

KMYI
San Diego, CA
Quarterly Issues/Programs List
Third Quarter, 2014
10/01/2014

KMYI
Quarterly Issues/Programs List

KMYI provides its listeners with programming and public service announcements that address issues of concern to our local community. Among the issues determined to be of most concern to the community during the preceding calendar quarter were:

- **CHILDRENS' ISSUES/LEARNING DISABILITIES:** The San Diego Center For Children's Alison Beck, Cindy Schurr, and Katie Morrill discussed ways to help children transition back into the school year. Parents have to get over their own disappointments that the kids aren't home and back to school, they say. Parents need to create a flexible structure for kids, who may have some anxiety of returning to school. Sit down with your child to create a visual schedule of the week, from wake up to bedtime. Kids should have a set sleep schedule - they need 8 to 10 hours of sleep a night. Teens need about 9 hours. The San Diego Center for Children Academy was discussed. It's a private school that can help children that have learning difficulties find their personal best. The school accepts kids who may be autistic, or may have emotional disabilities, brain injuries, or are speech/language impaired. 1 in 5 children in the county are struggling with a behavioral health disorder that needs to be assessed. The San Diego Center for Children offers comprehensive treatment programs, helping at-risk kids since 1887. The organization's website is www.centerforchildren.org. Coming up on October 25th is the "Wacky Wonky Walk and Kids Festival" at Waterfront Park at the County Administration building on Harbor Drive. It's one of their big fundraisers.
- **CLIMATE CHANGE/ENVIRONMENTAL:** There has been a lot of talk on climate change and San Diego is truly on the cutting edge. San Diego leaders from the scientific, governmental, and business communities have come together to issue the report, "San Diego, 2050 Is Calling. How Will We Answer?" This report was released by the San Diego Foundation, assembled by "Climate Education Partners." Guests Dr. Michael Boudrias from the University of San Diego and Dr. Emily Young, Senior Director of the Environment Program at the San Diego Foundation, participated in the creation of the report. Rather than the "gloom and doom" often advanced by climate change experts, the report offers a practical, solutions-oriented approach to the issue. It balances up-to-date local climate science with thoughts and perspectives from leaders across a wide diversity of communities. 84% of San Diego County residents believe climate change is happening and almost as many expect the impacts to affect them, according to research within this report. Points: We are already seeing changes in our local climate. 1) Hotter and more humid heat waves and worsening droughts. We are getting less rain. Extended heat waves and less nighttime cooling puts our health at

risk. Websites: www.sandiego.edu/climate / www.sdfoundation.org 2) When winter storms do happen, they will magnify sea-level rise, and cause more frequent coastal flooding. Beaches, plants and animals are threatened. 3) Wildfire season longer and more extreme.

- **CONSUMER PROTECTION/PRIVACY:** Privacy is one of the biggest problems in this new electronic age. A San Diego based non-profit, non-partisan group, World Privacy Forum hopes to bring forth important consumer privacy issues. Pam Dixon, the founder and executive director of World Privacy Forum discussed a new report, the "Scoring Of America." These are secret consumer scores separate from your credit scores. These are used to predict consumer spending, one's health and much more. The Consumer Profitably Score, Individual Risk Health Score, and the "Summarized Credit Statistics" which scores an entire NEIGHBORHOOD for financial risk, are not available to the public. She offered ways we can "improve" these scores. (Pay cash for products like alcohol or cigarettes, but pay fitness products with your debit or credit cards, and always fill your prescriptions before they run out.) Other points discussed -- Pam Dixon suggested that Facebook users should always log each time they use the site, especially if they watch videos or TV shows. If you don't, you have automatically become a Nielsen TV household, as the company is now measuring your viewing habits. Facebook does offer an "opt-out" but it is not easy. See www.worldprivacyforum.org for details. Dixon also pointed out that our medical records will soon be online in California. ("Cal Index") This is not a bad thing, as doctors anywhere in California can get your information and treat you correctly in an emergency situation -- but they would also have access to data which is not pertinent to their field of expertise. Also, Cal Index is going to be operated by insurers. Dixon believes it would be better for the healthcare providers to curate the system, not private insurers. She is of the opinion Californians should be able to opt-out of "Cal Index" if providers are not the ones to protect the personal data.
- **HOMELESS WOMEN'S CENTER:** Rachel Women's Center in the East Village provides a safe, supportive, sober environment and offers opportunities for women with few or no resources a chance to begin self-help efforts. The Center is celebrating its 30th anniversary. Department Director Martha Ranson explained how the center (through Catholic Charities) was established, and how much it has grown over the years. The Center, with various programs, serves at least 100 women a day, at least 3,000 a month, and 36,000 a year. Rachel's Night Shelter is the overnight facility, House of Rachel and Casa Maria offer long-term housing for those who have been able to get jobs (through the organization's training programs) through The Tomorrow Project. Kelly Gebbie, a resource specialist (a former client of Rachel's) explained how her experience as a homeless individual prepared her to be able to care for the current homeless women. An important factor in serving the homeless was offered by Martha - all the public service factions helping the homeless are now all "working together," they are communicating with each other. This wasn't the case in the past. Now, they will know more about individuals that possibly use many of the homeless services in San Diego, and should be able to assist easier. Also discussed was the just-released estimate of the homeless in San Diego County. The Regional Task Force on the Homeless' one-day count from earlier this year found: The total number of homeless declined by nearly 8%.

