

ALPHA MEDIA LLC
ISSUES AND PROGRAMMING REPORT
FOR
STATION KUPL (FM)
BEYOND THE HEADLINES
Fourth Quarter, 2019
October 1st – December 31st (Sunday)

Prepared by:
Tricia Myers - Alpha Media LLC

KUPL (FM)
PUBLIC AFFAIRS PROGRAMS THAT ADDRESS COMMUNITY ISSUES

1. KUPL (FM) “PUBLIC AFFAIRS SHOW”:
This locally produced program originates with interviews exploring general topics on a local and state level: from education and youth issues, to crime and political measures affecting our local community.

2. PSA’s: Recorded PSAs run all hours, according to space available. Reports listing all PSA’s aired are available in the KUPL (FM) Public File.

**FOURTH QUARTER, 2019
(October 1st – December 31st)**

MOST SIGNIFICANT ISSUES - RESPONSIVE PROGRAMMING

ISSUE: HOLIDAY TRAVEL

KUPL (FM) PUBLIC AFFAIRS

October 6th, 2019

5am to 5:30am

9:57 minutes of a 30 minute show

Guest: Marie Dodds / Director of Government and Public Affairs AAA Oregon, Idaho. KXL's Brett Reckamp goes in-depth with Marie ahead of what she expects to be a record year for travel in Oregon, the west and the U.S. She also talks about ways people can save hundreds if not thousands of dollars on air travel if they buy their tickets before October 27th. She also tells us which days are the best and the worst to fly.

ISSUE: SPORTS

KUPL (FM) PUBLIC AFFAIRS

October 6th, 2019

5am to 5:30am

6:32 minutes of a 30 minute show

Guest: Norm & Bob / Portland residents and long-time Blazer fans. KXL's Mike Turner is at the Rose Quarter talking with Blazer fans before their first pre-season game of the season against Denver. This game happens to be at the Blazer's old stomping grounds – Veterans Memorial Coliseum. Norm and Bob lament about how they have been with the Blazers for decades – including that magical 76/77 championship.

ISSUE: SAFETY / GREAT AMERICAN

KUPL (FM) PUBLIC AFFAIRS

October 6th, 2019

5am to 5:30am

9:07 minutes of a 30 minute show

Guest: Judi Croft / Safety Services Supervisor for SAIF. KXL's Brett Reckamp hears from Judi in studio ahead of the 2019 Great American Shakeout set for Thursday 10/17 at 10:17 a.m. It's an earthquake drill designed to raise awareness of what might happen if the big one hits. Judi has lots of tips for employees and managers to help people as they might deal with communication, transportation, food and water and clothing issues. Portland sits on the Cascadia Subduction Zone and is considered to be in danger of experiencing an earthquake of over 7.0.

ISSUE: GRANTS

KUPL (FM) PUBLIC AFFAIRS

October 6th, 2019

5am to 5:30am

3:12 minutes of a 30 minute show

Guest: Laura Klink / Spokesperson Oregon Humane Society. KXL's Jim Ferretti talks with Laura after the OHS received a large grant from the Rachel Ray Foundation. They earned the grant for doing a great job with dogs and cats. Laura says it's a very welcome gift that will go to help them continue doing spay and neuter operations on up to 12,000 dogs and cats per year.

ISSUE: SAFETY / GREAT AMERICAN SHAKEOUT

KUPL (FM) PUBLIC AFFAIRS

October 13th, 2019

5am to 5:30am

3:32 minutes of a 30 minute show

Guest: Tricia Myers / Alpha Media Portland Director of First Impressions. KXL's Lucinda Kay talks with Tricia who runs the front office here at Alpha and is also the Earthquake Warden for our 6th floor. Her job is to make sure everyone is up to speed on the latest protocol and practices during the annual earthquake drill and also in case the big one were to hit. Tricia says she takes this job pretty seriously as people may be looking to her for direction in case of a disaster. For the drill, she helps people stop, drop and take cover and remain calm during the 10/17/19 drill at 10:17 a.m.

