

**CUMULUS MEDIA PUBLIC AFFAIRS QUARTERLY 4th QUARTER 2021**  
**103.3 KATM – Sunday @ 5:30am**

**October 3, 2021**

***Duration 20 mins***

***TOPIC: Pride Industries***

***Guests: Leah Burdick***

***Discussion:*** October is National Disability Employment Awareness Month (NDEAM). The campaign creates an opportunity to hold a conversation about inclusion and celebrate the contributions of people with disabilities to America's workplaces and economy. This year's theme is "America's Recovery: Powered By Inclusion". Founded in 1966, PRIDE Industries' mission is to create employment for people with disabilities. Through personalized employment services, they help individuals realize their true potential and lead more independent lives. PRIDE Industries proves the value of its inclusive workforce model through operational success across multiple industries every day.

***PSAs AIRED DURING SHOW - Alzheimer Dementia Support Center, CalHOPE,***

**October 10, 2021**

***Duration 20 mins***

***TOPIC: RED CROSS***

***Guests: Christopher Lasavio Executive Director, Heart of the Valley Chapter American Red Cross Northern California Coastal Region***

***Discussion -*** The American Red Cross is experiencing an emergency blood and platelet shortage and must collect 10,000 additional blood products each week over the next month for the blood supply to recover and meet hospital and patient needs. Christopher informed listeners just how dire the shortage is and how simple it is to donate. We also spoke about how companies can set up a mobile blood drive.

***PSAs AIRED DURING SHOW - Childhood Lead Poisoning Prevention Program***

**October 17, 2021**

***Duration 20 mins***

***TOPIC: Flex Alerts***

***Guest: Frank Ferral Stockton Chamber***

***Discussion -*** A Flex Alert is a request to consumers to cut back on electricity during the peak usage period — usually between 4 and 9 p.m. — to reduce strain on the power grid and prevent outages. California's electric grid operators issue Flex Alerts asking consumers to voluntarily conserve energy when they predict high demand that might exceed supply — a possibility increased by record heat waves and wildfires burning across the U.S. West.

***PSAs AIRED DURING SHOW - Veterans Foundation of Stanislaus County***

**October 24, 2021**

***Duration 20 mins***

***TOPIC: Pride Industries***

***Guests: Leah Burdick***

***Discussion:*** October is National Disability Employment Awareness Month (NDEAM). The campaign creates an opportunity to hold a conversation about inclusion and celebrate the contributions of people with disabilities to America's workplaces and economy. This year's theme is "America's Recovery: Powered By Inclusion". Founded in 1966, PRIDE Industries' mission is to create employment for people with disabilities. Through personalized employment services, they help individuals realize their true potential and lead more independent lives. PRIDE Industries proves the value of its inclusive workforce model through operational success across multiple industries every day.

***PSAs AIRED DURING SHOW - Davis Park Church of Christ***

**October 31, 2021**

***Duration 25 mins***

***Topic: Covid Vaccine***

***Guest: Dr. Maggie Park San Joaquin County Chief Health Officer***

***Discussion:*** Dr. Park gave our listeners an update on Covid cases in the county. She also explained the need for people to continue to be tested. We covered the surge of the Omicron variant and how it's affecting San Joaquin County. She also spoke about the need for vaccinated residents to get the booster. She did touch on the need to be cautious if attending a large family gathering during the holidays.

***PSAs AIRED DURING SHOW - United Way of San Joaquin County***

**November 7, 2021**

***Duration 22 mins***

***Topic: Mental Health and Financial Assistance related to Covid 19***

***Guest: Bruce Hartzell CalHOPE***

***Discussion:*** CalHOPE offers safe, secure, and culturally sensitive emotional support for all Californian's who may need support relating to COVID-19. CalHOPE partnered with California Mental Health Services Association which has a statewide experienced workforce comprised of peers, community mental health workers, and other non-licensed personnel. Individuals in need of emotional and/or crisis support can receive "visits" by phone, videoconference, smart device, or computer chat. Depending upon needs and situation, family and/or group support sessions are also available. Individuals also may be connected to county-based services. CalHOPE is offering financial assistance for those affected by Covid 19.

