

**CBS RADIO GROUP**

**ISSUES AND PROGRAMS REPORT**

**FOR KYXY HD-2 SAN DIEGO**

**THIRD QUARTER, 2013**

**JULY 1 THROUGH SEPTEMBER 30, 2013**

**Prepared by:**

**Marlo Rhodes**  
**Public Affairs Director**

**Issues of Concern to San Diego  
Addressed In Responsive Programming In The  
THIRD QUARTER, 2013**

**1. Economic/Financial**

**This is the number #1 issue both here in San Diego and across the country. Increasing mortgage rates, foreclosures decreasing home values, and increases in the cost of living expenses are causing a strain on the local economy. A major concern to homeowners is dealing with the current reality that mortgages are higher than their homes worth.**

**2. Jobs & Growth**

**Our local economy has slowed tremendously over the past 2 years causing few opportunities for job seekers. Local businesses and companies continue shed jobs to deal with the current economic crisis, and San Diegans in the job market are forced to seek out few opportunities.**

**3. Transportation**

**Morning and afternoon gridlock are major concerns in the San Diego area.**

**4. Business/Tourism**

**Tourism is a major source of revenue to the San Diego area. Even in tough financial times the local economy continues to thrive from this source of income.**

**5. Education**

**The best way to keep the community growing and prospering is to educate and inform its citizens. We gain helpful insight from many community leaders on a range of issues.**

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**6. Health/Environmental**

**One in five San Diego residents are uninsured or underinsured, promoting the need for a healthy lifestyle information and the need for clean air, water and environment.**

**7. Crime Prevention**

**Crime rates here in San Diego County continue to flourish as the local economy seems to decline. Desperation appears to be a main motivator of theft and recurrent criminal activities and it has become critical to educate citizens to help reduce and prevent crime whenever possible.**

# **KYXY PROGRAMMING THAT ADDRESSES COMMUNITY ISSUES**

## **“Concerning San Diego”**

**Every Sunday morning 6 am to 7 am. This program addresses public issues and concerns through interviews with local community leaders. We gain helpful insight into problem situations and discuss possible solutions.**

## **Public Service Announcements:**

**Aired during the weekly public affairs program; non-profit groups and organizations have an opportunity to publicize their need to the San Diego community. Local fund raising events are also displayed on our website at the [KYXY.COM](http://KYXY.COM) community page.**

## **Local News:**

**An item called “Community News & Events” has been added as weekly informative feature to the public affairs programming. This portion of the program recap’s the biggest local and national news stories of the week.**

## **Special News Reports:**

**The KYXY radio staff is on 24 hours a day. If and when anything happens of major concern to the San Diego area; the air-staff reports the information promptly.**

## **Traffic Reports:**

**This item is addressed at least four times per hour during morning and afternoon drive with regularly scheduled traffic reports. Traffic reports are also provided on an as needed basis 24 hours a day by KYXY on-air staff when major traffic, congestion and road closures occur along with alternative routes. Station traffic reports and newscasts also advise San Diegans of traffic related projects from freeway and road construction.**

## **Ascertainments**

**Ascertainments to determine the top issues and problems facing the San Diego community are done on a constant ongoing basis by: e-mail, U.S. mail, and phone conversations. In addition, each guest making an appearance on “Concerning San Diego” is asked for their response. Findings from these interviews, e-mails, letters and phone conversations are collated to determine the top six issues to be addressed on a frequent basis through our public affairs program and in regularly scheduled newscasts.**

**Station management personnel are also in frequent contact with community leaders and are informed about significant problem areas.**

**Marlo Rhodes  
Public Affairs Director**

**THIRD QUARTER, 2013  
JULY 1 THROUGH SEPTEMBER 30, 2013**

**MOST SIGNIFICANT ISSUE-RESPONSIVE PROGRAMMING**

**ISSUE: ECONOMIC/FINANCIAL**

**Our nation's financial crisis has had a disastrous ripple effect upon urban communities like San Diego. The increasing cost of goods and supplies has slowed construction and economic growth causing unemployment to rise. Home values continue to decrease and home foreclosures have caused the housing market to come to a standstill. According to media reports, Mayor Jerry Sanders and the City of San Diego are planning massive budget cuts to steer through these tough economic times.**