ISSUE: SPORTS

KUPL (FM) PUBLIC AFFAIRS

October 13th, 2019

5am to 5:30am

8:14 minutes of a 30 minute show

Guest: Gary Rowell / Oregon Little League District 4 Administrator. KXL's Justin McDonald hears from Gary on the day when ESPN announced they will no longer be using Alpenrose Main field in Portland to host the Little League Softball World Series. This news comes after news that a sale of Alpenrose by portions of the family were allowed by a judge to go through. Other members of the family had failed to block the sale. Alpenrose is home to more than a family owned dairy – it has baseball fields, a velodrome, a racing track and a dairyville – all of these facilities were being used for free for decades but after the sale their public use is in jeopardy.

ISSUE: HOMELESS

KUPL (FM) PUBLIC AFFAIRS

October 13th, 2019

5am to 5:30am

5:05 minutes of a 30 minute show

Guest: Dr. Paul Lewis / Tri County Health Officer. KXL's Rosemary Reynolds hears from Dr. Lewis about a new report tracking homeless deaths between 2011 – 2018 in Clackamas, Multnomah and Washington counties. It shows 530 homeless people died – he says homeless deaths remain on the rise as of last year.

ISSUE: BRIDGE OPENING / TRAFFIC

KUPL (FM) PUBLIC AFFAIRS

October 13th, 2019

5am to 5:30am

4:17 minutes of a 30 minute show

Guest: Randy Gragg / Head of Portland Parks Foundation. KXL's Pat Boyle hears about the upcoming grand opening of the West Burnside Bridge which is a footbridge. The bridge is expected to help greatly but cutting down on foot traffic across busy West Burnside. The bridge is part of the Wildwood Trail.

ISSUE: END OF THE WORLD

KUPL (FM) PUBLIC AFFAIRS

October 13th, 2019

5am to 5:30am

7:29 minutes of a 30 minute show

Guest: Clyde Lewis / Host of Ground Zero. Clyde delivers one of his pattered monologues on the end of the world.

ISSUE: SAFETY / FIRE

KUPL (FM) PUBLIC AFFAIRS

October 20th, 2019

5am to 5:30am

5:53 minutes of a 30 minute show

Guest: Jeanne Winter / California wildfire area homeowner. KXL's Pat Boyle talks with one of her old friend's Jeanne who used to live in Portland but moved to Northern California. They find themselves about 10 miles away from the massive Kincaide Fire. Jeanne says they are pretty scared and are ready to evacuate at any moment and adds they are worried about their pets and animals and are concerned about the smoky air.

ISSUE: TRAFFIC LIGHT / SAFETY

KUPL (FM) PUBLIC AFFAIRS

October 20th, 2019

5am to 5:30am

7:40 minutes of a 30 minute show

Guest: Marie Dodds / Director of Government and Public Affairs AAA Oregon-Idaho. KXL's Brett Reckamp gets the latest on a new report from AAA about how dangerous it can be running red lights. Marie has some sobering stats on how many people are killed while running red lights every year in Oregon. Marie says it's often the people who are in the intersection who get hurt, not necessarily the ones who run the light.

ISSUE: HEALTH / CANCER

KUPL (FM) PUBLIC AFFAIRS

October 20th, 2019

5am to 5:30am

3:56 minutes of a 30 minute show

Guest: Nick Fish / Portland City Commissioner. KXL's Jacob Dean hears from Commissioner Fish after the opening of the center in the Lents District near SE Foster Rd. Fish is himself a recovering cancer patient so he relates to the need for the center. He says it will go a long way to helping to serve the needs of Asian-American Portland residents in that area.

ISSUE: LOST CAMERA RETURNED

KUPL (FM) PUBLIC AFFAIRS

October 20th, 2019

5am to 5:30am

5:21 minutes of a 30 minute show

Guest: Jeremy Shaw / Officer Beaverton Police Department. KXL's Jon Eric Smith hears from Officer Shaw the story of how a Beaverton man lost his cell phone at a local Starbucks. Somebody picked it up and noticed it had all kinds of pictures of someone traveling the world. The pictures look unique – so they contacted police and let them know. The Beaverton Police Department put the note of the found camera out on social media and within 40 minutes someone had responded saying they knew who the owner was and was able to connect them with their lost property. Shaw says they don't normally get involved with property lost like this, but it was a chance to help and resulted in a happy ending.

