



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

**FOR**

**STATION KNCI FM/HD**

**2ND Quarter 2023  
(April 1st – June 30th)**

Prepared by:

**CODY ROBINSON, PUBLIC AFFAIRS COORDINATOR**

**Issues of Concern to SACRAMENTO  
Addressed in Responsive Programming in the  
2<sup>nd</sup> Quarter 2023  
(April 1 through June 30)**

- |     |                          |                                  |
|-----|--------------------------|----------------------------------|
| 1.  | <b>FOOD SERVICES</b>     | <b>FIND OUT FARMS</b>            |
| 2.  | <b>ENVIRONMENT</b>       | <b>CALIFORNIA NATIVE PLANTS</b>  |
| 3.  | <b>MENTAL HEALTH</b>     | <b>CALHOPE SCHOOL INITIATIVE</b> |
| 4.  | <b>HEALTH</b>            | <b>PARKINSON'S FOUNDATION</b>    |
| 5.  | <b>ENVIRONMENT</b>       | <b>ROSEVILLE ELECTRIC</b>        |
| 6.  | <b>ANIMAL SERVICES</b>   | <b>GOLD COUNTRY WILDLIFE</b>     |
| 7.  | <b>HEALTH</b>            | <b>PRIDE INDUSTRIES</b>          |
| 8.  | <b>UNHOUSED SERVICES</b> | <b>CITRUS HEIGHTS HART</b>       |
| 9.  | <b>FOSTER YOUTH</b>      | <b>INNER CIRCLE</b>              |
| 10. | <b>ANIMAL SERVICES</b>   | <b>CANINE COMPANION</b>          |

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|-----|------------------------|--|
| 11. | <b>HEALTH</b>          | <b>UNITED HEALTHCARE – BLUE LIGHT</b>                  |
| 12. | <b>ENVIRONMENT</b>     | <b>SAC-YOLO MOSQUITO &amp; VECTOR CONTROL DISTRICT</b> |
| 13. | <b>COLLEGE SAVINGS</b> | <b>SCHOLARSHARE529</b>                                 |
| 14. | <b>HEALTH</b>          | <b>STEP ONE FOODS - FOOD LABELS</b>                    |
| 15. | <b>ENVIRONMENT</b>     | <b>SACRAMENTO STORM WATER</b>                          |
| 16. | <b>ENVIRONMENT</b>     | <b>FARMLAND TRUST</b>                                  |
| 17. | <b>CULTURE</b>         | <b>HAPPY NIYAMA</b>                                    |
| 18. | <b>ENVIRONMENT</b>     | <b>SACRAMENTO AIR QUALITY MANAGEMENT DISTRICT</b>      |
| 19. | <b>FOOD SERVICES</b>   | <b>DAIRY COUNCIL OF CALIFORNIA</b>                     |
| 20. | <b>ENVIRONMENT</b>     | <b>REGIONAL WATER AUTHORITY</b>                        |

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**Public Affairs Program**

**Schedule and Description**

1. **PUBLIC AFFAIRS**

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

**Most Significant Issue-Responsive Programming**  
**2<sup>nd</sup> Quarter 2023**  
**(April 1 through June 30)**

**ISSUE:           FOOD SERVICES**

**FIND OUT FARMS**

April 2, 2023

6:00 a.m.

24 minutes of a 60-minute program

Today's program featured Matthew Ampersand, founder of Find Out Farms, a South Oak Park nonprofit aiming to grow food and increase food access and sovereignty to those in need. He discussed their newly developed Free Fruit Farmstand where they share the food they grow and collect from the community. Locally hosted and produced by Cody Robinson.

**DAIRY COUNCIL OF CALIFORNIA**

June 18, 2023

6:00 a.m.

33 minutes of a 60-minute program

Today's program featured Amy DeLisio, CEO of the Dairy Council of California, a nutrition education organization that is comprised of registered dietitians, nutrition and communication experts who work directly with educators, foodservice professionals, health and wellness providers and community leaders to provide trainings, support and nutrition education resources to teach the importance of nutrition and how to eat healthfully. She discussed June being National Dairy month, why dairy is important for nutrition at all stages of life, and their mobile classroom. Locally hosted and produced by Cody Robinson.

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**2<sup>nd</sup> Quarter 2023**  
**(April 1 through June 30)**

**ISSUE: ENVIRONMENT**

**CALIFORNIA NATIVE PLANTS**

April 2, 2023

6:24 a.m.

