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ISSUES / PROGRAMS

The following are free public service announcements and/or public affairs programs aired on KBAY – FM. Announcements and Programs are aired in a variety of lengths and formats. Notable coverage of issues affecting our city of license are as follows:

- 1) The Arts/Entertainment/Events
- 2) Public Safety/Law Enforcement
- 3) Politics/The Economy
- 4) Education/Youth
- 5) Health
- 6) Community Outreach/Charity
- 7) Children/Family
- 8) Hunger/Homelessness/Housing
- 9) Civil Rights/Minorities
- 10) Veterans

Public Affairs Program Description:

South Bay Sunday

An hour-long interview program featuring topics of the day and discussions with local leaders and citizens.

While the above mentioned issues were specifically discussed in individual interviews, they also touched on other issues and contained some overlapping problems being addressed by our community leaders and citizens.

ISSUE	DATE (S)	TIME(S)	LENGTH	DESCRIPTION
The Arts/Entertainment/Events	JAN 8	6AM	15 MINUTES	Jason Minsky, the Executive Director of Christmas in the Park in Downtown San Jose, wrapping up this year's Holiday Season displays and events. The Christmas in the Park board of directors will meet at the end of January to start planning 2017's Christmas in the Park. This past season had some new displays, including the Rotary Club's Light Tower, and San Jose Jazz's float/display. Coming again this year will be Christmas in July at History Park on July 15 th , which is a huge fundraiser for Christmas in the Park.
Public Safety/Law Enforcement	FEB 5	6AM	15 MINUTES	For Teen Dating Violence Prevention Month, McKenzie McNab, The Teen Outreach Coordinator for A Safe Place in Oakland talks about the significances of the awareness this month brings. A Safe Place has been focusing on prevention and getting at the root of the problem, that is, teens are not adults yet and are still trying to navigate through their social lives, even with so much bombardment from social media, videos and movies that depict young people in violent situations as being OK or Cool.
	FEB 19	6AM	15 MINUTES	Beth Williams, the Director of Development for Next Door Solutions for Domestic Violence, and Maryanne Adoreadeo of "Girls got the Blues" event at the Poorhouse Bistro, talk about domestic violence. It's made apparent, year after year, that during the Super Bowl, Domestic Violence incidents increase. However, in 2017 it wasn't as bad as previous years. The "Girls got the Blues" event benefits Next Door Solutions for Domestic Violence with ticket sales and an auction. Additionally, Light of the Night event also brings

	MAR 5	6AM	15 MINUTES	<p>awareness to Next Door Solutions by honoring those who have lost their lives to domestic violence.</p> <p>Sarah Kishler and local community activist Ramon Johnson, from the San Jose Public Library, talk about the Silicon Valley Reads 2017 and Justice for All, which examines the Justice system and its fairness or unfairness. The books being explored and discussed this year are <i>UNFAIR</i> by Adam Benforado, and <i>RIGHTING MY WRONGS</i> by Shaka Senghor. Both books discuss the things that can be fixed in our justice system right now. The county libraries will have a multitude of programs, contests and events throughout the county for all ages that involve the theme, Justice for All. Ramon Johnson will be performing in a play, written about the many stories of the unfairness of our current justice system.</p>
	MAR 12 MAR 26	6AM	15MINUTES	<p>Deep Aragen, Silicon Valley Crime Stoppers Vice President, and Kathleen Flynn, talks about crime in San Jose and what they are doing to help. In order to help report crimes easier, Crime Stoppers is starting to push out a smart phone app called P3 Tips. It enables a "tipster" to upload photos or videos, instantly while staying anonymous. This app enables the public to report a tip for a non-emergency crime. Additionally, it allows the public to report tips on other major crimes that may help in the apprehension of the party responsible, and still remain anonymous. To help crime stoppers, there will be the 6th Annual crab and pasta feed on Friday March 31st.</p>

