

KPWR-FM

PROGRAMMING QUARTERLY REPORT

(July-September 2021)

Prepared by:

Noor Wahba

COMMUNITY NEEDS AND ISSUES – 3RD 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 July 1st through September 30th 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 | Program | Date | Time | Duration | Narration of Type and Description of Program/Segment |
|--|----------------|-------------|------------------|-----------------|--|
| Relationships / Dating / Finances / Personal | Power Mornings | 1/4/21 | 7:30-7:35a | 5 Mins | A tweet went viral on social media and had our team stumped: is \$50 enough for a first date? Can you / Should you make it stretch since it's only the first date? OR should you go all out and impress your date? |
| Relationships | Power Mornings | 7/6/21 | 7:30-7:40a | 5 minutes | How soon is too soon to say "I Love You" - and when you do finally say it, do you expect it back? Many people think one month is too soon, and 3 months is too long — we asked listeners what they thought was appropriate |
| Sports | Power Mornings | 7/6/21 | 8:35, 8:40, 8:50 | 10 Mins | Nick bet Teddy that the Clippers would beat the Suns in the series — if they lost (which they did) Nick would drink a "Mexican Smoothie" which is made up of a gang of treats including Takis, Cactus, Hot Cheetos and more — Then Nick challenged Teddy to drink the remainder of the smoothie for \$5K for his wedding, which Nick was nice enough to give him the money without having him drink the remainder of the smoothie. |
| Lifestyle / Economy / Relationships | Power Mornings | 7/12/21 | 8:25-8:50a | 10 Mins | Nick has been criticized for having multiple kids with several women, and one man made his relationships look EASY! McCale has 27 kids with |

| | | | | | |
|--|--|--|--|--|--|
| | | | | | several women, and the team discussed the financial responsibilities of having such a large family as well as the emotional impact for the kids and the baby mothers. We also challenged McCale to name all 27 kids and their birthdays. |
|--|--|--|--|--|--|

| | | | | | |
|-----------------------------|----------------|---------|------------|-----------|---|
| Relationships / Family Life | Power Mornings | 7/16/21 | 8:30-8:40a | 6 minutes | What if you were ready to take the next step in your relationship and get in engaged, but you had a serious secret that could ruin your entire relationship? Do you come clean before you get engaged or just bury it in the past and move forward? One listener called in and asked what they should do...he cheated on his gf very early in their relationship and was contemplating whether or not he should tell his girl since it happened so early on. The team discussed the emotional and long term damage it could cause either way. |
| Business | Power Mornings | 7/27/21 | 6:30-6:45a | 6 Minutes | One (former) Ross Employee was TIRED of her job and her boss so she decided to get on the intercom in the middle of her shift and told all the customers how poorly the store treats her and it's employees and even called out the boss for being inappropriate. The team discussed professionalism and toxic work environments. |
| Health / Personal | Power Mornings | 7/28/21 | 6:30-6:45 | 6 minutes | Stress is a serious thing everyone deals with to some degree whether it's personal family life, financial, or work. We discussed the most stressful things and their mental repercussions. |

| | | | | | |
|---------------------|----------------|--------|------------|-----------|---|
| Community | Power Mornings | 8/4/21 | 7:15-7:20a | 4 minutes | Smoking in public can really piss off people around you -- between the smell and smoke it can bother those around you. What are the most annoying things people do in public? The team discussed their gripes. |
| Lifestyle / Health | Power Mornings | 8/4/21 | 8:15-8:30a | 6 minutes | Why does society shame moms who breastfeed in public? Why is it such a debate when moms are on the go, babies gotta eat, and they even do what they can to cover up. Why is it sexualized and frowned upon? The team got callers to chime in. |
| Politics/ Lifestyle | Power Mornings | 8/4/21 | 5:30-5:40a | 5 minutes | Rapper DaBaby was under fire for making comments during his Rolling Loud performance that offended the LGBTQ+ community and we asked and discussed Cancel Culture and if people should be held to what they said even if they apologize. |

| | | | | | |
|--------------------------------|----------------|---------|------------|------------|--|
| Lifestyle | Power Mornings | 8/12/21 | 8:10-8:40a | 15 minutes | Today is Hip Hop Celebration Day so we spent the show in the mix playing various camps of hip hop groups and categories and we discussed the greatest hip hop artists and albums of all time. |
| Lifestyle / Family / Education | Power Mornings | 8/17/21 | 8:15-8:35a | 8 minutes | LAUSD started school this week and we discussed all the things we used to look forward to on the first day of school, as well as all the trouble the show has gotten in...some of us even suspended. |
| Relationships | Power Mornings | 8/19/21 | 6:30-6:40a | 6 mins | Online dating has become more popular and some say dangerous than ever...A man drove 650 miles for a first date for someone who he met |