**November 14, 2021**

***Duration 22 mins***

***Topic: Redistricting***

***Guest: Commissioner Alicia Fernandez California Citizens Redistricting Commission***

***Discussion*** - California must redraw the boundaries of its Congressional, State Senate, State Assembly, and State Board of Equalization districts every ten years to reflect the new federal census population data. Redistricting is a very timely topic as some of the most critical days are this month as citizen commissioners help determine the maps for 52 seats in Congress, 40 in the state Senate, 80 in the state Assembly and four on the Board of Equalization, which oversees tax collection.

**November 21, 2021**

***Duration 22 mins***

***Topic: Mental Health and Financial Assistance related to Covid 19***

***Guest: Bruce Hartzell CalHOPE***

***Discussion:*** CalHOPE offers safe, secure, and culturally sensitive emotional support for all Californian's who may need support relating to COVID-19. CalHOPE partnered with California Mental Health Services Association which has a statewide experienced workforce comprised of peers, community mental health workers, and other non-licensed personnel. Individuals in need of emotional and/or crisis support can receive "visits" by phone, videoconference, smart device, or computer chat. Depending upon needs and situation, family and/or group support sessions are also available. Individuals also may be connected to county-based services. CalHOPE is offering financial assistance for those affected by Covid 19.

***PSAs AIRED DURING SHOW - Childhood Lead Poisoning Prevention Program***

**November 28, 2021**

***Duration 20 mins***

***TOPIC: RED CROSS***

***Guests: Christopher Lasavio Executive Director, Heart of the Valley Chapter American Red Cross Northern California Coastal Region***

***Discussion*** - The American Red Cross is experiencing an emergency blood and platelet shortage and must collect 10,000 additional blood products each week over the next month for the blood supply to recover and meet hospital and patient needs. Christopher informed listeners just how dire the shortage is and how simple it is to donate. We also spoke about how companies can set up a mobile blood drive.

**December 5, 2021**

***Duration 20 mins***

***TOPIC: First 5 California***

***Guests: Max Vargas***

***Discussion:*** First 5 California will convene, partner in, and help lead the movement to create and implement a comprehensive, integrated, and coordinated system for California's children prenatal through age 5 and their families. It will promote, support, and optimize early childhood development. And since COVID-19 continues to impact our lives in countless ways. First 5 will help families get through these

challenging times, we're sharing a variety of resources, advice, and parenting tips. Vaccination information, distance learning and mental health are just a few ways they help.

### **December 12, 2021**

***Duration 22 mins***

***Topic: Redistricting***

***Guest: Commissioner Alicia Fernandez California Citizens Redistricting Commission***

***Discussion*** - California must redraw the boundaries of its Congressional, State Senate, State Assembly, and State Board of Equalization districts every ten years to reflect the new federal census population data. Redistricting is a very timely topic as some of the most critical days are this month as citizen commissioners help determine the maps for 52 seats in Congress, 40 in the state Senate, 80 in the state Assembly and four on the Board of Equalization, which oversees tax collection.

### **December 19, 2021**

***Duration 25 mins***

***Topic: Covid Vaccine***

***Guest: Dr. Maggie Park San Joaquin County Chief Health Officer***

***Discussion:*** Dr. Park gave our listeners an update on Covid cases in the county. She also explained the need for people to continue to be tested. We covered the surge of the Omicron variant and how it's affecting San Joaquin County. She also spoke about the need for vaccinated residents to get the booster. She did touch on the need to be cautious if attending a large family gathering during the holidays.

### **December 26, 2021**

***Duration 20 mins***

***TOPIC: RED CROSS***

***Guests: Christopher Lasavio Executive Director, Heart of the Valley Chapter American Red Cross Northern California Coastal Region***

***Discussion*** - The American Red Cross is experiencing an emergency blood and platelet shortage and must collect 10,000 additional blood products each week over the next month for the blood supply to recover and meet hospital and patient needs. Christopher informed listeners just how dire the shortage is and how simple it is to donate. We also spoke about how companies can set up a mobile blood drive.