

KPWR-FM

PROGRAMMING QUARTERLY REPORT

(October-December 2021)

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COMMUNITY NEEDS AND ISSUES - 4th Q 2021

Below is a list of some of the significant issues responded to by Station KPWR Los Angeles, California, along with the most significant programming treatment of those issues for the period October 1st through December 31st 2021. This list is by no means exhaustive. The order in which the issues appear does not reflect any priority or significance.

Description of Issue Health / Lifestyle / Politics / Economy / Charity / Education / Relationship / Community / Personal / Finances / Business	Program	Date	Time	Duration	Narration of Type and Description of Program/Segment
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Lifestyle / Relationships	Power Mornings	10/6	5:30AM, 5:40AM	6 Minutes	A new study shows just how addicted society is to our phones. Although there are apps that track your phone and app usage, some people find it hard to draw a line between using their phones for work versus personal. The team discussed the longterm risks and losses of this dependency on our phones.
Health/ Lifestyle/ Personal	Power Mornings	10/7	8:30AM, 8:40AM	8 Minutes	Actress Jamie Lee Curtis said that plastic surgery is wiping out generations of beauty. This comment struck a nerve with people who want to normalize looking and feeling your best even if that means getting plastic surgery. Listeners called in and explained why they felt Jamie was out of line and how plastic surgery helped them.

Education	Power Mornings	10/11	7:50, 8:50, 9:50	4 Minutes	California becomes the first state to make Ethnic Studies a requirement for High School graduation. The show explained how this could help expand educational opportunities in schools and teach students about diversity.
Relationships / Finances / Personal	Power Mornings	10/20	8:30AM, 8:40AM	6 Minutes	A new study says many people have secret funds from their partners — which is sometimes used as a security thing, and other times uses for surprises and independence. The team discussed how having a secret fund can in fact be harmful to your marriage if the other person found out, or vice versa. Listeners called in and shared how they manage their independence financially without being secretive about it.
Health/ Community	Power Mornings	10/27	7:40AM	5 Mins	Vaccine mandates are becoming a reality in Los Angeles, and the community is divided. We talked about what the mandate means to the city and why it could potentially help us in the long run.
Lifestyle	Power Mornings	11/8	7:50, 8:50, 9:50	6 Minutes	Coming off the heels of the tragic events that took place at Astroworld, the team shares first hand accounts of what concertgoers witnessed at the festival, and how artists and headliners Travis Scott and Drake responded that night and the days following.

Community / Business	Power Mornings	11/11	7:50, 8:50, 9:50	8 Minutes	In honor of Veterans Day, the team thanked veterans for their service and shared where they can go to get some freebies in celebration of their duties including Starbucks, Dunkin Donuts and more.
Health / Economy / Business / Personal	Power Mornings	11/15	6:50, 7:30, 9:50	8 Minutes	A record breaking 4.4 Million people quit their jobs in September, which is shocking compared to how many people LOST their jobs in 2020. The team discussed why this happened, and how people who quit are really restructuring their employment, safety and finances.
Community / Personal / Economy	Power Mornings	11/23	Every 15 minutes, 6A-10A	60 Minutes	With Thanksgiving just 2 days away, and people still without jobs, the show decided to give away \$250 in groceries every 15 minutes on air on lead host, Letty's birthday. Winners of the money shared how the groceries were going to help them feast with their families on Thanksgiving.
Community / Personal	Power Mornings	12/9	6:00AM, 6:15AM	5 Minutes	The Metaverse doesn't make sense to a lot of people, especially if they didn't grow up with social media and in a digital world. Letty and Teddy explained what the Metaverse is and why it is such a big deal for people to be involved in it.
Community / Business / Finance	Power Mornings	12/9	9:30AM, 9:40AM	5 Minutes	LA County deputy went viral for saying being in Los Angeles is like being in the movie PURGE. Due to increased crime, a community divided over the pandemic, and little help from the government, more people are taking deeper, more desperate measures to collect money.

Lifestyle / Community / Personal	Power Mornings	12/13	6:00A, 6:15AM, 7:15AM, 7:20AM	10 minutes	Music ICON Vicente Fernandez passed away over the weekend, and the community is mourning over the loss. Vicente was a staple in music especially in the Latino community so the show paid tribute and their respects to him by sharing memories, taking calls, and playing his songs.
Health/ Community	Power Mornings	12/15	6:00AM, 6:15AM	5 Minutes	COVID cases begin to rise as Omicron makes it's way over — being right in the center of the holiday season, the mask mandate despite vaccination status has returned in Los Angeles. The team discusses the “already” flu season plus the new variant of COVID.
Relationships	Power Mornings	12/28	7:15, 7:20	5 Minutes	New study reveals that marriage before 30 tends to be unsuccessful. The team deep dives into what that is, including science, maturity, and “newer age times.”
Community/ Economy / Health	Power Mornings	12/31	6:00A, 6:15AM, 9:15, 9:20	8 Minutes	New laws are coming to California in the new year, so the show explained some of the bigger ones that can directly affect our audience including traffic, police, and minimum wage.