**Program: "Concerning San Diego" July 1, 2013**

**Guest: Robert J. Farrell, Job Coach and President, RJF Coaching.com**

**Our entire 60 minute program is devoted to Mr. Farrell who explains to us simple tips for searching for jobs, writing resumes, and how to perform in a job interview. This topic is extremely timely as San Diego and the State of California unemployment rates have risen sharply in recent months.**

**Program: "Concerning San Diego" August 25, 2013**

**Guest: Jordan DiGorgio, Media Specialist, California Center for Sustainable Energy.**

**Another 20 minutes is devoted speaking with Ms. Walker on the concept of Solar Energy. In California with its plentiful sunlight; Solar Energy is an expanding industry. We talk to Ms. Walker about the benefits of Solar Energy and the incentives and rebates in place to help owners make the switch to a more cost efficient and renewable source of energy, and the rapidly expanding job market in the green sector.**

**Program: "Concerning San Diego" August 25, 2013**

**Guest: Gary McDonald President and CEO, Feeding America, San Diego**

**We spend 22 minutes of our 60 minute program with Mr. McDonald who informs us that 600,000 San Diego County residents are in need of food due to foreclosures, higher gas prices and food prices. Feeding America, San Diego runs several programs that ensure needy San Diego families receive food and supplies. Mr. McDonald also informs us that his biggest needs are funds to pick-up food donations.**

**Program: "Concerning San Diego" September 15, 2013**

**Guest: Neal Morrison, Diversity Director, Annual Diversity Employment Day Career Fair**

**Diversity Employment Day Career Fairs unites recruiters and job seekers. It is the only career fair that targets and delivers candidates from ALL classes covered under the title 6 Civil Rights Act of 1964\*. This includes Women, Minorities, seniors, GLBT and People with Disabilities. The Diversity Career Fairs are held annually in San Diego where the Mayor and Governor proclaim it to be "Diversity Employment Day". 25 minutes is spent talking with Mr. Morrison about the details for this yearly event.**

**THIRD QUARTER, 2013  
JULY 1 THROUGH SEPTEMBER 30, 2013**

**MOST SIGNIFICANT ISSUE-RESPONSIVE PROGRAMMING**

**ISSUE: JOBS AND GROWTH**

**As the local economy comes to a significant slow-down, employment opportunities and job fairs become important news worthy stories delivered in public service announcements and are featured in our public affairs programming. As San Diego continues to grow and thrive under the category of tourism and in the service industry; job fairs are considered vital information.**

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**Program: "Concerning San Diego" August 25, 2013**

**Guest: Jordan DiGorgio, Media Specialist, California Center for Sustainable Energy.**

**Another 20 minutes is devoted speaking with Ms. Walker on the concept of Solar Energy. In California with its plentiful sunlight; Solar Energy is an expanding industry. We talk to Ms. Walker about the benefits of Solar Energy and the incentives and rebates in place to help owners make the switch to a more cost efficient and renewable source of energy, and the rapidly expanding job market in the green sector.**

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JULY 1 THROUGH SEPTEMBER 30, 2013**

**MOST SIGNIFICANT ISSUE-RESPONSIVE PROGRAMMING**

**ISSUE:           TRANSPORTATION**

**This item is addressed at least four times per hour during morning and afternoon drive with regularly scheduled traffic reports. Traffic reports are also provided on an as needed basis 24 hours a day by KYYX on-air staff when major traffic and congestion problems occur, along with alternative routes. Station traffic reports and newscasts also advise San Diegans of traffic related projects from freeway and road construction.**

