Quarterly Public Affairs Report
Second Quarter 2023
Sonora, CA
April – June, 2023

COMMUNITY ISSUES: During the second quarter of 2023 it was determined the most significant issues facing our coverage area were:

+ Government
+ Health
+ Disaster Recovery
+ Community
+ Business

Public Affairs Program – Mother Lode Views
This 30-minute interview program features a guest or guests from the community who speak for a group or organization, or in some way represents the public interest. The program airs both Saturday and Sunday at 9:30am on KVML-AM and FM and on Sundays at 10am on KKBN-FM and at 9am on KZSQ-FM. The program addressed the significant issues of the community during the first quarter.

April 1-2 – Business
Mother Lode Views featured Tuolumne County Community Development Director Quincy Yaley. She gave an update on the Twain Harte Shopping Center revamp, biomass projects going through the review process, and housing initiatives.

April 8-9 – Health
Mother Lode Views focused on a new report that dives into local suicide data that includes concerning statistics. Guests were Kristina Herrera and Paul Marum from the Tuolumne County Health Department, and Bob White of the Yes Partnership.

April 15-16 – Business
Mother Lode Views featured Robbie Bergstrom, a Tuolumne County Senior Administrative Analyst, who is leading the county's Economic Development efforts. He talked about his goals and priorities, initiatives to help retain local businesses, and challenges facing economic development.

April 23-23 – Disaster Recovery
Mother Lode Views focused on the services that are available inside the Disaster Recovery Center in Tuolumne County. Guests included Chad Bowman with FEMA, Luis Santos with the Small Business Administration and Dore Bietz with the Tuolumne County Office of Emergency Services. They explained the type of resources that are available for those impacted by recent winter storms.

April 29 - 30 – Community
Mother Lode Views focused on the 2023 Calaveras County Fair and Jumping Frog Jubilee, and its economic and community impacts. The guest was Fair CEO Laurie Giannini.

May 6-7 – Community
Mother Lode Views focused on efforts to keep western heritage alive through the annual Mother Lode Roundup Parade and Rodeo. Guests included Tuolumne County Sheriff's Posse members Dan Durnall and Audie Archer.

May 13-14 – Crime
Mother Lode Views focused on a concerning uptick in domestic violence crimes and local efforts to help victims. Guests were Tuolumne County District Attorney Cassandra Jenecke and Center for a Non-Violent Community Outreach Coordinator Jessi Abbott.

May 20-21 – Water
Mother Lode Views focused on a Tuolumne Utilities District plan to raise water rates by 28% next year and sewer rates by 17%. Guests were TUD General Manager Don Perkins and TUD Board President Jeff Kerns.

May 27-28 – Water
Mother Lode Views focused on challenges facing the Utica Water and Power Authority infrastructure that provides water to communities like Angels Camp and Murphys. The guest was General Manager Joel Metzger.

June 3-4 – Government
Mother Lode Views featured Sonora City Administrator Melissa Eads and Administrative Services Director Chris Gorsky. They talked about the new city budget, fire season preparations, and the downtown transit project under construction.

June 10-11 – Community
Mother Lode Views focused on planning efforts underway ahead of the 2023 Mother Lode Fair. The show also highlighted the importance of the Junior Livestock Auction. The guest was Fair CEO Kim Helmbold.

June 17-18 – Government
Mother Lode Views featured District 9 Republican Assemblyman Heath Flora who recapped the latest debates at the state capitol in Sacramento. Topics included fire, economic development, water, fentanyl, housing, and specific bills he is introducing this session.

June 24-25 – Government
Mother Lode Views focused on the development of a 10-year strategic plan for the City of Sonora. Mayor Mark Plummer was the guest. He also talked about the long talked about Greenley Road connector project.