

KMRQ  
 Modesto, CA  
 Quarterly Issues/Programs List  
 First Quarter, 2021  
 04/16/2021

KMRQ  
 Quarterly Issues/Programs List

KMRQ 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:

**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
Public Health, Public Safety	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Focus on the biggest issues impacting this week	Dr. J. Adams, Dr. J. Wilson, Fei	01/03/2021 07:00 AM	029:59
Public Health, Public Safety	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Focus on the biggest issues impacting this week	M. WEBER, L. BRUNO, L. BERLEN	01/10/2021 07:00 AM	029:53
Public Health & Safety, Race	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Focus on the biggest issues impacting this week	F. Collins, T. Williams	01/17/2021 07:03 AM	029:52
Public Health & Safety, Polit	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Focus on the biggest issues impacting this week	Dr. J. Wilson, Dr. C. Gounder	01/24/2021 07:02 AM	029:55
IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	The GameStop stock spectacle pitting Reddit against hedge fund giants has everyone talking and many just trying to figure out what is going on and how a stock goes from \$60 to \$300+ in one day. Waddell talked about this week's Wall Street phenomenon	David Waddell	01/31/2021 07:02 AM	029:55

		and gave us insight on how this happened.			
IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	discussed why there is so much concern around the safety of the COVID-19 vaccines and how the vaccine were tested	DR P MARKS R CORTEZ	02/07/2021 07:02 AM	029:49
IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	discussed recent findings about how the healthcare system can build trust	DR P WHITLEY WILLIAMS M LAWS	02/14/2021 07:00 AM	029:51
IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	adults are worried about COVID-19 and flu vaccines and the urgency in getting accurate information into communities	DR P WHITLEY WILLIAMS M LAWS	02/21/2021 07:00 AM	029:51
iHeartRadio Communities: Public Affairs Special	iHeartRadio Communities: Public Affairs Special	has a new parenting book: THE SCAFFOLD EFFECT: Raising Resilient, Self-Reliant, and Secure Kids in the Age of Anxiety and all author proceeds benefit the Child Mind Institute. He discussed a strategy for parents called scaffold parenting. The metaphor is that the child is the "building," and the parents are the scaffold around it, the framework that guides and protects as the child rises and grows	Dr. Harold S. Koplewicz, the president of the Child Mind Institute	02/28/2021 07:00 AM	029:50
iHeartRadio Communities:	iHeartRadio Communities:	Dr. Makary put a positive spin on	Marty Makary, MD	03/07/2021 07:00 AM	029:58

Public Affairs Special	Public Affairs Special	COVID-19. He believes we could reach herd immunity as early as April. He also thinks the number of people with natural immunity is severely underestimated due to a high number of asymptomatic infections and current antibody tests that aren't completely accurate because they only look for the actual antibodies			
IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	McBride talk about FONO, or a Fear Of Normal. Month after month, we have been yearning to be done with enforced distancing, social isolation and life in a more virtual reality. Now that the moment will be arriving - as millions of Americans have been vaccinated and millions more will soon roll up their sleeves for it - the prospect is oddly disconcerting. McBride discussed FONO and reentry into a normal life following over a year of quarantine.	Dr. L. McBride; Dr. S. Zol	03/14/2021 07:04 AM	029:48
iHeartRadio Communities: Public	IHEARTRADIO COMMUNITIES: PUBLIC	McIver discussed COVID-19 as it pertains to Medicaid and	Dr. LaShawn McIver	03/21/2021 07:00 AM	029:48

Affairs Special	AFFAIRS SPECIAL	Medicare and vaccine safety for diverse populations. She talked about the vaccine timeline and how the FDA is monitoring the long-term safety of these vaccines and what we know about longterm side effects of COVID-19 vaccines			
IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Graham has led a team that has been studying coronaviruses (among other viruses) for years before SARS-CoV-2 was first identified as a novel coronavirus. The mRNA-1273 vaccine (and pivotal technology used in other COVID-19 vaccines) was not made overnight. Graham addressed why the speed with which these vaccines were developed can make people feel hesitant to get vaccinated and talked about the well-thought-out process of vaccine development.	DR B GRAHAM J GORDON	03/28/2021 07:03 AM	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
<b>(Insert network and/or syndicator-provided programs lists here.)</b>				

