavior Bridge and author of the best-selling book “Raising Brains.” Her focus is on helping parents raise healthy kids and healthy brains.

<https://www.brainbehaviorbridge.com/>

**Most Significant Issue-Responsive Programming**  
**2nd Quarter 2022**  
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**ISSUE:            Education**

**“Living Better in San Diego”**

**April 3<sup>rd</sup>, 2022**

**6:00am**

**16:04 minutes of a 59:30 minute program**

College application season is here. Why is the right university degree the ultimate signaling device to future employers or graduate degree programs? And how can students/families learn what exactly what today’s college admissions officers look for in candidates? Jamie Beaton, an Education CEO, Rhodes Scholar, and author of *ACCEPTED: Secrets to Gaining Admission to the World’s Top Universities*, discusses the key elements that are necessary to getting accepted into top universities, including essay writing, taking the SATs, and focusing on productive activities and avoiding time traps.

<https://www.crimsoneducation.org/us/campaign/jamie-beaton-accepted-book/>

**Most Significant Issue-Responsive Programming**  
**2nd Quarter 2022**  
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**ISSUE: Services for people with disabilities**

**“Living Better in San Diego”**  
**April 10<sup>th</sup>, 2022\***  
**600am**  
**10:59 minutes of a 59:30 minute program**

April marks World Autism Month, an opportunity to raise understanding, beyond the statistics, about people who are differently abled.

Jessica Leiser is an occupational therapist at the Sierra School of San Diego, located in San Carlos. The Sierra School serves students in grades 1-12 and adults aged 18-22 with autism spectrum exceptionalities, specific learning disabilities, intellectual disabilities, other health impairments, and emotional disabilities.

This year, Sierra School celebrates their tenth year of partnership with the San Carlos Community Garden, which provides a wonderful learning opportunity for Sierra School students, many of who require additional educational and behavioral support.

<https://sesischools.com/locations/california/sierra-school-of-san-diego/>

**“Living Better in San Diego”**  
**April 17<sup>th</sup>, 2022**  
**6:00am**  
**10:07 minutes of a 59:30 minute program**

Home of Guiding Hands is a non-profit organization serving over 4,000 infants, adolescents and adults with developmental and intellectual disabilities, such as Down syndrome, autism and cerebral palsy. They’re hosting their 12<sup>th</sup> annual Randy Jones Run/Walk and Roll for Independence on Saturday, April 30<sup>th</sup> at Crown Point Park. San Diego Padres Hall of Fame Pitcher discusses what to expect from this event.

<https://www.guidinghands.org/runwalk/>

**Most Significant Issue-Responsive Programming  
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**ISSUE: Military / Veterans issues**

**“Living Better in San Diego”**

**April 10<sup>th</sup>, 2022\***

**6:00am**

**17:40 minutes of a 59:30 minute program**

Saddles in Service aims to combat the suicide rates of Veterans, Active Duty Military, and First Responders and to promote mental health wellness and healing to these Heroes and their families through equine-assisted learning and activities. Veterans, Active Duty Military, First Responders, and their families that have been diagnosed with or are experiencing symptoms related to post-traumatic stress, anxiety, depression, job-related stress, and/or traumatic brain injuries are partnered with a horse through their healing journey. Tammy Oluvic, CEO for Saddles in Service, discusses this journey for health, and invites the public to their upcoming golf tournament fundraiser on May 6<sup>th</sup>.

<https://saddlesinservice.org/>

\*This interview originally aired on March 13<sup>th</sup>, 2022

**“Living Better in San Diego’**

**April 24<sup>th</sup>, 2022**

**6:00am**

**8:44 minutes of a 59:30 minute program**

Patriots Hockey is a veteran charity ice hockey team comprised of members of the U. S. Armed Forces, which raises money for various military non-profits, such as the Semper Fi Fund, while at the same time, providing a physical and mental outlet for their members. They’ve got a blood drive coming up this Saturday, April 30<sup>th</sup>, at the San Diego Ice Arena. Lonick, a U.S. Coast Guard veteran, and Chief Operating Officer and Business Manager for Patriots Hockey, discusses how Patriots Hockey is serving not only our bravest men and women, but also our community at large.