**Program: “Concerning San Diego” July 28, 2013**

**Guest: Chris Cochran, Assistant Director of Marketing and Public Affairs, California Office of Traffic Safety.**

**San Diego is the third highest city in the state of California for arrests for DWI’S.**

**Recently a young teenage driver was arrested in the Torrey Pines area for driving while intoxicated and charged with vehicle manslaughter for death of his classmate who was a passenger in the car. We’re also reminded from Mr. Cochran that state laws forbid talking or texting on cell phones while driving can severely inhibit a driver’s attention to the road. 40 minutes is devoted to this subject.**

**THIRD QUARTER, 2013  
JULY 1 THROUGH SEPTEMBER 30, 2013**

**MOST SIGNIFICANT ISSUE-RESPONSIVE PROGRAMMING**

**ISSUE: BUSINESS AND TOURISM**

An item called “Community News & Events” has been added as weekly informative feature to public affairs programming. This portion of the program highlights several non profit businesses and events taking place around the county encouraging listeners to participate and become involved in the community. Additionally KYYX.com website has a feature called “Weekend Fun Stuff” which encourages local citizens to get out and enjoy San Diego’s many local attractions and events.

**Program: “Concerning San Diego” July 1, 2013**

**Guest: Ken Kramer, KPBS TV Host, “About San Diego”**

**22 minutes of our 60 minute program is spent talking to Mr. Kramer about the history of San Diego how it was born, fascinating places of interest and little known historical facts about San Diego.**

**Program: “Concerning San Diego” August 25, 2013**

**Guest: Jordan DiGorgio, Media Specialist, California Center for Sustainable Energy.**

**Another 20 minutes is devoted speaking with Ms. Walker on the concept of Solar Energy. In California with its plentiful sunlight; Solar Energy is an expanding industry. We talk to Ms. Walker about the benefits of Solar Energy and the incentives and rebates in place to help owners make the switch to a more cost efficient and renewable source of energy, and the rapidly expanding job market in the green sector. Additionally San Diego is the “Greenest City” in the state of California, causing major businesses and corporations to travel to San Diego to learn tips on making the companies more sustainable.**

**Program: “Concerning San Diego” September 8, 2013**

**Guest: Ray Ashley, President, San Diego Maritime Museum**

**Festival of Sail is the largest tall ship festival on the west coast and is hosted at the Maritime Museum of San Diego, transforming the North Embarcadero over Labor Day weekend into a nautical theme park for 4 adventure filled days. A popular San Diego event, The Festival of Sail is an annual event with something for everyone. This event welcomes visitors from all over the state to take part in the fun family event. 20 minutes is spent talking with Mr. Ashley about this year’s event.**

**Program: “Concerning San Diego” September 15, 2013**

**Guest: Neal Morrison, Diversity Director, Annual Diversity Employment Day Career Fair**

**Diversity Employment Day Career Fairs unites recruiters and job seekers. It is the only career fair that targets and delivers candidates from ALL classes covered under the title 6 Civil Rights Act of 1964\*. This includes Women, Minorities, seniors, GLBT and People with Disabilities. The Diversity Career Fairs are held annually in San Diego where the Mayor and Governor proclaim it to be "Diversity Employment Day". 25 minutes is spent talking with Mr. Morrison about the details for this yearly event.**

**THIRD QUARTER, 2013  
JULY 1 THROUGH SEPTEMBER 30, 2013**

**MOST SIGNIFICANT ISSUE-RESPONSIVE PROGRAMMING**

**ISSUE: EDUCATION**

Education related stories are a regular part of the stations daily newscasts with related items being broadcast almost daily.

**Program: “Concerning San Diego” July 1, 2013**

**Guest: Robert J. Farrell, Job Coach and President, RJF Coaching.com**

Our entire 60 minute program is devoted to Mr. Farrell who explains to us simple tips for searching for jobs, writing resumes, and how to perform in a job interview. This topic is extremely timely as San Diego and the State of California unemployment rates have risen sharply in recent months.