**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
ADOPTION	Ad Council	000:29	6
ADOPTION	Ad Council	000:29	1
Agriculture; Environment	PUBLIC SERVICE	000:30	6
AIR QUALITY	VALLEY AIR DISTRICT	000:32	5
AIR QUALITY	VALLEY AIR DISTRICT	000:33	1
AIR QUALITY	VALLEY AIR DISTRICT	000:34	4
ANIMALS	American Humane	001:00	1
ANIMALS	Recreational Boating & Fish	000:30	5
BOYS AND GIRLS CLUB	BOYS AND GIRLS CLUBS	000:30	4
BUCKLE UP	Ad Council	000:30	6
Child Development	Parent Rescource Center	001:00	2
CHILDREN	Children's Micarcle Network	000:15	24
CHILDREN	Children's Micarcle Network	000:15	24
CHILDREN	Children's Micarcle Network	000:15	4
CHILDREN	Children's Micarcle Network	000:30	4
COMMUNITY INVOLVEMENT	ADVANCING VIBRANT COMMUNITIES	000:29	4
COMMUNITY INVOLVEMENT	COMMUNITY ASSOCIATIONS INSTIT	000:15	24
COMMUNITY INVOLVEMENT	COMMUNITY ASSOCIATIONS INSTIT	000:30	5
DONATE	Ad Council	000:30	1
DONATE	RED CROSS	000:30	7
DRINK AND DRIVE	AD COUNCIL	000:30	6
Drug & Alcohol	American Physical Therapy Ass	001:00	12
Drug & Alcohol	Food and Drug Administration	000:30	3
Drug & Alcohol	Food and Drug Administration	000:30	3
Drug & Alcohol	Stanislaus Co Health Services	000:31	1
EDUCATION	Ad Council	000:30	6
Employment; Arts	Ad Council	000:30	3
Environment	VALLEY AIR DISTRICT	001:00	23
Environment	VALLEY AIR DISTRICT	001:01	24
Environment	VALLEY AIR DISTRICT	001:01	24
Environment	Valley Clean Air Now	000:31	3
FAMILY & COMMUNITY	Ad Council	000:30	4
FOOD	Ad Council	000:29	4
HEALTH	Ad Council	000:29	5

HEALTH	AMERICAN PLANNING ASSOCIATION	000:29	3
HEALTH	DONATE	000:33	3
HEALTH	ENVIRONMENTALPROTECTION AGENC	001:00	18
HEALTH	ORAL MAXILLOFACIAL SURGEONS	000:29	5
HEALTH	ORAL & MAXILLOFACIAL SURGEONS	000:29	7
HEALTH AND FITNESS	Ad Council	000:30	4
HEALTH AND FITNESS	Children's Micarcle Network	000:29	5
HEALTH AND FITNESS	WOMENHEART	000:29	4
HEALTH AND FITNESS	WOMENHEART	001:00	19
job openings	Ad Council	001:00	12
job openings	TEACH	000:59	13
Mental Health	PUBLIC SERVICE NETWORK	000:30	5
POLICE	MODESTO POLICE DEPARTMENT	000:29	2
PSA - 15 AMERICAN HUMANE FIRST TO SERVE	American Humane	000:14	14
PSA - 15 Andy Purdy CMN	Children's Micarcle Network	000:15	11
PSA - 15 BENTO	Ad Council	000:15	12
PSA - 15 BRING GOOD HOME	Ad Council	000:15	11
PSA - 15 Chris Pine CMN	Children's Micarcle Network	000:15	8
PSA - 15 Courtney Simmons CMN	Children's Micarcle Network	000:15	13
PSA - 15 DADBOD	Ad Council	000:15	10
PSA - 15 INDOOR BASEBALL	Ad Council	000:15	14
PSA - 15 ITOUGHER THAN TOUGH	Ad Council	000:15	13
PSA - 15 Josh Sundquist CMN	Children's Micarcle Network	000:15	38
PSA - 15 Josh Sundquist CMN	PSA - 15 Josh Sundquist CMN	000:15	5
PSA - 15 Kristen Bell CMN	Children's Micarcle Network	000:15	36
PSA - 15 Kristen Bell CMN	PSA - 15 Kristen Bell CMN	000:15	1
PSA - 15 Kristen Bell CMN	PSA - 15 Kristen Bell CMN	000:15	3
PSA - 15 SAMANTHA	AL-ANON FAMILY GROUPS	000:15	11
PSA - 15 SMART HOMEOWNER	COMMUNITY ASSOCIATIONS INSTIT	000:15	34
PSA - 15 SMART HOMEOWNER	PSA - 15 SMART HOMEOWNER	000:15	1
PSA - 15 SMART HOMEOWNER	PSA - 15 SMART HOMEOWNER	000:15	3
PSA - 15 THE AVO SHOW	Ad Council	000:15	11
PSA - 20 I WANT TO BE	Ad Council	000:20	10
PSA - 30 Give the gift of life	DONATE	000:33	12
PSA - 30 ADVANVING VIBRANT COMMUNITIES 2019	ADVANCING VIBRANT COMMUNITIES	000:29	13
PSA - 30 AIR TIME	Ad Council	000:30	8