<https://patriotshockeyprogram.org/>

**“Living Better in San Diego”**

**May 8<sup>th</sup>, 2022**

**6:00am**

**4:54 minutes of a 59:30 minute program**

Founded by Veteran U.S. Navy SEALs, Clint Bruce and Stephen Holley, Carry The Load started as a mission to restore the true meaning of Memorial Day. Today, it has grown to include more than just our military heroes and more than just the one holiday. To date, Carry The Load has raised more than \$30 million to support military, veteran, and first responder programs and services. This year five relay routes will start at different points in the country, and all coverage in Dallas over Memorial Day weekend. This week, the west coast relay will pass through Los Angeles, Long Beach, San Diego, Rancho Mirage, Cathedral City, Palm Springs, and Riverside. Stephen Holley, former Navy SEAL and co-founder of Carry The Load, and Mark Elliott, retired US Army Colonel and Global Head of Military and Veteran Affairs at JPMorgan Chase, discuss what to expect from these events.

<https://www.carrytheload.org/site/SPageServer/?pagename=home>

**“Living Better in San Diego”**

**May 22<sup>nd</sup>, 2022**

**6:00am**

**6:15 minutes of a 59:30 minute program**

This year, the 33rd National Memorial Day Concert on PBS will be co-hosted by Joe Mantegna and Gary Sinise and will be broadcast on Sunday, May 29th, on PBS at 8pm. Gil Birmingham, who currently portrays Tribal Chairman Thomas Rainwater in the Paramount series Yellowstone, and who will play a special role in the National Memorial Day Concert, discusses this broadcast.

<https://www.pbs.org/show/national-memorial-day-concert/>

**“Living Better in San Diego”**

**May 29<sup>th</sup>, 2022\***

**6:00am**

**6:54 minutes of a 59:30 minute program**

**Most Significant Issue-Responsive Programming  
2nd Quarter 2022  
(April 1 through June 30)**

**ISSUE:           Minority issues**

**“Living Better in San Diego”**

**April 10<sup>th</sup>, 2022**

**6:00am**

**12:35 minutes of a 59:30 minute program**

It’s been a bittersweet final season of the beloved TV show “This Is Us,” which will air its final episode on May 24th. Its end will certainly leave a heart in the hole of its audience, but will it also mean a lack of representation for marginalized groups in media? [Kim Crowder](#), Founder & CEO of [Kim Crowder Consulting](#), and one of the country’s leading Anti-Racism, Diversity, Equity, and Inclusion Speakers says that this show is more than entertainment. “This Is Us” has been about true and meaningful representation and shedding light on the struggles faced in marginalized or stigmatized communities. The show created a safe haven to have insightful conversations on topics pertaining to race, weight, addiction, disabilities, adoption, and more.

<https://www.kimcrowderconsulting.com/>



**Most Significant Issue-Responsive Programming**  
**2nd Quarter 2022**  
**(April 1 through June 30)**

**ISSUE: Environmental**

**“Living Better in San Diego”**

**April 17<sup>th</sup>, 2022**

**6:00am**

**6:10 minutes of a 59:30 minute program**

Our parent company Audacy believes that if we all did one thing every day to help the environment, we can make the world a better place to live. Part of this 1Day1Thing initiative is our annual Earth Day celebration; this Friday, our stations around the country will each volunteer at an organization of their choosing - to do something to help the environment. Jaimie Field, Director of Sustainability for Audacy, discusses the background of this campaign, its effects, and expectations from this year’s events.

<https://www.audacy.com/1thing>

**“Living Better in San Diego”**

**April 17<sup>th</sup>, 2022**

**6:00am**

**11:09 minutes of a 59:30 minute program**

Following up on our interview with Audacy’s Director of Sustainability Jaimie Field, we also discuss more specifically how our Riverside County stations will be participating in our corporate 1Day1Thing Earth Day initiative. This year, our San Diego stations have chosen to volunteer at Coastal Roots Farm in Encinitis, a non-profit, community farm that cultivates healthy, connected communities by integrating sustainable agriculture, food justice, and ancient Jewish wisdom. Kesha Spoor, Director of Philanthropy, Program Strategy, and Communications for Coastal Roots Farm, discusses its impact on the community.