	MAR 19	6AM	15 MINUTES	<p>Brian Michael Jenkins, works with the Mineta Transportation Institute talks about travel safety and terrorism. Many people are apprehensive about travelling to Europe right now, because of the perceived security risks. However, we are at a far greater risk when we get into our car and drive to airport. Yes, terrorism is a concern, but the risks to an individual traveler are much like the chances one might have at winning the lottery.</p>
Politics/The Economy/Religion	JAN 15	6AM	15 MINUTES	<p>Sabuhi Sadik, Vice Chair of the Human Relations Commission for District 3, also working with food pantries and other community organizations. Including Second Harvest, Sacred Heart services, Catholic Charities Refugee program and being a board member on Interfaith Council of Economics and Justice. Being a Muslim women has had zero effect on the abilities to help in the community, even for other faith based organizations. In 2017, there are plans to become a District Assembly Delegate for District 28 as a Democrat. The Human Relations Commission is advisory to the Board of Supervisors for Santa Clara County and lately as the Vice Chair, the HRC has worked on increasing minimum wage, county jail justice reform and immigration reform. Since 9/11, Muslims have been met with hesitation. In collaboration with the Mosque in Milpitas, members have been doing a lot of community outreach, including donating blood in memorial of 9/11 victims and teaching non-Muslims about Islam and the rejection of terrorism by true Islam believers.</p>
	JAN 22	6AM	30 MINUTES	<p>President of the Board of Supervisor, Dave Cortese talks about the political climate for the</p>

	<p>JAN 29 MAR 19</p>	<p>6AM</p>	<p>15 MINUTES</p>	<p>new year. With the entrance of a new president, much of Silicon Valley and its industries are finding it difficult to align themselves with the new president's philosophies on Globalization. Meanwhile, the Santa Clara County government has 19,000 employees, a 6.5 billion dollar budget, a AAA credit rating, health services, residents enjoy a 40,000 acre park system, lots of immigrants, some waiting for citizenships, and a robust government. In thinking about all these systems and agencies that provide a wealth of services, what happens to us when there is a dramatic change to federal policy coming out of this new Whitehouse. The three biggest areas in the new presidency that concern the Bay Area are housing, immigration and healthcare. County Board went over the political issues concerning women so soon after the inauguration and the World Wide Women's March. Many women came in to voice their concerns with the current incoming president and cabinet.</p> <p>County Supervisor Mike Wasserman talks about the political climate with the new federal administrator. New with district, the Santa Clara County libraries are launching Coding classes free of charge for all youth in the community from 8-19 years old. Also new, Valley Medical Center the Sobrato Pavilion Rehabilitation Center on Bascom, a 370,000 sq. ft. facility opening at the end of this year. It will house a variety of services and facilities for people with spinal cord and brain injuries. The Board will continue to support "All the way Home" to house homeless veterans in 2017. Additionally, a new tool to</p>
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				<p>predict when someone is in danger of becoming homeless has saved the county substantial money in goods and services. Many of these services will continue because the county voted to allocate all these funds. However, when it comes to Healthcare initiatives, there is some uncertainty.</p>
	FEB 5	6AM	15 MINUTES	<p>County Supervisor for District 4, Ken Yeager talks about 2016 and what to expect in 2017. The state and county are concerned with the direction the Federal Government may go with a new president in the Whitehouse. Especially since California and the county went "all-in" with the Affordable Care Act. The county and city has approved, through the November ballot, some funds for affordable housing, and some funds to help with transportation.</p>
	MAR 5	6AM	15 MINUTES	<p>Don Rocha, District 9 council member from the City of San Jose, stops in to chat about what it's like to be a Councilmember in the City of San Jose. District 9 is mainly suburbia with lite retail and lots of parks. In the beginning, Rocha's mother opened a dance studio in the Willow Glen area and the city closed it down and it made him realize that he wanted to have more of an effect on the city and help people like his mother. Currently, as a councilmember, when major issues come up within other decisions, we "kick-and-scream" a little to make sure that these issues are addressed. However, you need to do your homework.</p>
	MAR 12	6AM	15 MINUTES	<p>In the Mayor's office talking with Mayor Sam Liccardo about what's new in the City of San Jose. There has been a furious</p>