Unsheltered homeless was down by 13% and the sheltered homeless decreased by 1.5%. Information about Rachel Women's Center can be found at www.ccdsd.org.

- **IDENTITY THEFT/COUNTY WELLNESS:** Identity theft is one of the fastest growing crimes in this country. Online security is a big issue, as hackers can access just about any part of your life with the proper information such as your SSN, bank accounts, and similar sensitive information. We have many documents that will pile up over the years, with most of them containing credit card numbers and other information that we wouldn't want to fall into the hands of others. The San Diego County Credit Union's "Shred Event" July 26th at Qualcomm Stadium aims to help San Diegans get rid of all this paper, and hopefully -- set a Guinness Book Of World Record for the most paper collected in a single location -- that's according to SDCCU's Sarah Bilyeu. The event is 7a to 7p at Qualcomm Stadium. SDCCU's security expert, Jim Stickley, author of the book "The Truth About Identity Theft" offered tips about how to prevent many types of identity theft. (www.sdccu.com for his tips) SDCCU is a "Live Well" sponsor (as is Clear Channel Media+Entertainment), and the shred event is one way this business is participating in this county initiative which concentrates on: 1) Wellness, 2) Living safely, and 3) Enjoying a better quality of life. The website is www.livewellsd.org. Marie-Brown Mercadel, Deputy Director of the Health and Human Services Agency of SD County, explained that Live Well SD will thrive with a collaborative effort of citizens, government, and private industry to drive change. Live Well SD's website offers tips on healthy living, and how communities and private interests can organize community improvement activities, in addition to many other strategies. The Live Well SD concept is just a few years old -- in 10 years, it's hoped we can measure how well the program has worked.
- **MIRAMAR AIR SHOW:** I'm Cliff Albert. It's back! The Miramar Airshow. A lot of San Diegans were disappointed when the annual event was cancelled at the last minute last year but, next week October 3rd-5th the Marine Corps Air Station Miramar will be swarming with people, all eyes up watching the action in the sky, including a return of the Blue Angels! Joining us on Community Connection, Public Affairs Officer Capt. Melanie Salinas, Gunnery Sgt. Donald Bohanner and 2nd Lt. Gabriel Adibe. Discussed: the theme this year; how crazy it was for the show to be cancelled at the last minute last year; highlights of what's new this year; the experience for them, a chance to show off what they do; why this matters to San Diego. KOGO AM600 will be broadcasting LIVE from the airshow beginning at noon Saturday, October 4th. The airshow this year is October 3rd-5th. More info at Miramarairshow.com
- **NATIONAL SECURITY / FEEDING THE NEEDY:** SEGMENT 1 - Retired NYFD Lt. Joe Torillo related his story of being buried alive TWICE during the fall of the World Trade Center Twin Towers on 9-11-01. He recovered from critical injury, and has become a motivational speaker. He related his terrifying story and talked about his transition to a new career, where he travels the country to hopefully inspire his audiences. Joe related that he has been chosen by the Federal government to testify at the trial of the 9-11 defendants at Guantanamo Bay. Joe decided to tell his story after hearing the oral histories of Pearl Harbor survivors. He then realized he had to follow the lead of those individuals.

Website: www.joetorillo.com SEGMENT 2 - The new public service organization, "Fish.Food.Feel Good" (F3G) collects unwanted fish from sport fishermen and distributes them to partnering charities for free. F3G feeds over 80,000 through San Diego charities and food banks. F3G is exclusive to San Diego, but founder Todd Bluechel hopes he can take the concept nationwide. Website: www.f3g.org