<https://coastalrootsfarm.org/>

**“Living Better in San Diego”**  
**April 24<sup>th</sup>, 2022**  
**6:00am**  
**11:43 minutes of a 59:30 minute program**

Special guest host Corinna Delgado from 94.7 The Drive in Washington D.C. interviews Bronsom Griscom, Senior Director of Natural Climate Solutions for Conservation International, which has worked since 1987 to spotlight and secure the critical benefits that nature provides to humanity.

Combining fieldwork with innovations in science, policy and finance, Conservation International has helped protect more than 6 million square kilometers (2.3 million square miles) of land and sea across more than 70 countries.

<https://www.conservation.org/>

**“Living Better in San Diego”**  
**June 26<sup>th</sup>, 2022**  
**6:00am**  
**9:30 minutes of a 59:30 minute program**

Stormwater is the excess water from rain, snowmelt and irrigation that doesn't absorb into the ground as surface runoff.

This type of pollution is significant because, unlike the water that goes down a sink or toilet in your home, stormwater is untreated and flows directly to a lake, river, or the ocean.

Stormwater comes from rain that hits the ground, and falls on roofs, driveways, walkways, roads and other surfaces that don't absorb water. It's also from snow and ice melt that drips off roofs, cars and vegetation, and then runs onto driveways, walkways and roads. Another source is from irrigation and over watering of vegetation that runs into streets.

This excess water flows into the storm drain inlets built into our roadways. Stormwater systems were originally intended to route rainwater quickly off the streets during a heavy storm. Drains carry water through a system of pipes, emptying into the nearest body of water.

California is facing a big storm water problem as a result of littering and illegal dumping. Loren Magana, Project Manager for the CalTrans Public Education Campaign, discusses this program, known as “Let's Change This to That.”

<https://cleancalifornia.dot.ca.gov/water>

**Most Significant Issue-Responsive Programming**  
**2nd Quarter 2022**  
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**ISSUE:           Animal Welfare**

**“Living Better in San Diego”**  
**April 24<sup>th</sup>, 2022**  
**6:00am**  
**5:29 minutes of a 59:30 minute program**

Dog owners love sneaking food to their pets that are begging for table scraps, that what may seem like a tasty treat at the time can, unfortunately, be deadly for dogs. Many people don't realize that dogs cannot eat certain human foods and innocent table scraps could land a precious pup at the vet with a very serious illness or worse.

Known affectionately as the “Canine Caterer”, Melinda Kirk Stenger has been cooking canine cuisine for more than 20 years and is on a mission to educate pet parents about which human foods are toxic for dogs so they can avoid a tragic mistake. She has even dedicated an entire page to a list of toxic foods in “*Paws & Brunch*”, a cookbook packed with a collection of her delicious dog treat recipes inspired by human food. She discusses the specific human foods that are toxic for dogs, along with what inspired her to start cooking for dogs.

<https://www.ilovepetcakes.com/shop-all>

**“Living Better in San Diego”**  
**May 15<sup>th</sup>, 2022**  
**6:00am**  
**9:24 minutes of a 59:30 minute program**

According to AAA, flights, tours, car rentals and hotel bookings are up over 200% from last year. If you're thinking of bringing Fido with you on a flight or road trip, Dr. José Arce, President of the American Veterinary Medical Association, has some tips to help keep your pet safe. He also discusses how we can choose the best pets for our families, why nutrition and exercise are so important, along with spaying and neutering our pets.

<https://www.avma.org/>

<https://newsroom.aaa.com/2022/03/aaa-travelers-ready-to-ditch-their-winter-coats-and-snow-boots-for-swimsuits-and-sandals/>

**“Living Better in San Diego”**

**June 19<sup>th</sup>, 2022**

**6:00am**

**25:38 minutes of a 59:30 minute program**

Assuming you aren't a veteran or other person who suffers from Post Traumatic Stress, fireworks can be fun. But those big booms and cracks are terrifying for our furry friends, and more pets go missing on the Fourth of July than at any other time of the year. John Van Zante, Public Relations Director for Rancho Coastal Humane Society, discusses how to keep our pets safe during the Fourth of July and all summer long.