PSA - 30 AIR TIME	PSA - 30 AIR TIME	000:31	1
PSA - 30 BATTLEFIELD MINI-VAN	Ad Council	000:30	4
PSA - 30 BATTLEFIELD MINI-VAN	PSA - 30 BATTLEFIELD MINI-VAN	000:30	1
PSA - 30 BE SAFE RX	Food and Drug Administration	000:30	15
PSA - 30 BE SAFE RX	PSA - 30 BE SAFE RX	000:31	2
PSA - 30 BOYS AND GIRLS CLUB	BOYS AND GIRLS CLUBS	000:30	16
PSA - 30 BOYS AND GIRLS CLUB	PSA - 30 BOYS AND GIRLS CLUB	000:32	1
PSA - 30 CARISSA	Ad Council	000:30	17
PSA - 30 CONNECTIONS	PSA - 30 CONNECTIONS	000:31	1
PSA - 30 CONNECTIONS	PUBLIC SERVICE NETWORK	000:30	6
PSA - 30 DESK	Ad Council	000:29	18
PSA - 30 DESK	PSA - 30 DESK	000:31	1
PSA - 30 FREDDY CMN	Children's Micarcle Network	000:29	25
PSA - 30 FREDDY CMN	PSA - 30 FREDDY CMN	000:28	1
PSA - 30 GOAT	Ad Council	000:29	13
PSA - 30 GOAT	PSA - 30 GOAT	000:31	1
PSA - 30 GOO GOO DOLLS	AD COUNCIL	000:30	12
PSA - 30 HAL HEAT YOUR HOME	PSA - 30 HAL HEAT YOUR HOME	000:35	1
PSA - 30 HAL HEAT YOUR HOME	VALLEY AIR DISTRICT	000:34	17
PSA - 30 HAL REPORT	PSA - 30 HAL REPORT	000:33	1
PSA - 30 HAL REPORT	Valley Clean Air Now	000:31	18
PSA - 30 HAL WHAT CAN YOU DO	PSA - 30 HAL WHAT CAN YOU DO	000:33	1
PSA - 30 HAL WHAT CAN YOU DO	VALLEY AIR DISTRICT	000:32	4
PSA - 30 HERE FOR HER	US DEPT OF VETERANS AFFAIRS	000:30	8
PSA - 30 HUNDO	Ad Council	000:29	10
PSA - 30 HUNDO	PSA - 30 HUNDO	000:30	1
PSA - 30 JOIN THE FIGHT	UNITED WAY	000:30	17
PSA - 30 Josh Sundquist CMN	Children's Micarcle Network	000:30	13
PSA - 30 Kristen Bell CMN	Children's Micarcle Network	000:30	18
PSA - 30 Kristen Bell CMN	PSA - 30 Kristen Bell CMN	000:31	1
PSA - 30 MPD VEHICLE KEY PROTECTION	MODESTO POLICE DEPARTMENT	000:29	9
PSA - 30 OBSCURED VIEW	PUBLIC SERVICE NETWORK	000:30	14
PSA - 30 ONE MORE	AD COUNCIL	000:30	16
PSA - 30 ONE MORE	PSA - 30 ONE MORE	000:31	1
PSA - 30 ORAL CANCER	ORAL & MAXILLOFACIAL SURGEONS	000:29	3
PSA - 30 PIPELINE SAFETY	PSA - 30 PIPELINE SAFETY	000:31	1
PSA - 30 PIPELINE SAFETY	PUBLIC SERVICE	000:30	17