- **NEIGHBORHOOD NETWORKING/RURAL HEALTHCARE:** There is a new social platform which is attempting to bring neighborhoods together - www.nextdoor.com. 39,000 nextdoor websites have been launched nationwide, with 350 within the city of San Diego. Nextdoor's CEO, Nirav Tolia, explains this is a private network, for your own neighborhood. A participant must prove he/she lives in this neighborhood and must follow the steps to be authenticated - real names ONLY, connected to a street address. The site is password protected, and nextdoor doesn't share info with advertising or search engines. (There is no advertising on the site). The site is also a mobile app and can be downloaded at the App store of Google Play. Participants can then chat with each other about a myriad of issues. People are using nextdoor to organize neighborhood watch groups, to find trustworthy baby sitters, to keep a watch out for lost pets - and the police are using the platform to tell the neighborhoods to watch for certain problems. Rural San Diego communities are Healthcare-deficient, says Judith Shaplin, the CEO and President of Mountain Health & Community Services. There are not enough health care facilities to serve the mountain communities, so they must head to El Cajon or Escondido for care. Rural SD County also has a high percentage of patients that are the "working poor" and many don't qualify for Medi-Cal or other programs. MCHS is building a new, state-of-the-art 23,500 square foot health center in Campo. This center will provide primary care, radiology, dentistry, optometry and behavioral health, and it will have a pharmacy. Donations are always welcome. Website is www.mtnhealth.org.
- **SAN DIEGO AND THE CALIFORNIA DROUGHT:** The state is in a drought alert. The San Diego County Water Authority is calling for mandatory water conservation measures to keep as much water as possible in storage for 2015, as there is no end to the drought in sight. Dana Frieauf, a water resource manager and Jeff Stevenson, who heads up the SDCWA's water conservation team explained many points. They discussed how our region has diversified water supplies. They offered tips on water conservation, and discussed the water authority's conservation mandates. Water-saving tips can be found at a variety of web sites: www.whenindrought.org, www.bewaterwise.com, www.watersmartsd.org. The turf replacement program offered by SDCWA is a major project and can lead to significant cuts in a water bill, and in turn -- conserve water. Unfortunately, one of the many problems that the drought conditions cause is a never-ending wildfire season, according to Jeff Stevenson. The guests discussed the use of "purified" or "reclaimed water," a much more accepted alternative for non-consumption uses. Also, the SD Water Authority will be the sole customer of the Carlsbad Desalination plant for the next 30 years. It will be on-line next year.
- **SAN DIEGO ECONOMY/POSSIBLE MINIMUM WAGE HIKE:** The controversy over the minimum wage hike in San Diego is just beginning. In July, The San Diego City Council approved an increase in the minimum wage, which was vetoed by Mayor Faulconer. Then, the City Council overrode this veto to

approve a gradual wage hike and paid sick days. As of now, this stands to go into effect on January 1, 2015. Future hikes are tied to inflation. Advocates of the wage hike argue that a higher minimum wage and other benefits help low-wage workers make ends meet and can help some escape poverty. However, others say this can be a job-killer. To discuss this are Erik Bruvold, President of National University System Institute for Policy Research, and Lou Storrow, Vice President of Strategic Planning for the Carlsbad Chamber of Commerce. A petition gathering effort for a voter referendum is now on the streets sponsored by those who oppose the minimum wage hike. This petition argues that the residents of the City of San Diego should vote on this. If this petition does gain enough signatures, it will be on the 2015 ballot. In support of the wage hike - 72% of Americans say a hike in the minimum wage would boost the economy. A study by the Federal Reserve Bank of Chicago says low-wage workers would spend more if this wage is raised. Other studies say raising the wage does not hurt employment. The average age of a minimum wage worker is 35. There is a fallacy that all of these jobs are held by teens. Erik Bruvold and Lou Storrow predict there will be job losses and other problems for San Diego workers, such as workers being demoted to part-time. They say costs will rise, especially at restaurants. They also contend that businesses will leave the City of San Diego and go to La Mesa, Escondido, and other suburbs to escape the hike. They also say that because of the way the wage hike is written, certain employees would get different wages depending on "where they are working at the time."

- **SAN DIEGO REGIONAL ECONOMY:** The San Diego Chamber of Commerce's new strategic direction is to make San Diego the most business-friendly region in California. The Chamber's new director, former Mayor Jerry Sanders, is leading the management team. Guests from the Chamber -- Paola Avila, the Executive Director of the Mexico Business Center and Chanelle Hawken, the Executive Director of Public Policy for the Chamber. Paola Avila said the Chamber's top priority is increasing the area's global competitiveness. Our relationship with Mexico is very important. The Bi-National railroad is an asset that has to be revitalized. The re-build at the San Ysidro border has led to decreased border waits, but there is still plenty of building to come at the border. A second crossing at Otay is also in the planning stages. Many Americans are still wary about travelling to Tijuana, but Avila says this should not be a concern. Americans are safe there. The California/Mexico trade initiative held in Mexico City in March included many state and Mexico officials. Discussed: Global competitiveness as the two nations team up. Also -- tourism, Energy issues, transportation projects were discussed. Chanelle Hawken discussed a recent meeting in Washington, DC as Chamber reps met with federal officials on issues important to San Diego County. Issues discussed: Linkage Fee, Minimum wage referendum, Climate Action Plan, Prop 46, and the Chamber's support for the Water Bond. www.sdchamber.org for more information.
- **SHOW YOUR STRIPES:** After putting your life in harm's way for your country what does it feel like come home and not have a job? This Labor Day Weekend, we are airing a program designed to deliver the message that hiring veterans is a smart business decision and encourage consumers to support businesses that believe in ~Hire Smart, Hire Vets. (tm) The show has been redone to highlight a Labor Day theme. Hosted by