<https://rchumanesociety.org/>

**“Living Better in San Diego”**

**June 26<sup>th</sup>, 2022**

**6:00am**

**9:12 minutes of a 59:30 minute program**

Does your dog love to give kisses, but do you find Fido's breath unbearable? It could be a sign of something else going on. Dr. John de Jong, President Elect of the World Veterinary Association and past President of the American Veterinary Medical Association, discusses why bad dog breath could be more than just annoying, and could indicate more serious problems with your pet's health.

<https://worldvet.org/>

**Most Significant Issue-Responsive Programming  
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**ISSUE:           Mental Health**

**“Living Better in San Diego”**

**May 1<sup>st</sup>, 2022\***

**6:00am**

**7:28 minutes of a 59:30 minute program**

For over 25 years, licensed psychotherapist and lifelong cowgirl, Beth Anstandig has worked with human herds providing leadership, corporate culture, and well-being programs, training thousands of CEOs, managers, and teams from Fortune 1000 companies, universities, and nonprofits, helping them tap into their Natural Leadership to live, lead and work with genuine connection. In her new book, “The Human Herd: Awakening our Natural Leadership,” she’s helping us reclaim the innate power of our human animal.

<https://www.thecircleupexperience.com/>

**“Living Better in San Diego”**

**June 5<sup>th</sup>, 2022**

**6:00am**

**12:34 minutes of a 59:30 minute program**

You Matter to Me serves people suffering from depression, mental health challenges, and thoughts of suicide, offering hope, support, and encouragement, within a personal relationship, to the individual as well as their family and friends. They’re hosting their Charity Golf Tournament at Chula Vista Municipal Golf Course on Saturday, June 18th. Krista Aziz, Director of You Matter to Me, discusses the one-on-one sessions they offer to those suffering from mental health issues, and what to expect from this event.

<http://umtr2me.org/>

**“Living Better in San Diego”**

**June 12<sup>th</sup>, 2022**

**6:00am**

**6:09 minutes of a 59:30 minute program**

It’s no secret the last few years of the pandemic have taken a toll on Americans’ mental health. Even before COVID-19, we faced a mental health crisis in our country – one that has seen a dramatic increase in those seeking help for depression and anxiety.

According to the National Institute of Mental Health, [nearly one in five](#) United States adults live with a mental illness and [one in six](#) youth ages 6-17 experience a mental health disorder each year.

Niki Castro, a licensed mental health counselor with UnitedHealthcare, discusses seeking out mental health care.

<https://www.uhc.com/>

**Most Significant Issue-Responsive Programming  
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**ISSUE: Health and Wellness**

**“Living Better in San Diego”**

**May 1<sup>st</sup>, 2022**

**6:00am**

**4:21 minutes of a 59:30 minute program**

A new recommendation by the Centers for Disease Control (CDC), advises that all American adults 19 through 59 years old get vaccinated against hepatitis B virus (HBV). There is no cure for hepatitis B, but vaccination can prevent the disease. Dr. Arun Jesudian, a Transplant Hepatologist who specializes in the medical management of all types of liver disease, including viral hepatitis B and C, alcoholic and nonalcoholic fatty liver disease (NAFLD), autoimmune liver disease, inherited and metabolic liver disorders, cirrhosis, and hepatocellular carcinoma, discusses this report and a new vaccine, Heplisav B.

<https://www.heplisavbhcp.com/>

**“Living Better in San Diego”**

**May 15<sup>th</sup>, 2022**

**6:00am**

**8:27 minutes of a 59:30 minute program**

Nurse’s Week wrapped up on May 12<sup>th</sup>, and we wanted to spotlight the profession of nurse practitioners, who are helping to fill the gap in the primary health care deserts across the country in which 92 million Americans live, as patients can choose an NP as their health care provider. April Kapu, President of the American Association of Nurse Practitioners and Associate Dean for Community and Clinical Partnerships at Vanderbilt University School of Nursing, discusses the growth of the profession, and how nurse practitioners are expanding access to healthcare.

