

KRZR
 Fresno, CA
 Quarterly Issues/Programs List
 Fourth Quarter, 2021
 04/16/2021

KRZR
 Quarterly Issues/Programs List

KRZR provides its listeners with programming and public service announcements that address issues of concern to our local community. Among the issues determined to be of most concern to the community during the preceding calendar quarter were:

**Section I
 LOCAL PROGRAMMING**

Section I lists regularly-scheduled and special programs that represent the station's issue-responsive programming providing the most significant treatment of the issues listed above for the calendar quarter.

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATI ON
Mental Health, Workforce Educ	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Shari Sinwelski, MS/Ed.S., has been working in the field of suicide prevention since 1994 and currently serves as the Associate Project Director for the National Suicide Prevention Lifeline, where she oversees networks operations, standards, training and practices for its network of 165 crisis centers. September is National Suicide Prevention Awareness Month and this year, it's even more important to discuss mental health as both the CDC and WHO have stated that	S. Sinwelski, O. Crawley	10/03/2021 06:00 AM	029:49

		<p>our mental health continues to be a huge issue since the COVID-19 pandemic began. Sinwelski discussed the warnings about its possible effects on suicidal behaviors. Sinwelski discussed how people can maintain hope if they are feeling suicidal and where they can get help.</p> <p>Omney Crawley, Chief Marketing Officer for Goodwill, is responsible for leading the company's brand and its 3300 stores. She discussed equity in education and work and what Goodwill is doing to bridge the gap. Crawley talked about the Goodwill enterprise and how they focus on upskilling millions of Americans and help to get them back into the workforce. She also presented ways people and companies can</p>			
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		also get involved in the workforce effort			
DISABLED CHILDREN	COM MTTRS SEG 1 - HEART OF THE HORSE	HEART OF THE HORSE THERAPY GUY ADAMS Kids and Veterans getting therapy on horses	HEART OF THE HORSE THERAPY RA	10/10/2021 06:00 AM	014:57
Children	COM MTRS SEG 2 - BOYS AND GIRLS CLUBS KATHRYN WEAKLAND	Kids having a place to go after school with supervision. For underserved neighborhoods	BOYS AND GIRLS CLUB	10/10/2021 06:15 AM	016:25
Public Health, Race Relations	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Colleen Tressler, a Consumer Education Specialist with the FTC's Division of Consumer and Business Education. Lois Greisman, FTC's Division of Marketing Practices, and Abby Stempson, Director of the National Attorneys General Training and Research Institute's Center for Consumer Protection at the National Association of Attorneys General. The Federal Trade Commission guests discussed the latest in pandemic and related scams and frauds: vaccine passports/certificates, travel, vaccine lotteries/giveaways, job scams, and social media money making opportunities. The FTC and our 50 states collaborate on	C. TRESSLER, C. DEMROVSKY	10/17/2021 06:00 AM	029:50

		<p>investigations and joint enforcement actions, as well as consumer education and outreach.</p> <p>Chloe Demrovsky, President and CEO of Disaster Recovery Institute International. Demrovsky discussed the supply chain and the challenges businesses and families face in conjunction while dealing with the pandemic. She talked about the difficulties we are currently facing while trying to reactivate the economy</p>			
Public Health, Race Relations	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	<p>Ken Seeley is an interventionist and author. He is best known for his appearances on the A&E reality show, Intervention. Certified as a CIP, CCMI-M, RAS, CATC, Seeley himself has been sober since July 14, 1989. Seeley discussed addiction and the impact COVID-19 has had on the increase in drug and alcohol abuse. He talked about relationships and where people can go for help. Seeley also mentioned <i>Stop It Where It Starts</i>, a nonprofit organization designed to introduce</p>	K. Seeley, M. Akhter	10/24/2021 06:00 AM	029:52

		<p>Substance Use Awareness to the Education Majors in our Colleges and Universities.</p> <p>Dr. Murtaza Akhter is Clinical Assistant Professor of Emergency Medicine and an emergency room physician at the University of Arizona College of Medicine—Phoenix. Akhter discussed vaccine hesitancy from the perspective of the emergency medicine. He let people know why you should be vaccinated. He also discussed the latest details pertaining to booster shots.</p>			
Public Health, Vaccination Ed	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	<p>Dr. Dorraya El-Ashry, Chief Scientific Officer of the Breast Cancer Research Foundation. This year, the World Health Organization announced that breast cancer is now the most common cancer worldwide—surpassing lung cancer for the first time. It's Breast Cancer Awareness Month and Dr. El-Ashry talked about</p>	Dr. El-Ashry, Dr. Shah	10/31/2021 06:00 AM	029:49

		<p>the biggest advances in research over the last 30 years and what women know about screening and why is it especially important after the COVID-19 pandemic. She also discussed new treatments on the horizon and how people can potentially access them.</p> <p>Dr. Pooja Shah, Division Medical Director, OBGYN for Banner Health in Phoenix, AZ. Dr. Shah focused on why pregnant women shouldn't be fearful of getting vaccinated and why the CDC recently came out with a stronger recommendation for pregnant women to be vaccinated. She also covered why COVID-19 vaccines don't affect fertility and whether or not COVID antibodies could be passed along to the baby in utero and/or through breastmilk.</p>			
<p>PUBLIC HEALTH, CHILD SAFETY S</p>	<p>IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL</p>	<p>Dr. Kenneth Alexander Chief of Infectious Diseases at Nemours Children's Hospital, Florida,</p>	<p>Drs Alexander Miller Arthur</p>	<p>11/07/2021 06:00 AM</p>	<p>029:52</p>