**Program: Concerning San Diego” July 14, 2013**

**Guest: Gabe Del Rio, VP of Lending and Homeownership, Community Housing Works**

30 percent of San Diego mortgages are worth more than their home is worth. Many San Diego County residents have fallen into foreclosure. During this program, Mr. Del Rio explains how best to prevent homes from falling into foreclosure and what homeowners can do to stay in their homes once they have fallen behind on their mortgage payments. We spend 22 minutes of our 60 minute program with Mr. Del Rio.

**Program: Concerning San Diego” July 14, 2013**

**Guest: Ken Kramer, KPBS TV Host, “About San Diego”**

22 minutes of our 60 minute program is spent talking to Mr. Kramer about the history of San Diego how it was born and little known interesting facts involving our fine city.

**Program: “Concerning San Diego” July 21, 2013**

**Guest: Dr. Richard Steffanacci, Specialist & Janet Farr, Caregiver**

25 minutes is spent talking with Dr. Steffanacci and Janet Farr about Alzheimer’s disease which is the 6<sup>th</sup> leading cause of deaths here in the U.S and affects 5 million patients, causing health care costs to triple over recent years.

**Program: “Concerning San Diego” July 21, 2013**

**Guest: Cathy Dunn, Regional Manager, Partnership for a Drug-Free America.**

Drugs and alcohol in combination with peer pressure continues to be a lethal problem for our youth. Here Ms. Dunn explains how parents can learn to prevent their children from using drugs and alcohol, how prevent children from sub coming to peer pressure and how to overcome communication barriers that exist between parents and their children. 40 minutes of our 60 minute program of our program is dedicated to this topic.

**Program: “Concerning San Diego” July 28, 2013**

**Guest: Chris Cochran, Assistant Director of Marketing and Public Affairs, California Office of Traffic Safety.**

**San Diego is the third highest city in the state of California for arrests for DWI’S.**

**Recently a young teenage driver was arrested in the Torrey Pines area for driving while intoxicated and charged with vehicle manslaughter for death of his classmate who was a passenger in the car. We’re also reminded from Mr. Cochran that state laws forbid talking or texting on cell phones while driving can severely inhibit a driver’s attention to the road. 40 minutes is devoted to this subject.**

**Program: “Concerning San Diego” August 4, 2013**

**Guest: Heidi Diller, Registered Dietician**

**21 minutes of the show is devoted to talking about the New American Plate guidelines and the benefits of eating nutritional meals. Included in our discussion were cost effective ways to eat healthy. Obesity has become an epidemic here in the U.S. The CDC (Centers for Disease Control) states more than 190 million Americans are overweight or obese. Obesity-related diseases are a \$147 billion dollar medical burden every year. Childhood obesity has tripled in the last thirty years.**

**Program: “Concerning San Diego” August 4, 2013**

**Guest: Jim Floros, President San Diego Food Bank**

**The San Diego Food Bank is the largest hunger-relief organization in San Diego County. Last year, the Food Bank distributed 17.9 million pounds of food, and the Food Bank served, on average, nearly 350,000 people per month in San Diego County. 20 minutes is spent talking to Mr. Floros about the need of the San Diego food bank to the community.**

**Program: “Concerning San Diego” August 11, 2013**

**Guest: Paul Cothran, Executive Director, VH1 Save The Music Foundation**

**Statewide budget cuts are affecting the visual and performance arts programs in public schools. We spend 20 minutes speaking with Mr. Cochran about the importance of music education program in our local schools and we learn that music education can assist students with problem solving and increase brain power.**

**Program: “Concerning San Diego” August 11, 2013**

**Guest: The Honorable Susan Golding CEO/President, Promises 2 Kids**

**Promises2Kids, founded as the Child Abuse Prevention Foundation, is widely recognized as the local leader and a model for the nation in child abuse prevention solutions. Promises2Kids addresses the needs of maltreated and at-risk children by identifying the areas in which they are under-served, and finding programs and services to meet their needs. 21 minutes spent discussing the needs of foster children here in the San Diego area.**