<https://www.aanp.org/>

**“Living Better in San Diego”**

**May 15<sup>th</sup>, 2022**

**6:00am**

**6:13 minutes of a 59:30 minute program**

A recent survey from Condé Nast Traveler found that a third of respondents who suffer from migraine say traveling is a trigger for their migraine, and nearly all respondents (89%) said they’ve had to delay or cancel travel because of migraine. And, when people with migraine do travel, two thirds say that a significant portion of their trip is typically affected by migraine.

As a popular influencer and travel enthusiast, Tomeka Cherry has suffered from migraine, a debilitating disease affecting almost 40 million Americans, for more than a decade and it often interferes with spending time with family, work, and travel. Migraine can have several triggers including stress, sound, weather, and change in environment, and all of those can get in the way of a great vacation! But Tomeka has found various ways, including the use of Nurtec ODT, to help minimize migraine’s impact on her travel plans over the years, allowing her to plan her days and giving her the freedom to travel with her family and friends without the worry of a migraine attack.

<https://www.nurtec.com/>

**“Living Better in San Diego”**

**May 22<sup>nd</sup>, 2022**

**6:00am**

**5:42 minutes of a 59:30 minute program**

With [45% of Americans](#) telecommuting either all or part of the time, some people may have replaced office furniture with makeshift desks and household chairs – or even a spot working from a sofa or bed. Such set-ups typically lack the same ergonomic design as a traditional office, which over time can contribute to an array of health issues, including back pain, carpal tunnel syndrome or tendinitis.

In fact, an estimated [50% of U.S. adults](#) are affected by so-called musculoskeletal conditions, with associated treatments for these issues accounting for 10% of annual medical expenses.

Dr. Russell Amundson, a medical director for UnitedHealthcare offers tips on how to prevent and prevent back pain especially now with so many people working remotely.

<https://prod.member.myuhc.com/content/myuhc/en/public/member-ei-login.html>



**“Living Better in San Diego”**

**May 22<sup>nd</sup>, 2022**

**6:00am**

**9:41 minutes of a 59:30 minute program**

Lupus is a chronic, autoimmune disease that can affect people of all ages, races, and ethnicities. The signs and symptoms mimic those of other diseases, making it hard to diagnose. Rocca, President and CEO of Exagen, discusses Lupus Awareness Month and Exagen’s AVISE CTD Test.

<https://exagen.com/>

**“Living Better in San Diego”**

**June 5<sup>th</sup>, 2022**

**6:00am**

**6:16 minutes of a 59:30 minute program**

As summer gets underway, many of us may be looking to get a “healthy tan,” but that tan is actually the body’s way of trying to shield us from the sun’s ultraviolet rays that damage skin and can lead to skin cancer. Dr. Adam Scheiner, a Laser Eyelid and Facial Cosmetic Surgeon, and author of The True Definition of Beauty, discusses the dangers the sun can cause.

<https://www.adamscheinermd.com/>

**Most Significant Issue-Responsive Programming  
2nd Quarter 2022  
(April 1 through June 30)**

**ISSUE:           Emergency Preparedness**

**“Living Better in San Diego”**

**May 8<sup>th</sup>, 2022**

**6:00am**

**8:40 minutes of a 59:30 minute program**

Home fires claim seven lives every day, but having working smoke alarms can cut the risk of death by half. The Red Cross is seeking volunteers in the community to help install hundreds of free smoke alarms and help make homes safer for local families in Fontana, Murrieta, and San Diego. Red Cross Disaster Preparedness Manager Melissa Altman discusses the “Sound the Alarm” campaign and offers some home fire safety tips.

