

PUBLIC FILE 3rd QTR. 2020 KRLT-FM

Page One

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 1st 2020, to September 30th 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 **October 2nd 2020**.

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 MS Society – Tahoe Walk MS CANCELLED - Fundraising effort for Multiple Sclerosis programs. Station ran reminders to donate online in lieu of the live event. WalkMS.org :60 second PSA 7-1-20 to 9-30-20. This was read live at least 85 times in total from the hours of 6am to 6pm Monday through Friday and 12pm – 5pm Saturdays & Sundays.
2. 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.
3. Sierra Child & Family Services - :60 second PSA 7-01-20 to 9-30-20. This was read live at least 20 times in total from the hours of 6am to 6pm Monday through Friday.
4. US Forest Service – Kokanee Salmon Festival at the Taylor Creek Visitors Center CANCELLED. Annual fundraising and community involvement event focusing on the once a year event of the kokanee salmon spawning in a local river. Announcements for the closure / cancellation of these public lands / national forest lands. :60 second PSA 9-20-20 to 9-30-20. This was read live at least 25 times in total from the hours of 6am to 6pm Monday through Friday.
5. American Legion Post 795 – Patriot Days celebration on 9-11-20 at the American Legion Hall at 2748 Lake Tahoe blvd. Snacks & Coffee after. :60 second PSA 8-11-20 to 9-11-20. This was read live at least 25 times in total from the hours of 6am to 6pm Monday through Friday
6. National Association of Broadcasters: Reminders about how to minimize the spread of Covid-19. Social distancing, face masks & hand washing. 30 second PSA 7-01-20 to 9-30-20. This was aired at least 200 times in total from the hours of 6am to 6pm Monday through Friday.

7. South Lake Tahoe Fire department – Monthly PSA’s that are pre-taped and gear towards a seasonal fire safety tip. These are voiced by Eric Guevin from the Tahoe Douglas Fire Dept. At least 3 different versions run each month. :30 second PSA’s 7-01-20 to 9-30-20. These each aired at least 35 times in total from the hours of 12am to 12am Monday through Sunday.
8. Gamblers Anonymous – reminders about the program and when local meetings are. :60 second PSA 7-01-20 to 9-30-20. This was read live at least 10 times in total from the hours of 6am to 6pm Monday through Friday.
9. The Selective Service Systems – announcements reminding all men to register within 30 days of their 18th birthday. :60 second PSA 7-1-20 to 9-30-20. This was read live at least 4 times in total from the hours of 6am to 6pm Monday through Friday.
10. 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 7-01-20 to 9-30-20. This was aired at least 125 times in total from the hours of 6am to 6pm Monday through Friday.
11. City of SLT – announcements for “we’re stronger together”. Reminders to stay diligent and follow the rules during the Covid shutdown. :30 second PSA 7-01-20 to 9-30-20. This was aired at least 125 times in total from the hours of 6am to 6pm Monday through Friday.
12. 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 7-01-20 to 9-30-20. This was aired at least 150 times in total from the hours of 6am to 6pm Monday through Friday.
13. Grocery Outlet – announcements for revised store hours, safety steps and special hours for senior citizens to shop during the Covid shutdown. :60 second PSA 7-1-20 to 9-30-20. This was read live at least 120 times in total from the hours of 6am to 6pm Monday through Friday.
14. 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 7-1-20 to 9-30-20. This was aired at least 75 times in total from the hours of 6am to 6pm Monday through Friday.

15. 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 \$10,000 was given out in total for this time period. 30 second PSA 7-1-20 to 8-10-20. This was aired at least 70 times in total from the hours of 6am to 6pm Monday through Friday.
16. Grocery Outlet – announcements for their month-long food drive for local food banks :60 second PSA 7-1-20 to 7-30-20. This was read live at least 60 times in total from the hours of 6am to 6pm Monday through Friday.