WIOD - Miami's Rick Sanchez, this show tells the story of Rafael Herrera, a Veteran of the War in Afghanistan and his struggle with getting a job after his duty to our country was complete. Hear from Rafael's present employer and understand why ~showing their stripes (tm) was the right decision and has positively impacted their business. Admiral Terry "T" McCreary, President of Military Advantage and Vice President of Monster Worldwide, will give practical advice to both businesses on how to hire skilled veterans and also help those transitioning out of the military find jobs.

- SHOW YOUR STRIPES/HIRING VETERANS:** What does it feel like be without a job? The program is designed to deliver the message that hiring veterans is a smart business decision and encourage consumers to support businesses that believe in ~Hire Smart, Hire Vets. (tm) Hosted by WIOD - Miami's Rick Sanchez, this show tells the story of Rafael Herrera, a Veteran of the War in Afghanistan and his struggle with getting a job after his duty to our country was complete. Hear from Rafael's present employer and understand why ~showing their stripes (tm) was the right decision and has positively impacted their business. Admiral Terry "T" McCreary, President of Military Advantage and Vice President of Monster Worldwide, will give practical advice to both businesses on how to hire skilled veterans and also help those transitioning out of the military find jobs.

**Section I
LOCAL PROGRAMMING**

Section I lists regularly-scheduled and special programs that represent the station's issue-responsive programming providing the most significant treatment of the issues listed above for the calendar quarter.

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/ TIME	DURATION
SHOW YOUR STRIPES/ HIRING VETERANS	COMMUNITY CONNECTION SHOW 1 JUL '14 - SHOW YOUR STRIPES	What does it feel like be without a job? The program is designed to deliver the message that hiring veterans is a smart business decision and encourage consumers to support businesses that believe in ~Hire Smart, Hire Vets. (tm) Hosted by WIOD - Miami's Rick Sanchez, this show tells the story of Rafael Herrera, a Veteran of the War in Afghanistan and his struggle with getting a job after his duty to our country was complete. Hear from Rafael's present employer and understand why ~showing their stripes (tm) was the right decision and	RICK SANCHEZ	07/05/2014 10:30 PM	029:48

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		<p>has positively impacted their business. Admiral Terry "T" McCreary, President of Military Advantage and Vice President of Monster Worldwide, will give practical advice to both businesses on how to hire skilled veterans and also help those transitioning out of the military find jobs.</p>			
HOMELESS WOMEN'S CENTER	COMMUNITY CONNECTION SHOW 2 JUL '14 - RACHEL WOMEN'S CENTER	<p>Rachel Women's Center in the East Village provides a safe, supportive, sober environment and offers opportunities for women with few or no resources a chance to begin self-help efforts. The Center is celebrating its 30th anniversary. Department Director Martha Ranson explained how the center (through Catholic Charities) was established, and how much it has grown over the years. The Center, with various programs, serves at least 100 women a day, at least 3,000 a month, and 36,000 a year. Rachel's Night Shelter is the overnight facility, House of Rachel and Casa Maria offer long-term housing for those who have been able to get jobs (through the organization's training programs)through The Tomorrow Project. Kelly Gebbie, a resource specialist (a former client of Rachel's) explained how her experience as a homeless individual prepared her to be able to care for the current homeless women. An important factor in serving the homeless was offered by Martha - all the public service factions helping the homeless are now all "working together," they are communicating with each other. This wasn't the case in the past. Now, they will know more about individuals</p>	MARTHA RANSON, KELLY GEBBIE	07/12/2014 10:32 PM	029:50

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		<p>that possibly use many of the homeless services in San Diego, and should be able to assist easier. Also discussed was the just-released estimate of the homeless in San Diego County. The Regional Task Force on the Homeless' one-day count from earlier this year found: The total number of homeless declined by nearly 8%. Unsheltered homeless was down by 13% and the sheltered homeless decreased by 1.5%. Information about Rachel Women's Center can be found at www.ccdsd.org.</p>			
<p>IDENTITY THEFT/ COUNTY WELLNESS</p>	<p>COMMUNITY CONNECTION SHOW 3 JUL '14 - SHRED EVENT/LIVE WELL SD</p>	<p>Identity theft is one of the fastest growing crimes in this country. Online security is a big issue, as hackers can access just about any part of your life with the proper information such as your SSN, bank accounts, and similar sensitive information. We have many documents that will pile up over the years, with most of them containing credit card numbers and other information that we wouldn't want to fall into the hands of others. The San Diego County Credit Union's "Shred Event" July 26th at Qualcomm Stadium aims to help San Diegans get rid of all this paper, and hopefully - set a Guinness Book Of World Record for the most paper collected in a single location -- that's according to SDCCU's Sarah Bilyeu. The event is 7a to 7p at Qualcomm Stadium. SDCCU's security expert, Jim Stickley, author of the book "The Truth About Identity Theft" offered tips about how to prevent many types of identity theft. (www.sdccu.com for his tips) SDCCU is a "Live Well" sponsor (as is Clear Channel</p>	<p>JIM STICKLEY, SARAH BILYEU, MARIE- BROWN MERCADEL</p>	<p>07/19/2014 10:32 PM</p>	<p>029:51</p>