<https://www.redcross.org/sound-the-alarm.html>

**Most Significant Issue-Responsive Programming**  
**2nd Quarter 2022**  
**(April 1 through June 30)**

**ISSUE:           Employment / Jobs**

**“Living Better in San Diego”**

**May 15<sup>th</sup>, 2022**

**6:00am**

**6:05 minutes of a 59:30 minute program**

Record burnout that has led to unprecedented turnover in the workforce and the economic trend of ‘The Great Resignation’ has created a unique moment for applicants to find out how to better understand and take advantage of this dynamic employment market. With nearly a billion members, LinkedIn is the default tool for job seekers and hirers in the digital age, but very few know how to maximize its incredible power. Veteran career coach, Jeremy Schifeling, author of *Linked*, the definitive guide to conquering LinkedIn for applicants across industries and backgrounds, discusses the LinkedIn algorithm, the ideal resume template, how to get employee referrals, and more.

<https://www.linkedin.com/in/schifeling/>

<https://www.breakinto.tech/about>

**“Living Better in San Diego”**

**June 19<sup>th</sup>, 2022**

**6:00am**

**7:10 minutes of a 59:30 minute program**

Pechanga Resort Casino is hiring, and to make sure they find the best candidates, they offering open-house sessions on how to get hired at Pechanga every Wednesday through August 3rd. Tracey Scholtemeier, Director of HR Operations for Pechanga, discusses some of the challenges that employers and potential employees are facing right now, and what Pechanga is looking for in their ideal candidates.

<https://www.pechanga.com/careers>

**“Living Better in San Diego”**

**June 26<sup>th</sup>, 2022**

**6:00am**

**7:30 minutes of a 59:30 minute program**

Skilled trade professionals have a deep, proud history in the U.S, serving as the engine that has built our country’s infrastructure and economy. And today, this need is as critical as ever, with demand for additional housing, alternative energy, new means of transportation, and a rapidly expanding digital infrastructure that has been the basis for remote work during the recent pandemic.

Yet, there is currently an acute need for these valued workers.

The 2022 Makers Index survey conducted by Stanley Black & Decker, which delved into the reasons for the skilled trade shortage, revealed that 85% of young people and 94% of parents value a skilled trade career, however only 16% of young people are very likely to consider such a career. Despite skilled trade work being highly respected among high school students, only 28% are headed to a community college, trade program, or apprenticeship, and even fewer expect to go directly to a full-time job.

Former Pittsburgh Steeler John “The Builder” Malecki, discusses how he went from playing football to working in the skilled trades, and the benefits these careers offer.

<https://www.stanleyblackanddecker.com/social-responsibility/people/makers-index>

**Most Significant Issue-Responsive Programming  
2nd Quarter 2022  
(April 1 through June 30)**

**ISSUE:           Safety**

**“Living Better in San Diego”**

**May 29<sup>th</sup>, 2022**

**6:00am**

**20:58 minutes of a 59:30 minute program**

Children who are between the ages of one and four are at the greatest risk of drowning, and home swimming pools are the place they're most likely drown. The Prevent Drowning Foundation of San Diego believes that drowning is preventable, and is working with local cities and School Districts, by funding, coordinating, and promoting learn-to-swim programs at local pools. Nicole McNeil, President of the Prevent Drowning Foundation of San Diego, discusses the SD Swim Safer campaign.

<https://www.sdswimsafer.org/>

<http://preventdrowningfoundation.org/>

**Most Significant Issue-Responsive Programming  
2nd Quarter 2022  
(April 1 through June 30)**

**ISSUE: Services for people with food insecurity**

**“Living Better in San Diego”**

**June 5<sup>th</sup>, 2022**

**6:00am**

**10:09 minutes of a 59:30 minute program**

The Jacobs and Cushman San Diego Food Bank is the largest hunger-relief organization in San Diego, serving an average of half a million people each month, providing nutritious food to individuals and families in need throughout San Diego County. Casey Castillo, CEO for the San Diego Food Bank, discusses how the pandemic and inflation have affected those with food insecurity in San Diego County, their Nourishing Neighbors Food Drive, and how those with food insecurity can get help.