**Program: “Concerning San Diego” August 18, 2013**

**Guest: Ann Fox, Manager, San Diego County Foster Home Licensing**

**As the county grows, so does the need for good foster homes. Currently there are 6,000 children in out of foster home care due to abuse and neglect in San Diego County. Foster Home Licensing recruits, trains, licenses, monitors, and supports foster families around the county. 22 minutes was spent talking to Ms. Fox.**

**Program: Concerning San Diego” August 18, 2013**

**Guest: Sharon Lawrence, President and CEO, Voices for Children 40 minutes of our program are dedicated to this local organization that combines adult volunteers with children caught in the Foster Care program. Children in this program are in need of adult spokespersons to work in a legal capacity on their behalf while they are dependents of the state. Ms. Lawrence explains the simple and necessary needs of these children and how to become a volunteer and join the program**

**Program: “Concerning San Diego” August 25, 2013**

**Guest: Jordan DiGorgio, Media Specialist, California Center for Sustainable Energy.**

**Another 20 minutes is devoted speaking with Ms. Walker on the concept of Solar Energy. In California with its plentiful sunlight; Solar Energy is an expanding industry. We talk to Ms. Walker about the benefits of Solar Energy and the incentives and rebates in place to help owners make the switch to a more cost efficient and renewable source of energy, and the rapidly expanding job market in the green sector.**

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**Program: “Concerning San Diego” September 1, 2013**

**Guest: Pam Frazier, Spokesman California Phones**

**15 minutes is spent talking with about specialized telephones issued by the government for the deaf, hard of hearing, blind and handicapped. These telephones are free to the public who apply for them.**

**Program: “Concerning San Diego” September 1, 2013**

**Guest: Clay Howe, Battalion Chief & Fire Mitigation Specialist, Bureau of Land Management.**

**Southern California with its surplus of sunny weather is prone to two major issues; drought and wildfires. California has an over-abundance of dry grass and trees that are very dry and brittle. Mr. Cochran gives us great insight on how to best protect homes in the event of a wildfire, with some simple yearly maintenance of trees and shrubs around a homeowner’s residence. 21 minutes is spent talking about this topic.**

**Program: “Concerning San Diego” September 8, 2013**

**Guest: Stephen Rea, Emergency Services Coordinator, San Diego Office of Emergency Services**

**The Office of Emergency Services (OES) coordinates the overall county response to disasters. OES is responsible for alerting and notifying appropriate agencies when disaster strikes; coordinating all agencies that respond; ensuring resources are available and mobilized in times of disaster; developing plans and procedures for response to and recovery from disasters; and developing and providing preparedness materials for the public. 30 minutes of our program is spent discussing emergency/disaster preparedness.**

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**Guest: Ray Ashley, President, San Diego Maritime Museum**

**Festival of Sail is the largest tall ship festival on the west coast and is hosted at the Maritime Museum of San Diego, transforming the North Embarcadero over Labor Day weekend into a nautical theme park for 4 adventure filled days. A popular San Diego event, The Festival of Sail is an annual event with something for everyone. This event welcomes visitors from all over the state to take part in the fun family event. 20 minutes is spent talking with Mr. Ashley about this year’s event.**

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**Program: “Concerning San Diego” September 22, 2013**

**Guest: Frank Robinson, Volunteer, American Heart Association**

**Diseases of the heart are the country’s No. 1 cause of death; stroke is No. 4.**

**Almost 6,000 San Diegans die of heart disease or stroke annually, accounting for almost one of every three deaths in San Diego County. One in three adults in the United States has some form of Cardiovascular Disease. Together these cardiovascular diseases kill more than 803,000 Americans each year and cost the nation almost \$286 billion in indirect and direct costs. More than 2,200 Americans die of CVD each day, an average of 1 death every 39 seconds. 30 minutes is spent talking about this year’s American Heart Walk which raises funds for research, advocacy and educational programs here in San Diego.**