PSA - 30 RED CROSS WINTER EMERGENCY	PSA - 30 RED CROSS WINTER EMERGENCY	000:31	1
PSA - 30 RED CROSS WINTER EMERGENCY	RED CROSS	000:30	10
PSA - 30 SAVE YOUR LIFE	Ad Council	000:30	12
PSA - 30 SAVE YOUR LIFE	PSA - 30 SAVE YOUR LIFE	000:31	1
PSA - 30 SIX SECONDS	PSA - 30 SIX SECONDS	000:30	1
PSA - 30 SIX SECONDS	PSA - 30 SIX SECONDS	000:31	1
PSA - 30 SIX SECONDS	PUBLIC SERVICE	000:30	19
PSA - 30 SMART HOMEOWNER	COMMUNITY ASSOCIATIONS INSTIT	000:30	10
PSA - 30 TAKE ME FISHING	PSA - 30 TAKE ME FISHING	000:31	1
PSA - 30 TAKE ME FISHING	Recreational Boating & Fish	000:30	25
PSA - 30 TEEN TITANS RIGHT SEAT	Ad Council	000:30	4
PSA - 30 VOLUNTEER AT YOUR FIRE DEPT	Volunteer Firefighter Allianc	000:30	2
PSA - 30 WFP RISING ASHES FIRE PIT	Ad Council	000:30	1
PSA - 30 WISDOM TEETH	ORAL MAXILLOFACIAL SURGEONS	000:29	19
PSA - 30 WISDOM TEETH	PSA - 30 WISDOM TEETH	000:31	1
PSA - 30 WOMENHEART	PSA - 30 WOMENHEART	000:28	1
PSA - 30 WOMENHEART	WOMENHEART	000:29	1
PSA - 60 CHARGE UP & DRIVE CLEAN	PSA - 60 CHARGE UP & DRIVE CLEAN	001:04	4
PSA - 60 CHARGE UP & DRIVE CLEAN	VALLEY AIR DISTRICT	001:01	42
PSA - 60 DONT LET DEBT KEEP YOU DOWN	NTL FOUNDATION CREDIT COUNSEL	000:59	36
PSA - 60 DONT LET DEBT KEEP YOU DOWN	PSA - 60 DONT LET DEBT KEEP YOU DOWN	001:01	1
PSA - 60 DONT LET DEBT KEEP YOU DOWN	PSA - 60 DONT LET DEBT KEEP YOU DOWN	001:02	1
PSA - 60 GRADS OF LIFE	Ad Council	001:00	7
PSA - 60 GRADS OF LIFE	PSA - 60 GRADS OF LIFE	001:01	1
PSA - 60 GRADS OF LIFE	PSA - 60 GRADS OF LIFE	001:02	1
PSA - 60 HAL VEHICLE REPLACEMENT	PSA - 60 HAL VEHICLE REPLACEMENT	000:59	1
PSA - 60 HAL VEHICLE REPLACEMENT	PSA - 60 HAL VEHICLE REPLACEMENT	000:59	1
PSA - 60 HAL VEHICLE REPLACEMENT	PSA - 60 HAL VEHICLE REPLACEMENT	001:03	2
PSA - 60 HAL VEHICLE REPLACEMENT	VALLEY AIR DISTRICT	001:01	67
PSA - 60 OPIOD ABUSE	American Physical Therapy Ass	001:00	20
PSA - 60 OPIOD ABUSE	PSA - 60 OPIOD ABUSE	001:01	1
PSA - 60 OPIOD ABUSE	PSA - 60 OPIOD ABUSE	001:02	2