<https://sandiegofoodbank.org/>

**Most Significant Issue-Responsive Programming  
2nd Quarter 2022  
(April 1 through June 30)**

**ISSUE:           Art and Culture**

**“Living Better in San Diego”**

**June 5<sup>th</sup>, 2022**

**6:00am**

**8:51 minutes of a 59:30 minute program**

The Visual and Performing Arts (VAPA) Foundation’s mission is to provide arts enrichment to San Diego Unified School District students during the school year, but in an effort to serve students throughout the year, the VAPA Foundation applied for grant funding to host a variety of immersive arts camps during the summer, and were awarded \$900,000 from the San Diego Foundation to deliver an expanded learning program for SDUSD students as part of Level Up SD Summer 2022.

As part of the award, the VAPA Foundation has hired local arts organizations to offer summer camps at 12 schools across the City of San Diego. VAPA camps will be comprised of multi-arts programs available throughout the SDUSD district that allows students to discover, experience and learn many types of art and design. From dance, set and costume design, and digital animation to painting, or creating their very own musical, VAPA campers will build their day based on the subjects that interest them. Russ Sperling, Director of Visual and Performing Arts for the San Diego Unified School District and Paula Richardson, a Music Teacher at Wilson Middle School and Camp Coordinator at Wilson this summer, discuss the importance of arts education, what to expect from these art camps, and how to apply.

<https://vapafoundation.org/>

**Most Significant Issue-Responsive Programming**  
**2nd Quarter 2022**  
**(April 1 through June 30)**

**ISSUE: Services for the elderly**

**“Living Better in San Diego”**

**June 12<sup>th</sup>, 2022**

**6:00am**

**11:02 minutes of a 59:30 minute program**

This June, during Alzheimer’s & Brain Awareness Month, the [Alzheimer’s Association](#) is revealing insights from people living with early-stage dementia and what they wish others knew about living with Alzheimer's and other dementia.

Many Americans struggle with what to say and do when a family member, friend, co-worker or neighbor is diagnosed with Alzheimer’s disease or another dementia. The shock of someone revealing a dementia diagnosis can leave many at a loss for how to engage. Worse, not knowing what to say or do, some individuals distance themselves from diagnosed individuals, further deepening the sadness, stigma and isolation people living with Alzheimer’s and dementia can experience in the wake of a diagnosis. Lena Huang, Community Engagement Manger for the San Diego and Imperial Chapter of the Alzheimer’s Association, discusses resources for those living with Alzheimer’s and other dementias.

<https://www.alz.org/sandiego>



**Most Significant Issue-Responsive Programming  
2nd Quarter 2022  
(April 1 through June 30)**

**ISSUE:           Housing / homelessness**

**“Living Better in San Diego”  
June 12<sup>th</sup>, 2022  
6:00am  
29:49 minutes of a 59:30 minute program**

Since 2001, Doors of Change, formerly known as Photocharity, has been transforming the lives of homeless youth, one young person at a time. For over 20 years, they’ve helped place over 2,300 homeless youth in safe housing and off the streets, working with youth from the ages of 17 to 25. On Thursday, June 30th, Doors of Change will present their Concert of Hope, starring Grammy-nominated Three Dog Night, at the Moonlight Amphitheatre in Vista, featuring a special appearance by 2021 Ms. Universe and attorney, Nikki Johnson-Huston, who experienced homelessness from the ages 12 to 16. Jeffrey Sitcov, President of Doors of Change, and Ms. Johnson-Huston discuss this event, and Ms. Johnson-Huston’s inspiring journey of being someone experiencing homelessness to an attorney to Ms. Universe.

<https://doorsofchange.org/>

**“Living Better in San Diego”  
June 26<sup>th</sup>, 2022  
6:00am  
12:48 minutes of a 59:30 minute program**

Humble Design serves individuals, families, and veterans emerging from homelessness by transforming empty houses into professionally-designed welcoming homes using donated furniture and household goods, helping to break the cycle of homelessness. They’re gearing up for one of these events this Thursday, June 30th. Laura Lavoie, Director of Humble Design, and Marie Oleson, President of La Jolla Cosmetic, one of Humble Design’s key supporters, discuss the impact that Humble Design has on families in need.

