

CBS RADIO GROUP
ISSUES AND PROGRAMS REPORT
FOR KYXY HD-2 SAN DIEGO
FOURTH QUARTER, 2013
OCTOBER 1 THROUGH DECEMBER 31, 2013

Prepared by:

Marlo Rhodes
Public Affairs Director

**Issues of Concern to San Diego
Addressed In Responsive Programming In The
FOURTH 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.

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 HD-2 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 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 HD-2 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.

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**

**FOURTH QUARTER, 2013
OCTOBER 1 THROUGH DECEMBER 31, 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” October 6, 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” October 13, 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 30 minutes of our 60 minute program with Mr. Del Rio.

Program: “Concerning San Diego” October 27, 2013

Guest: Paul Jablonski, President, Metropolitan Transit Administration, Jim Floros, San Diego Food Bank, Lillia Rodriguez, Albertsons

40 minutes of our show is dedicated to talking with Mr. Jablonski, Mr. Carter and Ms. Rodriguez on this year’s “Stuff the Bus” campaign, The campaign benefits the San Diego Food Bank which supplies needy families with food for the holiday season.

Program: “Concerning San Diego” November 3, 2013

Guest: Sister Tricia, Father Joe’s Village

As Southern California’s largest residential homeless services provider Father Joe’s Villages and its partner agencies prepare up to 4,000 meals and provide a continuum of care to nearly 1,500 individuals every day—from infants and adolescents to adults and seniors. This includes over 200 children and over 200 military veterans. The organizations’ primary goal is to transform lives and end the cycle of homelessness. To this end they provide housing, healthcare, food, clothing, education, job training and child development in an internationally modeled “one-stop-shop” approach. The organizations’ mission is made possible only through the efforts of compassionate staff, dedicated volunteers, and generous public and private donors. 20 minutes is devoted to Sister Tricia who invites participants to the 2013 Thanksgiving Run.

Program: “Concerning San Diego” November 10, 2013

Guest: Jill Spitzer, CEO, Jewish Family Service

The motto of JFS is “One Source for a lifetime of Help, this non-profit agency is a comprehensive source of help for anyone in the San Diego community. Jewish Family Service provides food, shelter, clothing and many other great programs. JFS is an important lifeline for those in need in the San Diego community with the struggling economy.

Program: “Concerning San Diego” November 10, 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” December 1, 2013

Guest: Lauri Walker, 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” December 13, 2013

Guest: Premmal Shah, President, Kiva.org

One third of the program is spent talking with Mr. Shah about how small businesses can secure loans through Microfinance Intuitions associated with Kiva.org and how anyone who wishes to donate to their organization can help struggling entrepreneurs while becoming a business partner. The weak economy has forced local banks to reduce the number of loans they make to small business owners, making Kiva.org a wonderful alternative

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

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Guest: Lauri Walker, 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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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 HD-2 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” December 29, 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.

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OCTOBER 1 THROUGH DECEMBER 31, 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 KYXY.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” October 6, 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” October 6, 2013

Guest: Diane Katz, Ph.D. Author, Win at Work, the Everybody Wins Approach to Conflict Resolution

21 minutes of the program is spent talking with Dr. Katz about the best ways to handle conflict in the workplace. During our conversation we learn from Dr. Katz that most people who are unhappy with their job situations could be resolved with simple conflict resolution techniques rather than looking for a new job.

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Program: “Concerning San Diego” December 1, 2013

Guest: Lauri Walker, 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.

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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” October 6, 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” October 6, 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.

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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” October 20, 2013

Making Strides Against Breast Cancer Show – Representatives from American Cancer Society, Doctors, Patients and Volunteers are interviewed about the walk and the need to find a cure for Breast Cancer. The 60 minutes is spent covering this subject.

Program: “Concerning San Diego” October 27, 2013

Guest: : Paul Jablonski, President, Metropolitan Transit Administration, Jim Floros, San Diego Food Bank, Lillia Rodriguez, Albertsons

40 minutes of our show is dedicated to talking with Mr. Jablonski, Mr. Carter and Ms. Rodriguez on this year’s “Stuff the Bus” campaign, The campaign benefits the San Diego Food Bank which supplies needy families with food for the holiday season.

Program: “Concerning San Diego” November 3, 2013

Guest: Ron Greenwald, Realtor, Frank Fiorito Estate Administration, Brian Fiorito, Estate Administration

Every year an estimated 2.1 million older Americans are victims of elder abuse, and exploitation. And that’s only part of the picture: Experts believe that for every case of elder abuse or neglect reported; as many as five cases go unreported. 25 minutes is spent discussing the need to protect seniors and raising awareness about what elder abuse and financial exploitation is.

Program: “Concerning San Diego” November 3, 2013

Guest: Sister Tricia, Father Joe’s Village

As Southern California’s largest residential homeless services provider Father Joe’s Villages and its partner agencies prepare up to 4,000 meals and provide a continuum of care to nearly 1,500 individuals every day—from infants and adolescents to adults and seniors. This includes over 200 children and over 200 military veterans. The organizations’ primary goal is to transform lives and end the cycle of homelessness. To this end they provide housing, healthcare, food, clothing, education, job training and child development in an internationally modeled “one-stop-shop” approach. The organizations’ mission is made possible only through the efforts of compassionate staff, dedicated volunteers, and generous public and private donors. 20 minutes is devoted to Sister Tricia who invites participants to the 2013 Thanksgiving Run.

Program: “Concerning San Diego” November 10, 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” November 17, 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” November 17, 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” November 24, 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” December 1, 2013

Guest: Lauri Walker, 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” December 8, 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” December 15, 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” December 15, 2013

Guest: Linda Davis Alldrit, President, National Association of School Nurses.

Thirty minutes is spent talking with Ms. Alldrit about the serious nature of vaccinations for Meningitis, a deadly virus that affects children and young adults without warning and very rapidly attacks their immune systems.

Program: “Concerning San Diego” December 22, 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” December 29, 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.

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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”.

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**FOURTH QUARTER, 2013
OCTOBER 1 THROUGH DECEMBER 31, 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” November 3, 2013

Guest: Sister Tricia, Father Joe’s Village

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**PUBLIC SERVICE ANNOUNCEMENTS
FOURTH QUARTER, 2013
OCTOBER 1 THROUGH DECEMBER 31, 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:

HOMEOWNERSHIP PRESERVATION FOUNDATION – FORECLOSURE HELP - :60

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

GARY SINISE FOUNDATION – GET INVOLVED ON VETERAN’S DAY: 30

AVOID DISTRACTED DRIVING – CALIFORNIA OFFICE OF TRAFFIC SAFETY: 30

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

ADDENDUM

In addition to the public affairs programming contained in this report, KYYX HD-2 was involved in the following community events:

4TH QUARTER SIGNIFICANT COMMUNITY ISSUES

**American Cancer Society's
Holiday of Miracles Rady-O-Thon
Rady Children's Hospital, San Diego, CA
KYYX HD-2 Live Broadcast:
December 12, 2013 - 7am – 7 pm
December 13, 2013 – 7am – 7pm**

Rady Children's Hospital is the largest source of comprehensive pediatric medical services in San Diego. Rady Children's is the only hospital in the San Diego area dedicated exclusively to pediatric healthcare and is the region's only designated pediatric trauma center. U.S. News & World Report ranked Rady Children's among the nation's best in five pediatric specialties. KYYX HD-2's 24 hour live broadcast over 2 days for the Holiday of Miracles Rady-O-Thon was a success, raising \$251,546 for Rady Children's Hospital and KYYX HD-2 96.5 remains firm in its commitment to help serve and strengthen the San Diego community.