36 minutes of a 60-minute program

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

**ROSEVILLE ELECTRIC**

April 16, 2023

6:00 a.m.

30 minutes of a 60-minute program

Today's program featured David Bradford, Electric Customers Programs Supervisor of Roseville Electric, a community-owned electric power provider committed to improving the quality of life of our community and customers with reliable electricity. He discussed the push for Californians to electrify their homes, vehicles and appliances and the "Get Current" campaign. Locally hosted and produced by Cody Robinson.

**Most Significant Issue-Responsive Programming**  
**2<sup>nd</sup> Quarter 2023**  
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**ISSUE: ENVIRONMENT (CONT.)**

**SAC-YOLO MOSQUITO & VECTOR CONTROL DISTRICT**

May 14 + 21, 2023

6:25 a.m.

35 minutes of a 60-minute program

Today's guest featured Luz Maria Robles, Public Information Officer of the Sacramento-Yolo Mosquito & Vector Control District, which provides mosquito and vector control services for residents using a proven integrated pest management approach that includes education campaigns, surveillance and research. She discussed the mosquitos we find locally, diseases they transmit from bites and ways the district is preventing the spread of these diseases and invasive species. Locally hosted and produced by Cody Robinson.

**SACRAMENTO STORM WATER**

June 4, 2023

6:00 a.m.

26 minutes of a 60-minute program

Today's program featured Jeanette Huddleston with Sacramento County and Jessica McCabe with the City of Sacramento Department of Utilities to discuss the Sacramento Stormwater Quality Partnership, a comprehensive program comprised of various program elements and activities designed to reduce stormwater pollution, and the Be River Friendly campaign. Locally hosted and produced by Cody Robinson.

**Most Significant Issue-Responsive Programming**  
**2<sup>nd</sup> Quarter 2023**  
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**ISSUE: ENVIRONMENT (CONT.)**

**FARMLAND TRUST**

June 4, 2023

6:26 a.m.

34 minutes of a 60-minute program

Today's program featured Charlotte Mitchell, Executive Director of the California Farmland Trust, a culmination of farmland conservation advocates all over California, serving to protect the most fertile soil and valuable farmland. Today, the trust has protected 17,606 acres on 81 farms in six counties. Locally hosted and produced by Cody Robinson.

**SACRAMENTO AIR QUALITY MANAGEMENT DISTRICT**

June 11, 2023

6:20 a.m.

40 minutes of a 60-minute program

Today's program featured Alberto Ayala, Air Pollution Control Officer, and Eric Guerra, Sacramento City Councilmember and Chair of Sac Metro Air District, which monitors, promotes, and improves air quality in the County of Sacramento. They discussed the biggest sources of air pollution in Sacramento, the new monitoring program, and the improvement in air quality with more electric vehicles on the road. Locally hosted and produced by Cody Robinson.



**Most Significant Issue-Responsive Programming**  
**2<sup>nd</sup> Quarter 2023**  
**(April 1 through June 30)**

**ISSUE: ENVIRONMENT (CONT.)**

**SACRAMENTO WATER AUTHORITY**

June 18 + 25, 2023

6:33 a.m.

27 minutes of a 60-minute program

Today's program featured Amy Talbot, Water Efficiency Program Manager for the Regional Water Authority, which represents water providers throughout the Sacramento Region. She discussed the amount of rain California received so far this year, being mostly drought-free, the need to still conserve water, and ways every household can make small changes to conserve. Locally hosted and produced by Cody Robinson.

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**2<sup>nd</sup> Quarter 2023**  
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**ISSUE:            MENTAL HEALTH**

**CALHOPE SCHOOL INITIATIVE**

April 9, 2023

6:00 Aa.m.

30 minutes of a 60-minute program

Today's program featured Justine Fisher with CalHope School Initiative, a resource for California educators, youth, and families to offer support from the challenges and effects of COVID-19 in California's public schools post-pandemic. She discussed why providing mental health services in schools are important and how students and educators can get the help they need. Locally hosted and produced by Cody Robinson.

**Most Significant Issue-Responsive Programming**  
**2<sup>nd</sup> Quarter 2023**  
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**ISSUE: ANIMAL SERVICES**

**GOLD COUNTRY WILDLIFE**

April 16, 2023

6:30 a.m.