<https://www.humbledesign.org/sandiego>

**Most Significant Issue-Responsive Programming  
2nd Quarter 2022  
(April 1 through June 30)**

**ISSUE:**        **Etc.**

**“Living Better in San Diego”  
April 17<sup>th</sup>, 2022  
6:00am  
4:56 minutes of a 59:30 minute program**

For a lot of us - this Easter marks the first time we’ve been able to gather with our families in two years. How can we make it the memorable celebration it deserves to be, without breaking the bank? Award-winning food writer/cookbook author/NY Times columnist Melissa Clark offers some tips and shares her favorite springtime recipes.

<https://cooking.nytimes.com/>

<https://www.melissaclark.net/books>

**“Living Better in San Diego”  
May 22<sup>nd</sup>, 2022  
6:00am  
7:06 minutes of a 59:30 minute program**

Summer travel may require more creativity this year to ensure the same level of relaxation and adventure. Pent up demand has 85-percent of adults saying that they are planning a summer vacation. That means flights, rental cars, and hotels are filling up fast and charging premium prices. However, as inflation hits wallets hard, 40-percent of adults say that they will cancel a vacation if prices continue to rise at current levels.

But The Trusted Travel Girl, Valerie Joy Wilson, says that cancelation doesn't need to be an option if you are flexible and creative in your travel planning.

<https://www.trustedtravelgirl.com/>

**“Living Better in San Diego”**

**May 29<sup>th</sup>, 2022**

**6:00am**

**5:30 minutes of a 59:30 minute program**

The El Cajon Police Department Citizens’ Academy offers the community the opportunity to see how the department operates as an agency, receiving hands on training with the SWAT team, K-9 handlers and de-escalation training, crime scene processing, a four-hour ride along with patrol officers and more. The next session will be held on Wednesday evenings July 6<sup>th</sup>, 13<sup>th</sup>, 20<sup>th</sup> and 27<sup>th</sup> from 5-9pm and on Saturday July 9<sup>th</sup> from 7am-5pm. There are 30 spaces available and another academy set to begin in October. CIO/Volunteer Coordinator Amanda Stills, discusses who’s invited to participate, and the responses they’ve gotten from members of the community who have previously participated.

<https://www.elcajon.gov/your-government/departments/police-department/help-us-help-you/volunteer-opportunities/citizens-police-academy>

**Public Service Announcements  
2nd Quarter 2022  
(April 1 through June 30)**

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

AARP - Caregiver Assistance  
American Medical Association (Thank you, Nurses)  
American Speech Language Hearing Association  
Americares – Ukraine Help  
Autism Speaks  
Business Debtors Anonymous  
Child Car Safety  
Covid Vaccine Education Campaign  
Department of Labor – promoting good mental health  
Dollar General Literacy Foundation  
Drug Impaired Driving Prevention  
Easterseals  
Elizabeth Taylor AIDS Foundation  
Feeding America  
Health Resources and Service Administration (HRSA)  
Jeffrey Modell Foundation  
Mercy Ships  
Muscular Dystrophy Association  
National Clearinghouse for Responsible Fatherhood  
National Crime Prevention Council  
National Forest Foundation  
National Highway Traffic Safety Administration – car seats  
National Pest Management Association  
Paralyzed Veterans of America  
Parkinsons Foundation  
Shriners Hospital for Children  
St. Jude Childrens Research Hospital  
TERI, Inc.  
Type 2 Diabetes Prevention  
U.S. Air Force  
U.S. Department of Labor  
Veterans Crisis Prevention  
Wildfire Prevention  
Youth Advocate Programs

###

EXHIBIT B

**ASCERTAINMENT FORM**

**STATION ASCERTAINMENT CONTACT**

DATE: \_\_\_\_\_

ORGANIZATION: \_\_\_\_\_

COMMUNITY LEADER: \_\_\_\_\_

NATURE OF CONTACT: \_\_\_\_\_

*(e.g., phone conversation, meeting, etc.)*

SPECIFIC ISSUES DISCUSSED: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Station Employee: \_\_\_\_\_

Title: \_\_\_\_\_

\_\_\_\_\_  
Signature of Station Employee