ISSUE: SPORTS

KUPL (FM) PUBLIC AFFAIRS

October 27th, 2019

5am to 5:30am

5:04 minutes of a: 30 minute show

Guest: Gavin Wilkinson / Portland Thorns & Timbers GM, Mark Parsons / Portland Thorns Head Coach. KXL microphones are rolling as the two top executives for the Thorns FC talk about the season and the future. They say they are certainly disappointed that the Thorns were knocked out in the playoffs but they were able to sell out Providence Park for every game. Wilkinson says they have turned Portland into the #1 place in the world for women's soccer.

ISSUE: CONTEST

KUPL (FM) PUBLIC AFFAIRS

October 27th, 2019

5am to 5:30am

5:41 minutes of a: 30 minute show

Guest: Rish ib Jain / Westview High School Freshman & science student. KXL's Pat Boyle hears from the young science wiz after he landed second place in a national science competition in Washington D.C. Rish designed an artificial intelligence tool he calls the Pancreas Detective. He says it can be used to diagnose that type of cancer.

ISSUE: EMPLOYMENT

KUPL (FM) PUBLIC AFFAIRS

October 27th, 2019

5am to 5:30am

16:32 minutes of a: 30 minute show

Guest: Matt English / Hood River County Sheriff. KXL's Jon Eric Smith gets an in-depth update on the staff at the department. Sheriff English says they now have 8 deputies to patrol the entire Hood River Valley. He says coverage was reduced from 20 hours a day to 12 and 4 agencies have gone elsewhere while 2 more have resigned. He says they have the same level of staff they had back in 1990 in spite of a 50% population growth.

ISSUE: SPORTS

KUPL (FM) PUBLIC AFFAIRS

November 3rd, 2019

5am to 5:30am

5:04 minutes of a: 30 minute show

Guest: Gavin Wilkinson / Portland Thorns & Timbers GM, Mark Parsons / Portland Thorns Head Coach. KXL microphones are rolling as the two top executives for the Thorns FC talk about the season and the future. They say they are certainly disappointed that the Thorns were knocked out in the playoffs but they were able to sell out Providence Park for every game. Wilkinson says they have turned Portland into the #1 place in the world for women's soccer.

ISSUE: NATIONAL CONTEST

KUPL (FM) PUBLIC AFFAIRS

November 3rd, 2019

5am to 5:30am

5:41 minutes of a: 30 minute show

Guest: Rish ib Jain / Westview High School Freshman & science student. KXL's Pat Boyle hears from the young science wiz after he landed second place in a national science competition in Washington D.C. Rish designed an artificial intelligence tool he calls the Pancreas Detective. He says it can be used to diagnose that type of cancer.

ISSUE: EMPLOYMENT

KUPL (FM) PUBLIC AFFAIRS

November 3rd, 2019

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16:32 minutes of a: 30 minute show

Guest: Matt English / Hood River County Sheriff. KXL's Jon Eric Smith gets an in-depth update on the staff at the department. Sheriff English says they now have 8 deputies to patrol the entire Hood River Valley. He says coverage was reduced from 20 hours a day to 12 and 4 agencies have gone elsewhere while 2 more have resigned. He says they have the same level of staff they had back in 1990 in spite of a 50% population growth.

ISSUE: WEATHER

KUPL (FM) PUBLIC AFFAIRS

November 10th, 2019

5am to 5:30am

9:36 minutes of a: 30 minute show

Guest: Judi Croft / Safety Services Supervisor for SAIF. KXL's Brett Reckamp hears about how employees and employers can protect themselves from winter weather related slips, trips and falls. Judi says over the past 5 years SAIF has processed over 3,400 claims like these. She says there are things we can do in terms of communication and preparedness. She recommends a number of different tips for people.