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NATIONAL SECURITY /
FEEDING THE NEEDY

COMMUNITY CONNECTION
SHOW 4 JUL '14 - FDNY 9-11
SURVIVOR/F3G-
FISH.FOOD.FEEL GOOD

SEGMENT 1 - Retired NYFD Lt. Joe Torillo related his story of being buried alive TWICE during the fall of the World Trade Center Twin Towers on 9-11-01. He recovered from critical injury, and has become a motivational speaker. He related his terrifying story and talked about his transition to a new career, where he travels the country to hopefully inspire his audiences. Joe related that he has been chosen by the Federal government to testify at the trial of the 9-11 defendants at Guantanamo Bay. Joe decided to tell his story after hearing the oral histories of Pearl Harbor survivors. He then realized he had to follow the lead of those individuals.
Website:
www.joetorillo.com
SEGMENT 2 - The new

JOE
TORILLO /
TODD
BLUECHEL

07/26/2014
10:30 PM

029:50

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/ TIME	DURATION
		<p>public service organization, "Fish.Food.Feel Good" (F3G) collects unwanted fish from sport fishermen and distributes them to partnering charities for free. F3G feeds over 80,000 through San Diego charities and food banks. F3G is exclusive to San Diego, but founder Todd Bluechel hopes he can take the concept nationwide. Website: www.f3g.org</p>			
<p>CLIMATE CHANGE/ ENVIRONMENTAL</p>	<p>COMMUNITY CONNECTION SHOW 1 AUG '14 - CLIMATE CHANGE REPORT/SD FOUNDATION</p>	<p>There has been a lot of talk on climate change and San Diego is truly on the cutting edge. San Diego leaders from the scientific, governmental, and business communities have come together to issue the report, "San Diego, 2050 Is Calling. How Will We Answer?" This report was released by the San Diego Foundation, assembled by "Climate Education Partners." Guests Dr. Michael Boudrias from the University of San Diego and Dr. Emily Young, Senior Director of the Environment Program at the San Diego Foundation, participated in the creation of the report. Rather than the "gloom and doom" often advanced by climate change experts, the report offers a practical, solutions-oriented approach to the issue. It balances up-to-date local climate science with thoughts and perspectives from leaders across a wide diversity of communities. 84% of San Diego County residents believe climate change is happening and almost as many expect the impacts to affect them, according to research within this report. Points: We are already seeing changes in our local climate. 1) Hotter and more humid heat waves and worsening droughts. We are</p>	<p>DR. MICHEL BOUDRIAS, DR. EMILY YOUNG</p>	<p>08/02/2014 10:32 PM</p>	<p>029:51</p>

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		<p>getting less rain. Extended heat waves and less nighttime cooling puts our health at risk. Websites: www.sandiego.edu/climate/ www.sdfoundation.org 2) When winter storms do happen, they will magnify sea-level rise, and cause more frequent coastal flooding. Beaches, plants and animals are threatened. 3) Wildfire season longer and more extreme.</p>			
<p>CONSUMER PROTECTION/PRIVACY</p>	<p>COMMUNITY CONNECTION SHOW 2 AUG '14 - WORLD PRIVACY FORUM</p>	<p>Privacy is one of the biggest problems in this new electronic age. A San Diego based non-profit, non-partisan group, World Privacy Forum hopes to bring forth important consumer privacy issues. Pam Dixon, the founder and executive director of World Privacy Forum discussed a new report, the "Scoring Of America." These are secret consumer scores separate from your credit scores. These are used to predict consumer spending, one's health and much more. The Consumer Profitably Score, Individual Risk Health Score, and the "Summarized Credit Statistics" which scores an entire NEIGHBORHOOD for financial risk, are not available to the public. She offered ways we can "improve" these scores. (Pay cash for products like alcohol or cigarettes, but pay fitness products with your debit or credit cards, and always fill your prescriptions before they run out.) Other points discussed -- Pam Dixon suggested that Facebook users should always log each time they use the site, especially if they watch videos or TV shows. If you don't, you have automatically become a Nielsen TV household, as</p>	<p>PAM DIXON</p>	<p>08/09/2014 10:33 PM</p>	<p>029:50</p>

