

PUBLIC FILE 1st QTR. 2021 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 1st 2021, to March 31st 2021**. 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 uploaded the public file on **April 9th 2021**.

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. National Association of Broadcasters: COVID-19 Vaccination availability announcements. 30 second PSA 2-01-21 to 3-31-21. This was aired at least 200 times in total from the hours of 6am to 6pm Monday through Friday.
2. Soroptimist International of South Lake Tahoe – tickets on sale for their annual fundraising event “Elegant Evening”. This years event was virtual. www.elegantevening2021.com :60 second PSA 3-1-21 to 3-31-21. This aired at least 30 times in total from the hours of 6am to 6pm Monday through Friday.
3. The Lisa Maloff Foundation – Lisa Maloff, a local philanthropist, came into the station and gave away \$500 to random listeners in need of financial support during the Covid shutdown. More than \$7,000 was given out in total for this time period. 30 second PSA 3-1-21 to 3-31-21. This was aired at least 40 times in total from the hours of 6am to 6pm Monday through Friday.
4. National Association of Broadcasters: Reminders about how to minimize the spread of Covid-19. Social distancing, face masks & hand washing. 30 second PSA 1-01-21 to 3-31-21. This was aired at least 300 times in total from the hours of 6am to 6pm Monday through Friday.
5. City of SLT – announcements for “wear a mask in public”. Reminding people to follow the state requirements for masks in public places to help limit the spread of Covid-19. :30 second PSA 1-01-21 to 3-31-21. This was aired at least 125 times in total from the hours of 6am to 6pm Monday through Friday.
6. St. Joseph Community Land Trust. – announcements for this non-profit group that buy land parcels and leases them back to local families at a discounted rate. The idea is to provide affordable housing for Tahoe locals and not for tourists.:30 second PSA 1-1-21 to 3-31-21. This was aired at least 75 times in total from the hours of 6am to 6pm Monday through Friday.
7. El Dorado County– Daily announcements of new Covid-19 cases, hospitalizations, ICU admissions, recoveries and deaths from Covid per region of the county. :30 second PSA 1-01-21 to 3-31-21. This was aired at least 90 times in total from the hours of 6am to 6pm Monday through Friday.
8. South Lake Tahoe Fire department – Monthly PSA’s that are pre-taped 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 10-01-20 to 12-31-20. These each aired at least 5 times in total from the hours of 12am to 12am Monday through Sunday.

9. Barton Health – Flu Shots. PSA’s reminding people to get their annual Flu Shot. :60 second PSA 1-1-21 to 2-15-21. This was read live at least 30 times in total from the hours of 6am to 6pm Monday through Friday.

10. Sierra Child & Family Services. – announcements for this non-profit group that provides foster & adoptive services for local kids to keep them in their local community.:30 second PSA 1-1-21 to 3-31-21. This was aired at least 75 times in total from the hours of 6am to 6pm Monday through Friday.

11. The Selective Service Systems – announcements reminding all men to register within 30 days of their 18th birthday. :60 second PSA 1-1-21 to 3-31-21. This was read live at least 4 times in total from the hours of 6am to 6pm Monday through Friday.

12. Pet Network of Northern Nevada - Every Thursday morning at 8:30am Caleb Knapp comes in with a dog or cat that needs to be adopted from her non-profit animal shelter. This is a 5 minute live interview with the on air talent in which she discusses the organization in general and how to adopt animals from them.

13. Gamblers Anonymous – reminders about the program and when local meetings are. :60 second PSA 1-1-21 to 3-31-21. This was read live at least 10 times in total from the hours of 6am to 6pm Monday through Friday.

14. City of SLT – announcements for “we’re stronger together”. Reminders to stay diligent and follow the rules during the Covid shutdown. :30 second PSA 1-01-21 to 3-31-21. This was aired at least 125 times in total from the hours of 6am to 6pm Monday through Friday.

Announcements were also run for the following agencies:

* El Dorado County Animal Shelter in Meyers – reminder of hours operations 530-577-1766. 60 second PSA 1-01-21 to 3-31-21. This was read live at least 9 times in total from the hours of 6am to 6pm Monday through Friday.