				<p>amount of fundraising for the flood victims of the recent storms. There are about 500 to 600 families that need a significant amount of help to get back on their feet. A generous man donated about \$5 million to help. However, the issue now coming up is the lack of rental housing for the displaced families. One week after the flooding, the mayor's office is focusing on finding out where the communication lines were broken due to the lack of notification for evacuation in the flood stricken areas. For the rest of 2017, the city and office of the mayor are working on rebuilding the SJPD back to its former strength with a new contract on the table to add more police officers to the force. New opportunities, such as San Jose Promise, which is a program eliminating financial barriers for hundreds or maybe thousands of graduating high school students who are struggling to come up with money to go to college. Meeting president Obama was a very good experience as Obama is a great friend to Mayors of large cities. With the new President, we are interested in working with his new infrastructure ideas, and we will collaborate when we need to, and we will fight when we need to fight.</p>
<p>Education/Youth</p>	<p>JAN 8 FEB 12 FEB 26</p>	<p>6AM</p>	<p>15 MINUTES</p>	<p>Jennifer Leema, Science teacher at Davis Intermediate School, our teacher of the month. Science can combine all the skills needed to further a student's education, including Math, Language Arts and teamwork. Natural Sciences, including physics, help prepare future tech workers for the industry as they will have a better understanding of the nature of the Natural work which translates to computers and</p>

				robotics. The recent grant money was used to purchase 4 robotics kits, which are now a part of the school's robotics club.
	JAN 29	6AM	15 MINUTES	San Jose's Franklin McKinley School District Supervisor Juan Cruz discussed the school's progress since it was placed in a program improvement District 20 years ago. The District has met and exceeded criteria tied to making sure schools make adequate yearly progress in academics, and is thriving under the direction of Superintendent Cruz. The Franklin McKinley School District is set in an ethnically diverse area of San Jose, which is high in both a Hispanic and Vietnamese immigrant population. This presents challenges not experienced in other South Bay school districts.
	FEB 19	6AM	15 MINUTES	Abra Slater, a gymnastics coach, talks about the 14 th Annual Spirit of the Flame Challenge and learning through gymnastics. The Spirit of the Flame Challenge is a spring-board and preview to the Olympic trials.
	MAR 5 MAR 19	6AM	15 MINUTES	Bleilda Ilano-Tenorio, Teacher at Rolling Hills Middle School, is teacher of the month for March. With the funds donated from the SVEF and Wells Fargo, Bleilda funded a trip as part of her students' study of the Human effects on the planet that she calls "preventing the 6 th extinction". Students will attend the O'Neill Sea Odyssey, a hands on experience to encourage the protection and preservation of our living sea and communities. Furthermore, students will work in the school garden all year long. They will be exposed to the concepts of plant life effecting humans and our oceans. As part

				of the O’Neill Sea Odyssey, students will contribute to our planet’s regeneration by conducting a community service project. Students will work in teams to organize a project related to design thinking that will lead to our human responsibility to preserve and protect our earth.
Health	JAN 8	6AM	15 MINUTES	Dr. Terrance Hoffinberger, Director of United Healthcare CA, talks about the healthcare changes from 2016-2017. California ranks 16 th out of the 50 states in health, out of the United Health Foundation’s Annual report. Key elements of health improvements were in prevalence of smoking, preventable hospitalization of Medicare beneficiaries and reduction of uninsured. Key challenges were with increasing cardiovascular death rates, drug related deaths, and premature death rates. Obesity is the number one issue, however California’s obesity rates have plateaued among adults. Santa Clara County ranks better than the state, overall, in reduced obesity and physical inactivity.
	FEB 26	6AM	15 MINUTES	Dr. Peter Habachi, Medical Director of the Pain and Wellness Center, talks about Opioid addiction in the US. The current healthcare system hasn’t been equipped well enough to deal with pain management, outside of prescribing medications. Over the last 10 years, doctors have been symptoms managers, rather than healers. The challenge is that there isn’t one recipe for all patients. People can have many layers to their pain, and it’s important to find what the underlying issue really is and that’s what The Pain and Wellness Center focuses on.