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		<p>the company is now measuring your viewing habits. Facebook does offer an "opt-out" but it is not easy. See www.worldprivacyforum.org for details. Dixon also pointed out that our medical records will soon be online in California. ("Cal Index") This is not a bad thing, as doctors anywhere in California can get your information and treat you correctly in an emergency situation -- but they would also have access to data which is not pertinent to their field of expertise. Also, Cal Index is going to be operated by insurers. Dixon believes it would be better for the healthcare providers to curate the system, not private insurers. She is of the opinion Californians should be able to opt-out of "Cal Index" if providers are not the ones to protect the personal data.</p>			
<p>NEIGHBORHOOD NETWORKING/RURAL HEALTHCARE</p>	<p>COMMUNITY CONNECTION SHOW 3 AUG '14 - NEXTDOOR.COM/MOUNTAIN HEALTH & COMMUNITY SVCS</p>	<p>There is a new social platform which is attempting to bring neighborhoods together - www.nextdoor.com. 39,000 nextdoor websites have been launched nationwide, with 350 within the city of San Diego. Nextdoor's CEO, Nirav Tolia, explains this is a private network, for your own neighborhood. A participant must prove he/she lives in this neighborhood and must follow the steps to be authenticated - real names ONLY, connected to a street address. The site is password protected, and nextdoor doesn't share info with advertising or search engines. (There is no advertising on the site). The site is also a mobile app and can be downloaded at the App store of Google Play.</p>	<p>NIRAV TOLIA, JUDITH SHAPLIN</p>	<p>08/16/2014 10:29 PM</p>	<p>029:50</p>

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		<p>Participants can then chat with each other about a myriad of issues. People are using nextdoor to organize neighborhood watch groups, to find trustworthy baby sitters, to keep a watch out for lost pets - and the police are using the platform to tell the neighborhoods to watch for certain problems. Rural San Diego communities are Healthcare-deficient, says Judith Shaplin, the CEO and President of Mountain Health & Community Services. There are not enough health care facilities to serve the mountain communities, so they must head to El Cajon or Escondido for care. Rural SD County also has a high percentage of patients that are the "working poor" and many don't qualify for Medi-Cal or other programs. MCHS is building a new, state-of-the-art 23,500 square foot health center in Campo. This center will provide primary care, radiology, dentistry, optometry and behavioral health, and it will have a pharmacy. Donations are always welcome. Website is www.mtnhealth.org.</p>			
<p>SAN DIEGO AND THE CALIFORNIA DROUGHT</p>	<p>COMMUNITY CONNECTION SHOW 4 AUG '14 - SAN DIEGO COUNTY WATER AUTHORITY</p>	<p>The state is in a drought alert. The San Diego County Water Authority is calling for mandatory water conservation measures to keep as much water as possible in storage for 2015, as there is no end to the drought in sight. Dana Frieauf, a water resource manager and Jeff Stevenson, who heads up the SDCWA's water conservation team explained many points. They discussed how our region has diversified water supplies. They offered tips on water conservation, and discussed the water authority's</p>	<p>DANA FRIEHAUF, JEFF STEVENSON</p>	<p>08/23/2014 10:30 PM</p>	<p>029:45</p>

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SHOW YOUR STRIPES	COMMUNITY CONNECTION SHOW 5 AUG '14 - SHOW YOUR STRIPES	<p>After putting your life in harm's way for your country what does it feel like come home and not have a job? This Labor Day Weekend, we are airing a program designed to deliver the message that hiring veterans is a smart business decision and encourage consumers to support businesses that believe in ~Hire Smart, Hire Vets. (tm) The show has been redone to highlight a Labor Day theme. Hosted by WIOD - Miami's Rick Sanchez, this show tells the story of Rafael Herrera, a Veteran of the War in Afghanistan and his struggle with getting a job after his duty to our country was complete. Hear from Rafael's present employer and understand why ~showing their stripes (tm) was the right decision and has positively impacted their business. Admiral Terry "T"</p>	RICK SANCHEZ, RAFAEL HERRERA, ADM TERRY McCREARY	08/30/2014 10:35 PM	026:00
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ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/ TIME	DURATION
		<p>McCreary, President of Military Advantage and Vice President of Monster Worldwide, will give practical advice to both businesses on how to hire skilled veterans and also help those transitioning out of the military find jobs.</p>			
<p>SAN DIEGO ECONOMY/ POSSIBLE MINIMUM WAGE HIKE</p>	<p>COMMUNITY CONNECTION SHOW 1 SEP '14 - SAN DIEGO MINIMUM WAGE</p>	<p>The controversy over the minimum wage hike in San Diego is just beginning. In July, The San Diego City Council approved an increase in the minimum wage, which was vetoed by Mayor Faulconer. Then, the City Council overrode this veto to approve a gradual wage hike and paid sick days. As of now, this stands to go into effect on January 1, 2015. Future hikes are tied to inflation. Advocates of the wage hike argue that a higher minimum wage and other benefits help low-wage workers make ends meet and can help some escape poverty. However, others say this can be a job-killer. To discuss this are Erik Bruvold, President of National University System Institute for Policy Research, and Lou Storrow, Vice President of Strategic Planning for the Carlsbad Chamber of Commerce. A petition gathering effort for a voter referendum is now on the streets sponsored by those who oppose the minimum wage hike. This petition argues that the residents of the City of San Diego should vote on this. If this petition does gain enough signatures, it will be on the 2015 ballot. In support of the wage hike - 72% of Americans say a hike in the minimum wage would boost the economy. A study by the Federal Reserve Bank of Chicago says low-wage workers would spend more if</p>	<p>ERIK BRUVOLD, LOU STORROW</p>	<p>09/06/2014 10:31 PM</p>	<p>029:50</p>