**Program: “Concerning San Diego” September 29, 2013**

**Guest: Kay Curry, Walk Chair, San Diego Walk Now for Autism Speaks**

**This Fundraising effort generates vital funds for autism research and raises awareness about the increasing prevalence of autism, the fastest growing serious developmental disorder and the need for increased research funding to combat this complex disorder. 20 minutes is spent talking with Ms. Curry about the details for this year’s event.**

**THIRD QUARTER, 2013  
JULY 1 THROUGH SEPTEMBER 30, 2013**

**MOST SIGNIFICANT ISSUE-RESPONSIVE PROGRAMMING**

**ISSUE: HEALTH/ENVIRONMENTAL**

**KYXY.COM devotes part of its website to environmental issues such as the 20 Gallon challenge that encourages saving water and Think Blue which promotes ideas on how to live “green”.**

**Program: “Concerning San Diego” August 4, 2013**

**Guest: Heidi Diller, Registered Dietician**

**21 minutes of the show is devoted to talking about the New American Plate guidelines and the benefits of eating nutritional meals. Included in our discussion were cost effective ways to eat healthy. Obesity has become an epidemic here in the U.S. The CDC (Centers for Disease Control) states more than 190 million Americans are overweight or obese. Obesity-related diseases are a \$147 billion dollar medical burden every year. Childhood obesity has tripled in the last thirty years.**

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**Guest: Clay Howe, Battalion Chief & Fire Mitigation Specialist, Bureau of Land Management.**

**Southern California with its surplus of sunny weather is prone to two major issues; drought and wildfires. California has an over-abundance of dry grass and trees that are very dry and brittle. Mr. Cochran gives us great insight on how to best protect homes in the event of a wildfire, with some simple yearly maintenance of trees and shrubs around a homeowner’s residence. 21 minutes is spent talking about this topic**

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**THIRD QUARTER, 2013  
JULY 1 THROUGH SEPTEMBER 30, 2013**

**MOST SIGNIFICANT ISSUE-RESPONSIVE PROGRAMMING**

**ISSUE: CRIME PREVENTION**

**Crime rates here in San Diego County continue to flourish as the local economy seems to decline. Anxiety appears to be a main motivator of theft and recurrent criminal activities and it has become critical to educate citizens to help reduce and prevent crime whenever possible.**

**Program: “Concerning San Diego” July 21, 2013**

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**PUBLIC SERVICE ANNOUNCEMENTS  
THIRD QUARTER, 2013  
JULY 1 THROUGH SEPTEMBER 30, 2013**

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:

**AMERICAN RED CROSS – DISASTER PREPAREDNESS: 3:00**

**SALVATION ARMY – ADULT REHABILITATION CENTER: 60**

**GOODWILL FOUNDATION – DONATIONS: 60**

**ORGAN DONATION – MATCHING DONORS: 30**

**NATIONAL SUICIDE PREVENTION LIFELINE – SUICIDE PREVENTION: 60**

**SAN DIEGO BLOOD BANK – BLOOD DONATION - :60**

**AMERICAN CANCER ASSOCIATION – MAKING STRIDES FOR BREAST  
CANCER WALK: 30**

**NATIONAL MULTIPLE SCLEROSIS SOCIETY – BIKE FOR MS: 30**

**AMERICAN HEART ASSOCIATION – HEART WALK - :20**

**PARTNERSHIP FOR A DRUG FREE AMERICA – RISK FACTORS - :30**

**NATIONAL CAREER FAIR – JOB FAIR - :30**

**AVOID DISTRACTED DRIVING – CALIFORNIA OFFICE OF TRAFFIC  
SAFETY: 30**

**AVOID DRIVING WHILE INTOXICATED – CALIFORNIA OFFICE OF  
TRAFFIC SAFETY: 30**