Community Outreach/Charity	JAN 15	6AM	15 MINUTES	<p>Janae Johnson of the San Jose Sharks Foundation, big give program gives money and equipment to advance special needs hockey at Sequoia High School. The program for kids needed to pay for ice time and equipment. The Sharks Foundation brings awareness to Adaptive hockey and Special needs hockey teams with the Disabled Hockey Festival in April at Solar4America Ice.</p> <p>Additionally, the foundation has been building a Hockey fan base in the bay area by partnering with Kaiser Health to bring street hockey to local high schools. Enforces the fan base and physical fitness.</p>
	FEB 12	6AM	15 MINUTES	<p>Jennifer Columbine, Founder and CEO of Family Giving Tree, talks about the success of their recent Holiday wish drive, which has helped 100 local children. February kicks off with the Back to School Drive at the Capital Club in San Jose featuring celebrity bartenders. Many children send thank you notes to Family Giving Tree, thanking them for the Back packs full of school supplies.</p>
	FEB 26	6AM	15 MINUTES	<p>Former Vice Mayor of San Jose Judy Chirco, talks about community service in Santa Clara County. After being Vice Mayor of the city, there is a lot of time now to serve on many boards in the community and donate time to many community organizations. Recently, with the Cambrian Park Kiwanis, a scholarship fund raising event is coming up on April 5th. The scholarship is called the Turn Around Scholarship, for students that show dramatic change in academics. The fund raising event will have a raffle, food, and wine tasting. With any community</p>

				clubs, such as Kiwanis, Rotary or Lions club, it's great to get together with like-minded people and impact a community in a positive way.
Children/Family	JAN 15	6AM	15 MINUTES	Marimo Burke, a parent of a child with Autism, and Ethan Robinson, the Executive Director of Creekside School, a school that's helping kids and parents dealing with Autism. Derek, Marimo's son, was born pretty normal, however when he turned 1, the pediatricians noticed some regression. Stanford doctors determined that Derek had severe Autism. Derek was brought to SARC and had clinical and at home therapy, however Derek was not taking to the therapy very well. The Creekside School is a non-public school and provides education and socialization for kids with special needs. Most programs for special needs kids have low retention rates and many care providers and educators don't form personal relationships with the kids, Creekside fills this gap, by structuring learning to the individual's needs. Derek has changed dramatically since attending Creekside.
	MAR 12	6AM	15 MINUTES	World Down Syndrome Day is on March 31, Grace and Amy Garcia talk about living with Down Syndrome family members and children and what this day means to them. Grace says she is 4 years old. There will be an event celebrating World Down Syndrome day on March 18 th . There will be performances on stage by "Angels on Stage", a theatre troop consisting of people from ages 5 to 22 and have different abilities. Elyssa, a Down Syndrome Zumba instructor, will lead the people in a full class on the lawn at Santana