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/ TIME	DURATION
		<p>this wage is raised. Other studies say raising the wage does not hurt employment. The average age of a minimum wage worker is 35. There is a fallacy that all of these jobs are held by teens. Erik Bruvold and Lou Storrow predict there will be job losses and other problems for San Diego workers, such as workers being demoted to part-time. They say costs will rise, especially at restaurants. They also contend that businesses will leave the City of San Diego and go to La Mesa, Escondido, and other suburbs to escape the hike. They also say that because of the way the wage hike is written, certain employees would get different wages depending on "where they are working at the time."</p>			
CHILDRENS' ISSUES/ LEARNING DISABILITIES	COMMUNITY CONNECTION SHOW 2 SEP '14 - SAN DIEGO CENTER FOR CHILDREN	<p>The San Diego Center For Children's Alison Beck, Cindy Schurr, and Katie Morrill discussed ways to help children transition back into the school year. Parents have to get over their own disappointments that the kids aren't home and back to school, they say. Parents need to create a flexible structure for kids, who may have some anxiety of returning to school. Sit down with your child to create a visual schedule of the week, from wake up to bedtime. Kids should have a set sleep schedule - they need 8 to 10 hours of sleep a night. Teens need about 9 hours. The San Diego Center for Children Academy was discussed. It's a private school that can help children that have learning difficulties find their personal best. The school accepts kids who may be autistic, or may have emotional disabilities, brain</p>	ALISON BECK, CINDY SCHURR, KATIE MORRILL	09/13/2014 10:30 PM	029:50

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/ TIME	DURATION
		<p>injuries, or are speech/language impaired. 1 in 5 children in the county are struggling with a behavioral health disorder that needs to be assessed. The San Diego Center for Children offers comprehensive treatment programs, helping at-risk kids since 1887. The organization's website is www.centerforchildren.org. Coming up on October 25th is the "Wacky Wonky Walk and Kids Festival" at Waterfront Park at the County Administration building on Harbor Drive. It's one of their big fundraisers.</p>			
SAN DIEGO REGIONAL ECONOMY	COMMUNITY CONNECTION SHOW 3 SEP '14 - SAN DIEGO CHAMBER OF COMMERCE	<p>The San Diego Chamber of Commerce's new strategic direction is to make San Diego the most business-friendly region in California. The Chamber's new director, former Mayor Jerry Sanders, is leading the management team. Guests from the Chamber -- Paola Avila, the Executive Director of the Mexico Business Center and Chanelle Hawken, the Executive Director of Public Policy for the Chamber. Paola Avila said the Chamber's top priority is increasing the area's global competitiveness. Our relationship with Mexico is very important. The Bi-National railroad is an asset that has to be revitalized. The re-build at the San Ysidro border has led to decreased border waits, but there is still plenty of building to come at the border. A second crossing at Otay is also in the planning stages. Many Americans are still wary about travelling to Tijuana, but Avila says this should not be a concern. Americans are safe there. The California/Mexico trade</p>	PAOLA AVILA, CHANELLE HAWKEN	09/20/2014 10:32 PM	029:50