| | | | | | |
|---------------------------------|----------------|---------|-------------------------------|----------------------------|--|
| | | | | | online and we got the conversation going about if he is trippin for driving hundreds of miles for someone he doesn't know. We discussed the risks with listeners. |
| Education / Lifestyle/ Politics | Power Mornings | 8/31/21 | 8:20-8:35a | 7 minutes | A Teacher here in OC was under fire after making a TikTok saying she had taken down her American flag from her classroom and jokingly told a student they can pledge to a different flag: her pride flag. Parents were upset because they felt like that is not appropriate for a teacher to do, and they felt it violated her roles. Others felt it was a harmless TikTok. |
| Community Sports | Power Mornings | 9/2/21 | 5:25-5:35a 7:15a-7:20a | 4 minutes 4 Minutes | Los Angeles is the city of many things, especially TRAFFIC! We talked about the busiest freeways but also wanted listeners to call us where they're at and share the busiest STREETS! A report has come out saying Dodgers are the most hated team and it struck a chord with Teddy so he had to address the most annoying teams such as Houston Astros who CHEATED. The city called in as well to chime in with their picks. |
| Sports/ Community | Power Mornings | 9/9/21 | 7:15-6:21 | 4 minutes | With the start of the NFL season, we discussed how exciting of a time it was for Los Angeles since we went from NO football Teams to now two: Rams, Chargers. We dicussed the most annoying fanbases across the NFL. Many voted Raiders, Patriots and Cowboys. |

| | | | | | |
|------------------------------|-------------------|---------|----------------|-----------|---|
| Relationships/ Lifestyle | Power Mornings | 9/10/21 | 6:29-6:32a | 4 minutes | Is it ok to go dutch on a first date? Most women think NOT! Some people think since the risk is big on both ends, both people should contribute. Others felt like the person who initiated the date should pay regardless. |
| Business | Power Mornings | 9/13/21 | 8:20-8:36a | 4 minute | If your boss was doing questionable things with your coworker, do you snitch? Or will that possibly result in you getting in trouble? One listener knew her boss and coworker were having an affair and she was afraid of telling HR, but also was worried about not getting a promotion because the other employee had a leg up (literally) on the boss. Should she risk it all and tell HR whats up...or should she just work hard and hope she has a fair shot at the promotion? The show and listeners chimed in on what they believe was best. |
| Health / Lifestyle | Power Mornings | 9/15/21 | 8:20-8:40a | 8 minutes | Los Angeles is proposing a new mandate that requires proof of vaccination to even enter malls, hair salons, etc. We asked listeners how they felt about the proposal and asked if it should go into effect and how they would feel about it. |
| Lifestyle / Relationships | Power Mornings | 9/16/21 | 6:30- 6:40a | 6 mins | With the rising cost of living in Los Angeles, how do you divide financial responsibility if you have a partner? The team discussed if you should have to pay your partner back for certain things. |
| Lifestyle / Financial | Power Mornings | 9/21/21 | 7:15-7:20 | 4 Mins | The team discussed scams...how they have been scammed or perhaps how they have scammed others and the financial |

| | | | | | |
|--------------------------------|----------------|---------|------------|-----------|---|
| | | | | | repercussions behind the scamming. |
| Lifestyle | Power Mornings | 9/22/21 | 7:15-7:20a | 4 minutes | Do you always tip? Most of the show had jobs in customer service and discussed the importance of tipping whether its at a restaurant, barber, massage parlor, coffee shop etc. The debate then turned into do you tip better based on service? |
| Lifestyle/ Relationships | | | 8:15-8:35a | 6 Mins | Gender Roles are becoming a thing of the past and the team is not fully in support of it. The men like the ideas of being the provider while having their woman at home to cook and clean. Demi also explained that surprisingly, despite being a career woman, she would not be opposed to keeping the old gender roles in her relationships. Listeners chimed in about their feelings on how that could help or ruin your relationship. |
| Health | Power Mornings | 9/23/21 | 7:40-7:44a | 4 minutes | A surgeon has gone viral for sharing some unknown facts that could happen to you while getting plastic surgery including if you smoke, your nipples can be dark and fall off, and they might give you some cocaine to numb the pain during a nose job. The team discussed the health risks all in the name of beauty. |
| Relationships / Family Life | Power Mornings | 9/24/21 | 8:15-8:35a | 6 minutes | Is it important to have your parent's approval for who you are dating? Listeners shared their stories and struggles of how the dealt with their families not liking their partner and vice versa. Some felt it was not up to your family to like or approve of them. |

| | | | | | |
|--------------------|----------------|---------|------------|-----------|--|
| Lifestyle/ Health | Power Mornings | 9/29/21 | 7:40-7:44a | 4 minutes | Man goes viral for jumping on an alligator after it attacked it's trainer while his kids were watching. Not only did the man save the trainer, he prevented anyone else from further danger despite not being trained. It got the convo going about would you risk your life to save someone elses, especially a stranger's? |
| Lifestyle / Health | Power Mornings | 9/30/21 | 5:30-5:40a | 5 minutes | Covid still has a lot of people working from home and watching a lot of television...Netflix released new numbers of just how many people are streaming their shows and the numbers are astonishing...we asked the city what shows are they watching that are getting them through these tough times. |