ISSUE: OWL ATTACK

KUPL (FM) PUBLIC AFFAIRS

November 10th, 2019

5am to 5:30am

7:20 minutes of a: 30 minute show

Guest: Katy Krauel / Portland runner. KXL's Jim Ferretti hears from Katy about how an owl attacked her while she was running in Portland's Irving Park. Katy explains in detail about how frightened she was. She thought when something grabbed her pony tail and ripped it to the right it was a person. She noticed some type of feathers – realizing it was a bird. The Portland Audubon Society says it was likely a Barr Owl that thought Katy's pony tail was some type of rodent or meal. Katy says she will continue to jog through Irving Park – but not for a while.

ISSUE: LOCAL BUSINESS

KUPL (FM) PUBLIC AFFAIRS

November 10th, 2019

5am to 5:30am

11:29 minutes of a: 30 minute show

Guest: Michaela McVetty / Owner Sisters Gourmet Deli. KXL's Jacob Dean hears from Michaela about how her restaurant is struggling big time because of what she believes is the sentiment of the restaurant she replaced. That shop was called The Saffron Colonial. They offered items like "plantation punch" – this was not sitting well with many Portlanders. The restaurant often brought out protestors. Michaela wants everyone to know she has nothing to do with that outfit and is hoping people will start visiting her restaurant before she is forced to close her doors.

ISSUE: HOLIDAY TRAVEL

KUPL (FM) PUBLIC AFFAIRS

November 17th, 2019

5am to 5:30am

10:12 minutes of a: 30 minute show

Guest: Marie Dodds / Director of Government & Public Affairs AAA Oregon, Idaho. KXL's Brett Reckamp goes in-depth with Marie ahead of the 2019 Thanksgiving holiday travel season. Marie says they expect another record year for travel with nearly 59 million Americans expected to travel more than 50 miles for the holiday this year. Here in the Pacific region, she believes they'll see 9.5 million travelers.

ISSUE: HOLIDAY COOKING

KUPL (FM) PUBLIC AFFAIRS

November 17th, 2019

5am to 5:30am

6:31 minutes of a: 30 minute show

Guest: Rudy Owen / Community Affairs specialist Oregon State Fire Marshall. KXL's Jon Eric Smith gets some tips from Rudy ahead of the Thanksgiving holiday. He says on average, there are 533 cooking-caused residential structure fires in Oregon every year. He wants people to take extra care with their heavy turkeys. And especially wants people to take care when they are deep-frying turkeys. That needs to be done outside and not on a wooden deck.

ISSUE: ROAD CONSTRUCTION

KUPL (FM) PUBLIC AFFAIRS

November 17th, 2019

5am to 5:30am

6:01 minutes of a: 30 minute show

Guest: Jay Inslee / Washington Governor, Kate Brown / Oregon Governor. The governors of both state held a press conference to announce a partnership designed to eventually get a new Interstate Bridge built over I-5 and the Columbia River. The project is likely to cost several billion dollars and would be a joint project between the two states and the federal government. But, both sides recognize something has to be done to improve the old bridge before an earthquake happens. They drew up plans and tried to get something done several years ago but after shelling out thousands, nothing ever got done. They both recognize they need to make the new bridge handle heavy traffic but also mass transit.

ISSUE: TRIBUTE

KUPL (FM) PUBLIC AFFAIRS

November 17th, 2019

5am to 5:30am

3:29 minutes of a: 30 minute show

Guest: Various Alpha employees. KXL's Jacob Dean puts together a tribute to the late Steve Pringle. Pringle was a popular DJ for KINK for many years and long-time host of the Portland Blues Festival. He died earlier this month from stage 4 cancer at the age of 56. Steve also taught at Mt Hood Community College and was Jacob's teacher. We hear from a number of Pringle's former students and fans ahead of a benefit concert to raise money for his family on Sunday night at the Roseland Theater in Portland.

