



KZRO FM Q2-23 ISSUES AUDIO ROTATION

KZRO continues a PSA campaign to best inform our listening audience by selecting the best available PSA audio announcements from a wide array of content providers, including ourselves.

This includes LOCAL, FEMA, CDC, NAB, RAB, AMA, THE AD COUNCIL, FOOD FOR HOPE, US. DOCTORS AND NURSES ASSOCIATION, U.S. GOVERNMENT, STATE OF CA. and many others, plus local and regional information on air, as well as on our website.

These announcements, as shown here from our automation/traffic software indicate the saturation we are providing our listeners on current issues. With the continuing excessive heat, we continue to offer hourly forecasts and current temperatures as well 24/7, with embedded ALERTS in the forecast hourly, plus FEMA/NWS Warnings up to the minute through EAS/CAP.

We include Local Information, Health Tips, Tips to counter local Domestic Violence, as well as numerous RADD Drunk Driving PSA's from the music personalities that provide the music we air on KZRO.

As the last commercial radio station in our county that hasn't sold out to non-coms, we feel the importance of airing motivational PSA's in quantity, in which to further Community awareness with this information as best as we can.