

## **PUBLIC FILE 4<sup>th</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 **October 1<sup>st</sup> 2017, to December 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 **January 4<sup>th</sup> 2018**.

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. Raley's Food For families – Holiday food drive for local families in need. We encouraged listeners to donate money to the cause or buy a bag of pre-sorted food for \$10. :60 second PSA 10-01-17 to 12-24-17. This was read live at least 40 times in total from the hours of 6am to 6pm Monday through Friday.
2. South Tahoe Chamber of Commerce – blue ribbon awards event honoring local “green” businesses. Information on the event and how to vote for winners :60 second PSA 10-01-17 to 11-12-17. This was read live at least 30 times in total from the hours of 6am to 6pm Monday through Friday.
3. The Sierra House Weather Kids – Once a week, during the regular school year, students from the 5<sup>th</sup> grade class of the Sierra House School call-in live with the weather report. This is done in conjunction with an advance science class that studies many things, including the weather. The students also get to come into the radio station once a week and do the weather live on the radio in the studio with the DJ. Each weather report / on air time averages 5 minutes in length. 10-1-17 to 12-17-17
4. Soroptimist International of South Lake Tahoe – tickets on sale for their annual fundraising event “an evening of food and wine tasting”. [www.sislt.org](http://www.sislt.org) :60 second PSA 10-11-17 to 11-5-17. This was read live at least 20 times in total from the hours of 6am to 6pm Monday through Friday.
5. Bread & Broth – free Thanksgiving dinner, all are welcome.530-544-3533. :60 second PSA 11-01-17 to 11-18-17. This was read live at least 15 times in total from the hours of 6am to 6pm Monday through Friday.
6. American Legion Post 795 – Veterans day event with memorial and mixer.:60 second PSA 10-15-17 to 11-10-17. This was read live at least 10 times in total from the hours of 6am to 6pm Monday through Friday.

7. Treat Street 2017 – this is our annual trick or treating event and is cosponsored by the south Tahoe chamber of commerce and KRLT / KOWL. Kids can come and trick or treat for free in a safe controlled environment. :60 second PSA 10-01-17 to 10-31-17. This was read live at least 40 times in total from the hours of 6am to 6pm Monday through Friday.
8. Douglas County Sherriff Dept – New Years Eve awareness campaign to not drink and drive and to celebrate responsibly at the Casino’s at Stateline. :60 second PSA 12-1-17 to 12-31-17. This was read live at least 30 times in total from the hours of 6am to 6pm Monday through Friday.
9. South Lake Tahoe Fire Dept. – Announcements for the “Christmas truck” schedule. Every year, they drive a decorated fire truck through various parts of town playing music and giving out candy canes and tours of the truck to local children. :60 second PSA 12-1-17 to 12-24-17. This was read live at least 15 times in total from the hours of 6am to 6pm Monday through Friday.
10. Barton Health – Tree of remembrance interfaith ceremony in South Lake Tahoe and in Gardnerville. It’s a ceremony to honor those in your life that have died.530-543-5617. :60 second PSA 11-10-17 to 12-05-17. This was read live at least 10 times in total from the hours of 6am to 6pm Monday through Friday.
11. South Lake Tahoe Woman’s Center – “Shop to stop domestic violence” awareness and fund raising event. Stores at the “Village Center” would donate at least 10% of all proceeds to the woman’s center. 60 second PSA 12-1-17 to 12-30-17. This was read live at least 15 times in total from the hours of 6am to 6pm Monday through Friday and included a live broadcast on KRLT FM from the Village center to remind the public to come in that day.
12. 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 10-01-17 to 12-31-17. These each aired at least 5 times in total from the hours of 12am to 12am Monday through Sunday.

Announcements were also run for the following agencies:

\* Heavenly Holidays – free community event celebrating the New Year’s Eve countdown at a “family friendly” time of 9pm PT. There’s a ball drop with fireworks show and free games for the kids. KRLT / KOWL on air talent Steve Harness hosts the on stage activates and NYE countdown. :60 second PSA 11-25-17 to 12-31-17. This was read live at least 50 times in total from the hours of 6am to 6pm Monday through Friday.

\*US Forest Service – Kokanee Salmon festival at the Taylor Creek visitor’s center. :60 second PSA 10-1-17 to 10-7-17. This was read live at least 10 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 10-01-17 to 12-31-17. This was read live at least 12 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 10-01-17 to 12-31-17. This was read live at least 10 times in total from the hours of 6am to 6pm Monday through Friday.

\* El Dorado County Animal Shelter in Meyers – reminder of hours operations 530-577-1766. 60 second PSA 10-01-17 to 12-24-17. This was read live at least 8 times in total from the hours of 6am to 6pm Monday through Friday.

\*Incline Village Nursery School – pumpkin patch fund raiser at the school. [www.ivns.org](http://www.ivns.org) :60 second PSA 10-01-17 to 10-15-17. This was read live at least 3 times in total from the hours of 6am to 6pm Monday through Friday.