PSA - 60 RADON	ENVIRONMENTALPROTECTION AGENC	001:00	61
PSA - 60 RADON	PSA - 60 RADON	001:02	1
PSA - 60 TEACHER STORIES	PSA - 60 TEACHER STORIES	000:58	1
PSA - 60 TEACHER STORIES	PSA - 60 TEACHER STORIES	001:02	1
PSA - 60 TEACHER STORIES	TEACH	000:59	40
PSA - 60 TURN HOPE INTO ACTION	PSA - 60 TURN HOPE INTO ACTION	001:03	3
PSA - 60 TURN HOPE INTO ACTION	US DEPT OF VETERANS AFFAIRS	001:00	14
PSA - 60 WHAT YOU CAN DO	PSA - 60 WHAT YOU CAN DO	001:02	2
PSA - 60 WHAT YOU CAN DO	VALLEY AIR DISTRICT	001:00	64
PSA - 60 WOMENHEART	PSA - 60 WOMENHEART	001:02	2
PSA - 60 WOMENHEART	WOMENHEART	001:00	55
PSA- 15 FLU & YOU	NATIONAL COUNCIL ON AGING	000:14	10
PSA- 15 SUPPORT VETERANS	Modesto Vet Center	000:14	11
PSA- 30 PLAN TO WALK MORE	AMERICAN PLANNING ASSOCIATION	000:29	18
PSA- 30 PLAN TO WALK MORE	PSA- 30 PLAN TO WALK MORE	000:30	1
PSA/AD COUNCIL/REACH V1	REACH.GOV	000:30	8
PSA/AD COUNCIL/REACH V2	REACH.GOV	000:30	4
PSA/AD COUNCIL/VACCINATION/MOVIES	AD COUNCIL	000:29	4
PSA/AD COUNCIL/VACCINATIONS/RESTAURANT	AD COUNCIL	000:30	4
PSA/AD COUNCIL/VACCINATIONS/KIDS IN SCHOOL	AD COUNCIL	000:30	5
PSA/IAD COUNCIL/MANAGE YOUR NUMBERS	AD COUNCIL	000:29	17
PSA/IHEARTRADIO EARTH CAR TRAVEL	IHEARTRADIO EARTH	000:29	2
PSA/IHEARTRADIO EARTH CAR TRAVEL	PSA/IHEARTRADIO EARTH CAR TRAVEL	000:29	1
PSA/IHEARTRADIO EARTH HOME HEATING	IHEARTRADIO EARTH	000:30	1
PSA/IHEARTRADIO EARTH HOME HEATING	PSA/IHEARTRADIO EARTH HOME HEATING	000:30	2
PSA/IHEARTRADIO EARTH WINTER SALT SMARTS V1 NG 30	IHEARTRADIO EARTH	000:30	3
PSA/IHEARTRADIO EARTH WINTER SALT SMARTS V1 NG 30	PSA/IHEARTRADIO EARTH WINTER SALT SMARTS V1 NG 30	000:30	1
SAFE DRIVING	Ad Council	000:30	5
TRAFFIC SAFETY	PUBLIC SERVICE	000:30	5
TRAFFIC SAFETY	PUBLIC SERVICE NETWORK	000:30	4
VETERANS	US DEPT OF VETERANS AFFAIRS	000:30	6
VETERANS	US DEPT OF VETERANS AFFAIRS	001:00	24
VOLUNTEERS	UNITED WAY	000:30	5

VOLUNTEERS	Volunteer Firefighter Allianc	000:30	6
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