

## **PUBLIC FILE 1<sup>st</sup> QTR. 2017 KRLT-FM**

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This is a list of some of the significant issues responded to by the programming of **KRLT FM**, South Lake Tahoe, California, for the period of **January 1<sup>st</sup> 2017, to March 31<sup>st</sup> 2017**. This list does not reflect priority of significance, nor does it include all of the issues that were aired by **KRLT FM**. Prepared by Steve Harness and put in the public file on **April 5<sup>th</sup> 2017**.

The following announcements were run addressing a variety of issues and concerns based on community interests such as crime, quality of life, community involvement, community development, and the environment. Announcements were read live by the on air staff or were pre-taped and played back during regular programming:

1. The City of South Lake Tahoe – Storm preparedness reminders and emergency updates. With the record breaking winter we had, we ran constant on air reminders to check [www.cityofslt.com](http://www.cityofslt.com) for updates and emergency contact information. These announcements were read live at least 200 times in total from the hours of 6am to 9pm Monday through Sunday from January 15<sup>th</sup> – March 31<sup>st</sup>.
2. Pet Network of Northern Nevada – Weekly interviews to remind people about their adoption services and the fact that they don't euthanize. :60 second PSA 1-01-17 to 3-30-17. These interviews were at least 10 minutes long and ran from the hours of 6am to 10am each Friday per month.
3. Lake Tahoe Unified School District - ADVANCE Workshop on Wednesday, March 8 from 5-7 pm at South Tahoe High School. These workshops provide personal and academic support for parents, as well as resources that will enrich the whole family. Free food and Free childcare were provided for participating parents. :60 second PSA's 2-01-17 to 3-8-17. This was read live at least 40 times in total from the hours of 6am to 6pm Monday through Friday.
4. St Baldrick's – This fund raiser features people shaving their heads to raise money for the Northern Nevada Children's Cancer research center. The event raised just over \$50,000. It was March 1<sup>st</sup> at the rec center in SLT. :60 second PSA 2-1-17 to 3-1-17. This was read live at least 45 times in total from the hours of 6am to 6pm Monday through Friday.
5. The Sierra House Elementary School "Weather Kids" – Every Monday- Friday we have a local school child from the advanced science class at the "Sierra House Elementary School" phone in or come into the studio to read the weather (as compiled by them) live on the radio. This is a 5 minute segment M-F @ 8:20am
6. US Forest Service Lake Tahoe Basin Management Unit looking for skiers or snowboarders to volunteer as guides for tours at Heavenly. :60 second PSA 1-1-17 to 2-

15-17. This was read live at least 15 times in total from the hours of 6am to 6pm Monday through Friday.

7. CASA of El Dorado – signing up new volunteers for a 4 week training course. CASA member help youth through the court system. :60 second PSA 3-1-17 to 3-30-17. This was read live at least 15 times in total from the hours of 6am to 6pm Monday through Friday.
8. The El Dorado County Library – The Annual book sale where the library sells old movies, DVD's, software, etc to raise money for the “kids programs” there. :60 second PSA 2-1-17 to 2-15-17. This was read live at least 10 times in total from the hours of 6am to 6pm Monday through Friday.
9. South Lake Tahoe Fire department – Monthly PSA's that are pretaped and gear towards a seasonal fire safety tip. These are voiced by Sally from the SLT Fire Dept. At least 3 different versions run each month. :30 second PSA's 1-01-17 to 3-31-17. These each aired at least 5 times in total from the hours of 12am to 12am Monday through Sunday.
10. Gamblers Anonymous – reminders about the program and when local meetings are. :60 second PSA 1-01-17 to 3-30-17. This was read live at least 10 times in total from the hours of 6am to 6pm Monday through Friday.
11. Tahoe Chamber – Every Wednesday morning at 8:40am the Tahoe Chamber comes on for a live interview to discuss programs available to local businesses. :60 second PSA 1-1-17 to 3-30-17. This is a live interview an averages 15 minutes in length.
12. Polar Plunge event – This annual event raises money for the Special Olympics of Northern Nevada. Local teams are sponsored to raise money and must take a “polar plunge” into Lake Tahoe. We promoted all teams involved and the event in general with :60 second PSA's 3-01-17 to 3-15-17. This was read live at least 40 times in total from the hours of 6am to 6pm Monday through Friday.

Announcements were also run for the following agencies:

\* Tahoe Douglas Rotary Club – St Patrick's Day fund raising event. Community members are invited to celebrate and learn more about the local rotary club. This event was held at Harrah's convention center on March 10<sup>th</sup> 2017. :60 second PSA 2-15-17 to 3-10-17. This was read live at least 25 times in total from the hours of 6am to 6pm Monday through Friday.

\* Lake Tahoe South Shore Chamber of Commerce – Monthly mixers and new member announcements. :60 second PSA 1-1-17 to 1-31-17. This was read live at least 3 times in total from the hours of 6am to 6pm Monday through Friday.

\* Incline Village Library – calendar of events for January 2016. :60 second PSA 1-1-17 to 1-29-17. This was read live at least 3 times in total from the hours of 6am to 6pm Monday through Friday.

\* Incline Village Library – calendar of events for February 2016. :60 second PSA 2-1-17 to 2-29-17. This was read live at least 3 times in total from the hours of 6am to 6pm Monday through Friday.

\* Boys & Girls Club of South Lake Tahoe – reminder of services 530-542-0838. 60 second PSA 1-01-17 to 3-31-17. This was read live at least 22 times in total from the hours of 6am to 6pm Monday through Friday.

\* Live Violence Free in South Lake Tahoe – reminder of hours operations & services. 60 second PSA 1-01-17 to 3-30-17. This was read live at least 20 times in total from the hours of 6am to 6pm Monday through Friday.