ISSUE: HOLIDAY SHOPPING

KUPL (FM) PUBLIC AFFAIRS

November 24th, 2019

5am to 5:30am

5:08 minutes of a: 30 minute show

Guest: Portland shoppers. KXL's Rosemary Reynolds talks with people waiting in line in the early morning of Black Friday at the Hollywood Fred Meyer store. The shoppers say they are looking to score deals on electronics and socks. They also talk about the tradition of getting out there early and camping out.

ISSUE: LOCAL BUSINESS

KUPL (FM) PUBLIC AFFAIRS

November 24th, 2019

5am to 5:30am

2:45 minutes of a: 30 minute show

Guest: Lizzy Pettit / Portland resident. KXL's Rebecca Marshal talks with Liz about how bummed she is that Hagg's is closing. The Hillsboro tree farm has been offering trees and entertaining kids and adults alike for over 60 years. A message on their phone describes how they are sorry but that it was time to close.

ISSUE: SHELTERSKUPL (FM) PUBLIC AFFAIRSNovember 24th, 2019

5am to 5:30am

3:28 minutes of a: 30 minute show

Guest: Bob Speltz / Communications Director for The Standard Insurance. KXL's Brett Reckamp hears from Bob about their 11th annual event at Portland's Pioneer Square. Over 120 local non-profits come in for a three hour free event. They set up shop and welcome face to face conversations. People are able to decide which charity might be the best one for them to either volunteer for or donate money to. Bob says getting a chance to speak directly to these groups really helps foster a sense of trust. The Standard also matches donations 2-1.

ISSUE: WINTER WEATHERKUPL (FM) PUBLIC AFFAIRSNovember 24th, 2019

5am to 5:30am

3:01 minutes of a: 30 minute show

Guest: Hannah Schaffer / PBOT Spokesperson. KXL's Jim Ferretti hears from Hannah about their attempts to keep the roads clear during winter weather. If precipitation comes overnight Saturday she says they'll be ready. They have extra crews out and about and are asking people who do not have to travel to please stay home. She also wants people to check up on their neighbors.

ISSUE: CRIMEKUPL (FM) PUBLIC AFFAIRSNovember 24th, 2019

5am to 5:30am

4:38 minutes of a: 30 minute show

Guest: Jonathan Terramin / West Slope resident and theft victim. KXL's Pat Boyle hears from Jonathan about his unfortunate story of getting his truck stolen. Inside his truck was an urn with his grandfather's ashes. Also stolen was his step daughter's fishing gear which Jonathan says has great sentimental value. So far, they do not have any leads on who stole his truck or where it might be.

ISSUE: FIRE

KUPL (FM) PUBLIC AFFAIRS

November 24th, 2019

5am to 5:30am

8:06 minutes of a: 30 minute show

Guest: Jamie Resch / Deputy Portland Police Chief, Meredith Hopper / Portland Fire & Rescue Detective. KXL's Annette Newell is on-hand for the press conference where authorities announce the arrest of 39-year-old Portland man Allen Singerhouse. They believe he is responsible for a rash of fires including several homes, a bike park, a boxing club and nearly 50 cars. They say the capture of this apparent serial arsonist is a relief for the community. They also think he will be able to help them solve a number of unsolved human caused fires.

ISSUE: CELEBRATION OF LIFE

KUPL (FM) PUBLIC AFFAIRS

December 1st, 2019

5am to 5:30am

28:50 minutes of a: 30 minute show

Guests: Family members of Gert Boyle, Joe Boyle, Oregon State Senator 16th District Betsy Johnson. KXL microphones are rolling at Veteran's Memorial Coliseum during the celebration of the life of Gert Boyle of Columbia Sportswear. She passed away at the age of 95 after an amazing career at the helm of the now publicly traded multi-billion dollar global company based in Cedar Mill. We hear from famous people like Bill Walton, as well as family and friends of Gert. She is Portland and Oregon business legend who helped build one of our state's most successful companies. She also donated millions to charity.

