

## **PUBLIC FILE 3<sup>rd</sup> QTR. 2016 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 **July 1<sup>st</sup> 2016, to September 30<sup>th</sup> 2016**. 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 **October 5<sup>th</sup> 2016**.

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. US Forest Service – Community event at Taylor Creek highlighting invasive species and forest fire safety. :60 second PSA 7-1-16 to 7-4-16. This was read live at least 30 times in total from the hours of 6am to 6pm Monday through Friday.
2. Live Violence Free – The “Sunset Gala” is the largest annual fund raising event for this local sexual assault & domestic violence crisis center. KRLT / KOWL were media sponsors :60 second PSA 8-15-16 to 9-27-16. This was read live at least 40 times in total from the hours of 6am to 6pm Monday through Friday.
3. US Forest Service – Fall Fish Festival at the Taylor Creek Visitors Center. Annual fundraising and community involvement event focusing on the once a year event of the kokanee salmon spawning in a local river.. :60 second PSA 9-1-16 to 9-30-16. This was read live at least 30 times in total from the hours of 6am to 6pm Monday through Friday.
4. South Lake Tahoe Fire Dept. – announcements for “Fire Fest”. This event highlights public safety and fire ready plans. :60 second PSA 9-1-16 to 9-21-16. This was read live at least 14 times in total from the hours of 6am to 6pm Monday through Friday.
5. Pet Network of Northern Nevada – Weekly PSA announcements to remind people about their adoption services and the fact that they don’t euthanize. :60 second PSA 7-01-16 to 8-30-16. This was read live at least 10 times in total from the hours of 6am to 6pm Monday through Friday per month.
6. LTBMU – reminding everyone that dogs are not allowed on the public beaches in the summer. :60 second PSA 7-01-16 to 8-30-16. This was read live at least 10 times in total from the hours of 6am to 6pm Monday through Friday.
7. Boys and Girls Club – 23<sup>rd</sup> annual golf tournament at Edgewood. Entry fee goes to the boys and girls club, prizes are offered up for the top finishers. :60 second PSA 9-21-16 to

10-16-16. This was read live at least 50 times in total from the hours of 6am to 6pm Monday through Friday.

8. Tahoe Douglas Visitors Authority – Fireworks cleanup PSA’s. Announcements for public beach cleanup days after our annual 4<sup>th</sup> of July fireworks show. Volunteers are need to clean up debris and trash. :60 second PSA 7-1-16 to 8-1-16. This was read live at least 45 times in total from the hours of 6am to 6pm Monday through Friday.
9. MS Society of NV & CA – “Walk MS” fundraising event. We donated DJ services in addition to a web banner and on air promotion. 8-1-16 to 9-21-16 :60 second PSA. This was read live at least 75 times in total from the hours of 6am to 6pm Monday through Friday.
10. South Tahoe Wooden Boat Classic – An annual fundraising event for local charities sponsored by Raley’s. This is a free community event with an emphasis on boating safety. :60 second PSA 7-01-16 to 7-30-16. This was read live at least 20 times in total from the hours of 6am to 6pm Monday through Friday.
11. 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 7-01-16 to 9-30-16. These each aired at least 5 times in total from the hours of 12am to 12am Monday through Sunday.
12. 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 7-1-16 to 9-30-16. This is a live interview an averages 15 minutes in length.

Announcements were also run for the following agencies:

\* Kiwanis Club of Tahoe Sierra – Septoberfest fund raising event. Featuring food, drinks, entertainment, silent auctions and more. Funds raised go to help under privileged children in the community. :60 second PSA 8-23-16 to 9-15-16. This was read live at least 25 times in total from the hours of 6am to 6pm Monday through Friday.

\* El Dorado Animal Shelter – reminder of hours and operations. 530-577-1766. :60 second PSA 7-01-16 to 9-01-16. This was read live at least 5 times in total from the hours of 6am to 6pm Monday through Friday.

\* Tahoe Art League – Summer Artist Studio Tour – This non-profit group hosts an annual tour of local artist studios for free. Art education and techniques are a primary focus. :60 second PSA 7-01-16 to 7-20-16. This was read live at least 10 times in total from the hours of 6am to 6pm Monday through Friday.