30 minutes of a 60-minute program

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

**CANINE COMPANION DOG TRAINING**

April 30, 2023

6:28 a.m.

32 minutes of a 60-minute program

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

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**ISSUE:                   HEALTH**

**PARKINSON’S FOUNDATION**

April 9, 2023

6:30 a.m.

30 minutes of a 60-minute program

Today’s program featured Gena Lennon, Development Manager for the Central Valley Region, and Joe Whelan, Board Member of the Parkinson’s Foundation, a nonprofit aiming to improve lives for people living with Parkinson’s disease and advance research towards a cure. They discussed what Parkinson’s is, what it’s like living with the disease, and their annual Moving Day event on May 20<sup>th</sup> at American River College. Locally hosted and produced by Cody Robinson.

**PRIDE INDUSTRIES**

April 23, 2023

6:00 a.m.

31 minutes of a 60-minute program

Today’s program featured Leah Burdick, Chief Growth Officer for Pride Industries, a nonprofit providing competitive business services to help create employment for people with disabilities. She discussed April being Autism Awareness Month, how and why to consider hiring neurodiverse people, the new Youth Employment Services, and the I Am Able helpline. Locally hosted and produced by Cody Robinson.

**Most Significant Issue-Responsive Programming**  
**2<sup>nd</sup> Quarter 2023**  
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**ISSUE: HEALTH (CONT.)**

**UNITED HEALTHCARE – BLUE LIGHT**

May 14 + 21, 2023

6:00 a.m.

25 minutes of a 60-minute program

Today's program features Dr. Scott Edmonds, Chief Eyecare Office at United Healthcare, to discuss what blue light exposure is, its effect on children, how more studies need to be done due to our increasing dependence on technology, and how to protect your eyes. Locally hosted and produced by Cody Robinson.

**STEP ONE FOODS - FOOD LABELS**

May 28, 2023

6:26 a.m.

34 minutes of a 60-minute program

Today's program featured Dr. Elizabeth Klodas, a Johns-Hopkins trained Cardiologist and founder of Step One Foods, a food as medicine brand that has helped thousands lower their cholesterol, to discuss 10 tips for how to become a better food shopper and how to navigate today's deceptive food landscape. Locally hosted and produced by Cody Robinson.

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**ISSUE:                    UNHOUSED SERVICES**

**CITRUS HEIGHTS HART**

April 23, 2023

6:31 a.m.

29 minutes of a 60-minute program

Today's program featured Irene Hronicsek, longtime volunteer and board member of Citrus Heights HART, a local nonprofit homeless assistance resource program. She discussed how they got their start in Citrus Heights and the countless resources they provide the homeless, including meals, laundry, showers, renter assistance and their summer cooling stations. She also mentioned what she wants others to know about the homeless and their need for volunteers. Locally hosted and produced by Cody Robinson.

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**ISSUE: FOSTER YOUTH SERVICES**

**INNER CIRCLE**

April 30, 2023

6:00 a.m.

28 minutes of a 60-minute program

Today's program featured Michelle Tap, founder and executive director of Inner Circle: Find Your Way, a nonprofit that seeks to change the trajectory of youth aging out of foster care to become self-sufficient young adults. She discussed filling in the gap created when youth age out of the foster care system by providing housing, job search assistance, GED prep/testing, college entrance/FAFSA assistance, life skills development, financial planning and mentoring. Locally hosted and produced by Cody Robinson.

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**ISSUE: COLLEGE SAVINGS**

**SCHOLARSHARE529**

May 28, 2023

6:00 a.m.

26 minutes of a 60-minute program

Today's program featured Julio Marinez, Executive Director of the ScholarShare529 Investment Board, to discuss what the California-sponsored college savings program is, who is eligible, how to get started, and why you should start saving as soon as possible. Locally hosted and produced by Cody Robinson.



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**ISSUE:            CULTURE**

**HAPPY NIYAMA**

June 11, 2023

6:00 a.m.

20 minutes of a 60-minute program

Today's program features Joy Alegria, founder of Happy Niyama, a marketplace and cafe that provides micro-shops for local artisans and small businesses to showcase their products. She discussed its unique concept to bring the community together, especially those who identify with Asian culture. Locally hosted and produced by Cody Robinson.

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

*Please see attached document **KNCI PSA REPORT – Q2 2023.***

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