

PUBLIC FILE 4th QTR. 2020 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 1st 2020, to December 31st 2020**. 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 **January 8th 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. The Sierra House Weather Kids – Once a week, during the regular school year, students from the 5th 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. Each weather report / on air time averages 5 minutes in length. 10-1-20 to 12-18-20
2. Soroptimist International of South Lake Tahoe – tickets on sale for their annual fundraising event “an evening of food and wine tasting”. This years event was virtual. www.sislt.org :60 second PSA 10-15-20 to 11-1-20. This was read live at least 20 times in total from the hours of 6am to 6pm Monday through Friday.
3. 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 12-1-20 to 12-24-20. This was read live at least 15 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 10-01-20 to 12-31-20. This was aired at least 200 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 10-01-20 to 12-31-20. 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 10-1-20 to 12-31-20. This was aired at least 75 times in total from the hours of 6am to 6pm Monday through Friday.
7. Douglas County Sherriff Dept – New Years Eve awareness campaign to not drink and drive and to celebrate responsibly with face masks & social distancing. :60 second PSA 12-1-20 to 12-31-20. This was read live at least 30 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 – Festival of Trees & Lights. This celebration of the holiday season is a fundraiser for the “Barton Foundation” that benefits community health clinics. This years event was virtual. :60 second PSA 11-1-20 to 12-07-20. 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 10-1-20 to 10-31-20. This was aired at least 75 times in total from the hours of 6am to 6pm Monday through Friday.

11. Christmas Cheer – Food and Toy drive announcements for drop-off donations. Food, Cash, and toy donations were collected through Christmas Eve. :60 second PSA 11-1-20 to 12-24-20. This was read live at least 10 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 10-01-20 to 12-31-20. 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 10-01-20 to 12-31-20. This was aired at least 125 times in total from the hours of 6am to 6pm Monday through Friday.

15. 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 10-01-20 to 12-31-20. This was aired at least 150 times in total from the hours of 6am to 6pm Monday through Friday.

Announcements were also run for the following agencies:

* Heavenly Holidays – free community event celebrating the new year & holiday season. 60 second PSA 11-28-20 to 12-31-20. This was read live at least 10 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 CANCELLATION announcements due to Covid-19 precautions. :60 second PSA 10-1-20 to 10-31-20. 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 10-01-20 to 12-24-20. This was read live at least 9 times in total from the hours of 6am to 6pm Monday through Friday.