				Row. The whole day at Santana Row is meant to show people that Down Syndrome does not mean they have to hide, or they cannot do anything that any other person can do. Many DS people grow up to lead regular lives. Little Grace talks about how the room is a little scary because it's a little dark and everyone is wearing headphones.
Hunger/Homelessness/Housing	JAN 22	6AM	15 MINUTES	Tammy Carden, Director of Marketing at Second Harvest Food Bank, talking about how important the Holiday season is for Second Harvest for donations and volunteers. However, there needs to be more awareness of the needs of Second Harvest during the other months of the year. At this point, Second Harvest Santa Clara and San Mateo Counties are feeding 1 in 10 people. Many people that come to Second Harvest have jobs and work hard, but the cost of living is so high, it's difficult to feed their families. 300 million pounds of produce has been distributed to 250,000 families. Many Bay Area kitchens also get their food donations supplemented by Second Harvest Food bank throughout the year.
	JAN 29 MAR 26	6AM	15 MINUTES	Julie Quinn, Director of Resource Development for Housing Trust Silicon Valley, talks about all things new with housing in 2017. The opening of a brand new affordable housing complex called The Met with 70 new units of affordable housing. The Housing Trust addresses affordable housing in 3 ways. One, address the homeless issue, two, increase the supply of rental housing, three, help 1 st time home buys achieve their goal of owning a home. The Housing Trust helps renters get grants for deposits. Additionally, The Housing Trust helps housing

				<p>developers get tax breaks and grants to build affordable housing and help them find financing. They also help 1st time home buyers get loans to buy and provide financial planning and education. Main issue for developers coming to the area is lack of space to build new affordable housing. Additionally, is getting the neighborhoods to allow affordable housing to go up in their neighborhood, because of the stigma that affordable housing brings. The Housing Trust spends time raising funds by writing grant letters and soliciting donations.</p>
	FEB 19	6AM	15 MINUTES	<p>Maureen Van Rel, Project Director for Downtown Streets Team Santa Clara County, talks about how the Streets Team has been helping homeless get work and find housing. Additionally, the Phoenix room offers a place for homeless that are about to get into their new home, and will need bed-in-a-bag, furniture, bathroom accessories, etc. to furnish their new home. Weekly meetings with the Streets team, open to everyone, is about connecting those who need the help with Streets Team resources and sharing stories, success stories or otherwise. During these meetings, homeless start working on beautification projects around the downtown area. Over some time, case workers will help these homeless apply for housing and get some financial assistance.</p>
Civil Rights/Minorities	FEB 5	6AM	15 MINUTES	<p>In honor of African American History Month, San Jose State University professor Jan Batise Adkins discussed her book, African Americans in Northern California and African American history and its influence on California.</p>

	FEB 12	6AM	15 MINUTES	For African American History Month, retired Superior Court Justice Ladoris Cordell, the first women African American Justice in California, talks about her experiences in her unique position. There hasn't been a lot of discussion about African American History in California, in particular, about the laws in California.
Veterans	MAR 26	6AM	15 MINUTES	Barry Sullivan, the Board Chair for Veterans Supportive Services talks about Gold for Our Vets, a charity golf tournament out at Moffett Field on May 6 th . A couple years ago, a friend in the golf club suggested they should do some golfing for Wounded Warriors, and during a leadership class project decided that the idea had legs and decided to bring have a golf tournament for a local veteran's charity and found the Veterans Supportive Services Agency. The agency acts as an advocate for returning soldiers whom don't know how to take care of themselves outside of the military and how to navigate the convoluted bureaucracy. This will be the 2 nd year of the tournament.

Short Form Public Service Announcement Descriptions:

KBAY Teacher of the Month

60 second feature spotlighting teachers chosen by our Public Affairs Director in concert with the Silicon Valley Education Foundation board because of their outstanding work. Teachers receive a \$1000 Classroom Innovation Grant to support extracurricular projects that support class projects.

KBAY & KEZR Generic Public Service Announcements

Announcements cover a variety of issues, concerns, information and community organizations that are important to our listeners and citizens in the South Bay Area.

NAME	COUNT	DATES	LENGTH
KBAY – PSA	7	01/01/2017	:30 SECONDS
KEZR – PSA	5	01/01/2017	:30 SECONDS
KBAY TEACHER OF THE MONTH	39	03/08/17-03/20/17	:60 SECONDS

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