ISSUE: RECYCLE

KUPL (FM) PUBLIC AFFAIRS

December 8th, 2019

5am to 5:30am

17:02 minutes of a: 30 minute show

Guests: Peggy LaPoint / Alpha Media Sustainability Coordinator, KINK host & personality, Metro Waste Reduction Specialist. KXL's Brett Reckamp hears from our resident recycling expert about how to plan for and execute a Christmas with the smallest amount of waste. Peggy says a little bit of planning can go a long way. She gives us tips on buying, shipping and recycling before, during and after the holiday. The #1 thing to try and avoid is Styrofoam which has to be dropped off at a particular facility.

ISSUE: RACISM

KUPL (FM) PUBLIC AFFAIRS

December 8th, 2019

5am to 5:30am

11:39 minutes of a: 30 minute show

Guest: Ron Herndon / Formerly with Black United Front of Portland and currently the Executive Director of Head Start. KXL's Rosemary Reynolds gets an inside look at how racism has developed and changed over the years in Portland. Ron talks about the struggles some people of color have had to endure in all walks of life.

ISSUE: LOCAL BUSINESS

KUPL (FM) PUBLIC AFFAIRS

December 15th, 2019

5am to 5:30am

28:45 minutes of a: 30 minute show

Guests: Dale Emanuel / Public Relations Manager Goodwill. KXL's Brett Reckamp goes in-depth with Dale on all things Goodwill. Dale says contrary to popular belief, Goodwill exists not just to take in used items and re-sell them, their main mission is to help workers. They specialize in getting people who may not have the right skill set to find a job trained up and confident so they can get out there into the work force. They use their stores and the money they make in their non-profit to provide assistance to people. Dale says it doesn't matter what types of skills they have they are able to take people who are willing to work and help them get going. Dale also talks about how they operate during the holidays.

ISSUE: SAFETY / TRAVEL

KUPL (FM) PUBLIC AFFAIRS

December 22nd, 2019

5am to 5:30am

11:07 minutes of a: 30 minute show

Guest: Marie Dodds / Director of Government & Public Affairs for AAA Oregon – Idaho. KXL's Brett Reckamp hears from Marie about all things winter driving. Marie and AAA are the travel experts – and they say the #1 reason people break down is because of dead batteries. Next up it is tire issues followed by engine trouble. Marie says a lot of this can be avoided if people take the time to check their cars out before heading out.

ISSUE: ART / MUSIC

KUPL (FM) PUBLIC AFFAIRS

December 22nd, 2019

5am to 5:30am

8:34 minutes of a: 30 minute show

Guest: Thomas Miller, Marcus Hummon and Kenny Foster / CMA country music artists. KXL's Rosemary Reynolds is at Parklane Elementary School as three musical artists from the CMA – Country Music Association of Songwriters – visit 4th graders. They talk about all things music and the business – how tough it is these days. But they also encourage the kids to dream big and to never let anyone say you can achieve your dreams.

ISSUE: MENTAL HEALTH

KUPL (FM) PUBLIC AFFAIRS

December 22nd, 2019

5am to 5:30am

3:09 minutes of a: 30 minute show

Guest: Dr. Judith Orloff / Author on Empaths. Dr. Judith speaks with KXL's Rebecca Marshall about how to get through the holidays when you have a lot of emotions. She gives advice to empaths – people who are very concerned about how others feel. Judith says to try and make sure you give yourself a break during the holidays, and not sweat every little detail.

ISSUE: FOOD / HOLIDAYS

KUPL (FM) PUBLIC AFFAIRS

December 22nd, 2019

5am to 5:30am

6:01 minutes of a 30 minute show

Guest: Seth Tibbott / Creator of Tofurky. KXL's Pat Boyle talks with the man who created the tofu dish Tofurky. Seth Tibbott tells Pat for the first 8 or 9 years he was in business he failed to make a profit, but finally broke through as people got word about his creation. Seth says he set out to make an alternative for turkey lovers during the holidays and settled on something he called Tofurky. It's not being served all over the world and Seth is making tons of money!