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/ TIME	DURATION
		<p>initiative held in Mexico City in March included many state and Mexico officials. Discussed: Global competitiveness as the two nations team up. Also -- tourism, Energy issues, transportation projects were discussed. Chanelle Hawken discussed a recent meeting in Washington, DC as Chamber reps met with federal officials on issues important to San Diego County. Issues discussed: Linkage Fee, Minimum wage referendum, Climate Action Plan, Prop 46, and the Chamber's support for the Water Bond. www.sdchamber.org for more information.</p>			
MIRAMAR AIR SHOW	COMMUNITY CONNECTION SHOW 4 SEP '14 - MIRAMAR AIR SHOW	<p>I'm Cliff Albert. It's back! The Miramar Airshow. A lot of San Diegans were disappointed when the annual event was cancelled at the last minute last year but, next week October 3rd-5th the Marine Corps Air Station Miramar will be swarming with people, all eyes up watching the action in the sky, including a return of the Blue Angels! Joining us on Community Connection, Public Affairs Officer Capt. Melanie Salinas, Gunnery Sgt. Donald Bohanner and 2nd Lt. Gabriel Adibe. Discussed: the theme this year; how crazy it was for the show to be cancelled at the last minute last year; highlights of what's new this year; the experience for them, a chance to show off what they do; why this matters to San Diego. KOGO AM600 will be broadcasting LIVE from the airshow beginning at noon Saturday, October 4th. The airshow this year is October 3rd-5th. More info at Miramarairshow.com</p>	<p>CAPT SALINAS, GUNNERY SGT BOHANNER, 2ND LT ADIBE</p>	<p>09/27/2014 10:34 PM</p>	029:50

**Section II
NETWORK (and/or SYNDICATED) PROGRAMMING**

Section II lists the network-provided (and/or syndicated) programming that the station broadcast during the preceding calendar quarter that addresses community issues.

ISSUE	PROGRAM / TITLE	DESCRIPTION	DATE/TIME	DURATION
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(No network and/or syndicator-provided programs aired on this station.)

**Section III
PUBLIC SERVICE ANNOUNCEMENTS**

Section III lists public service announcements that the station broadcast during the preceding calendar quarter that address community issues.

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
ARTHRITIS	ARTHRITIS FOUNDATION MESSAGE	000:30	015
AUTISM	INCLUDE AUTISM	000:31	011
BLOOD DONATIONS	AMERICAN RED CROSS	000:30	010
BLOOD DRIVE	SAN DIEGO BLOOD BANK	000:28	003
BOATING & FISHING LICENSES	RECREATIONAL BOATING & FISHING LICENSES	000:30	009
BURN INSTITUTE	BURN OUTREACH	000:30	005
CHILD SUPPORT	CA DEPT. OF CHILD SUPPORT SERVICES	000:30	014
CHILDREN WITH ILLNESSES	MAKE A WISH FOUNDATION	000:31	003
CHILDREN'S HOSPITAL	CROWLEY CAR COMPANY	000:31	003
COMMUNITY INVOLVEMENT	9-11 DAY	000:30	001
CROHN'S DISEASE	CROHN'S & COLITIS FOUNDATION	000:30	002
DIABETES CYCLING FUNDRAISER	AMERICAN DIABETES ASSOCIATION	000:31	016
DIABETIC BLINDNESS PREVENTION	STOP DIABETIC BLINDNESS	000:31	010
GLOBAL CITIZEN FEST	GLOBAL CITIZEN FEST	000:31	001
HEALTH SCREENINGS	KAISER PERMANENTE	000:31	004
HEALTH SERVICES	NORTH COUNTY HEALTH SERVICES	000:31	013
HOSPICE CARE FUNDRAISER	CC PSA / SHARP HEALTHCARE	000:30	003

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
HUNTINGTON'S DISEASE	HUNTINGTON'S DISEASE SOCIETY	000:30	012
LUPUS	LUPUS FOUNDATION OF SO-CAL	000:31	006
MAKE A WISH SAN DIEGO	MAKE A WISH FOUNDATION	000:30	003
MILITARY AND VETERANS	SAFE SUMMER DRIVING	000:27	001
MILITARY AND VETERANS	SAFE SUMMER DRIVING	000:28	003
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:26	030
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:30	046
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:31	041
MULTIPLE SCLEROSIS WALK	MS SOCIETY	000:30	014
PEDIATRIC BRAIN TUMOR RIDE	PEDIATRIC BRAIN TUMOR FOUNDATION	000:30	011
PROSTATE CANCER	MEN'S HEALTH NETWORK/PROSTATE	000:30	002
REPRODUCTIVE CANCER AWARENESS	FOUNDATION FOR WOMEN'S CANCER	000:30	013
SAFE DRIVING	CRASH FREE FRIDAY	000:30	016
SAFE DRIVING	SAFE SUMMER DRIVING	000:27	013
SAFE DRIVING	SAFE SUMMER DRIVING	000:28	025
SEXUAL VIOLENCE PREVENTION	CENTER FOR COMMUNITY SOLUTION	000:31	010
SUICIDE PREVENTION WALK	AMERICAN FOUNDATION ON SUICIDE PREVENTION	000:31	004
VACCINATIONS	HEALTHY WOMEN/MERCK	000:30	001
WOUNDED WARRIORS	WOUNDED WARRIOR PROJECT	000:30	011
YOUTH OF LAKESIDE FUNDRAISER	OPTIMIST CLUB OF LAKESIDE	000:31	004