		<p>spoke to 5-11 year-old vaccine approval. He discussed the impact of COVID-19 on children as compared to adults and why is it important for eligible children to get vaccinated. Alexander talked about why he thinks vaccines are safe for children and what parents should know about the recent authorization of a vaccine for children 5 to 11</p> <p>Dr. Matthew Miller, PhD, MPH (U.S. Air Force Veteran and National Director of Suicide Prevention, U.S. Department of Veterans Affairs), and Heidi Arthur (Chief Campaign Development Officer, the Ad Council). Ahead of Veterans' Day this year, the Ad Council and the U.S. Department of Veterans Affairs have partnered on a national PSA campaign to prevent Veteran suicide. The "Don't wait. Reach out." PSAs announce a new website and encourage Veterans</p>			
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		to get support across a wide range of life challenges – before they are in crisis. According to the 2021 National Veteran Suicide Prevention Annual Report, the suicide rate among Veterans in 2019 was 52% higher than non-Veteran adults in the U.S. Miller and Arthur talked about Common stresses that Veterans face in civilian life and the new resources available to help Veterans who are struggling			
Government	COM MTTRS SEG 1 - CA REDISTRIC TIN G	PATRICIA SINAY CA REDISTRICTING COMMISSION	CA REDISTRIC TIN G COMMISSION	11/14/2021 06:00 AM	012:38
Homelessness , Shelter, Abuse	COM MTRS SEG 2 - CATHOLIC CHARITIES HOLIDAYS	Holidays and needs of those in underserved communities	CATHOLIC CHARITIES	11/14/2021 06:13 AM	013:32
Hunger Prevention	COM MTTRS SEG 1 - CA FOOD BANK	KYM DILDINE CC FOOD BANK - food needs of the valley	Central California Food Bank	11/21/2021 06:00 AM	009:40
Animal Shelter	COM MTRS SEG 2 - CATHOUSE HOLIDAY PET SAFETY	Holiday Pet safety. Keeping your pets safe during the holidays, from food they shouldn't eat to plants and decorations.	CAT HOUSE ON THE KINGS	11/21/2021 06:10 AM	012:01
Public Health, Charity, Milit	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Colleen Tressler, a Consumer Education Specialist with the FTC's Division of	Colleen Tressler, Rear Admiral Denise Hinton,	11/28/2021 06:00 AM	029:49

		<p>Consumer and Business Education, Heather Allen, Assistant Director for the FTC's Division of Financial Practices, & Abby Stempson, Director of the National Attorneys General Training and Research Institute's Center for Consumer Protection at the National Association of Attorneys General. Topics included budgeting, credit, debt, organizing your finances, and how to spot, stop, and report related scams and bad business practices.</p> <p>Rear Admiral Denise Hinton, the new Deputy Surgeon General, discussed Thanksgiving, the upcoming holiday season and what we should keep in mind as we plan gatherings. RADM Hinton focused on the recent authorization of a COVID-19 vaccine for children 5-11 and how it should play into parents' holiday plans.</p>	Abby Stempson		
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Air Pollution	COM MTRRS SEG 1 - VALLEY AIR - AIR QUALITY WINTER	HEATHER HEINKS - BAD AIR IN WINTER/EOY REBATES	valley air district	12/05/2021 06:00 AM	012:33
BLOOD DONATIONS	COM MTRRS SEG 2 - CEN CAL BLOOD CENTER	CEN CAL BLOOD CENTER GORDON HALSTEAD - emergency need for blood donations in the Valley	Cen CA Blood Ct	12/05/2021 06:13 AM	011:48
Hunger Prevention	COM MTRRS SEG 1 - CA FOOD BANK	KYM DILDINE CC FOOD BANK/food shortage in California.	Central California Food Bank	12/12/2021 06:00 AM	009:40
DOMESTIC VIOLENCE	COM MTRRS SEG 2 - MARJAREE MASON CNTR	MARJAREE MASON CNTR CHARITY SUSNICK - recognizing domestic violence during the holiddays	Marjaree Mason Center Inc	12/12/2021 06:10 AM	015:18
Hunger Prevention	COM MTRRS SEG 1 - ERICA BYRD BULLDOG PANTRY	ERICA BYRD BULLDOG PANTRY - food shelter for underserved communities	BULLDOG PANTRY	12/19/2021 06:00 AM	012:52
Hunger Prevention	COM MTRRS SEG 2 - REPLAY CEN CAL FOOD BANK	CEN CAL FOOD BANK - blood shortage in valley	Central California Food Bank	12/19/2021 06:13 AM	009:40
Public Health	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Dr. Adi Rosario is a scientist and lieutenant in U.S. Public Health Services. Dr. Rosario provided the latest information on the Omicron variant and why there is a necessity for vaccines and boosters. He focused on Asian American/Native	Dr. A. Rosario, Dr. K. Sander	12/26/2021 06:00 AM	029:49

		<p>Hawaiian/Pacific Islander health services.</p> <p>Dr. Kelly Sanders, Technical Lead of the Pandemic Response Initiative at the UCSF Institute of Global Health Sciences. Dr. Sanders focused on steps the United States and the World can take to improve pandemic preparedness and support health workers as we battle the Omicron variant this holiday season and into 2022.</p>			
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Section II

NETWORK (and/or SYNDICATED) PROGRAMMING

Section II lists the network-provided (and/or syndicated) programming that the station broadcast during the preceding calendar quarter that addresses community issues.

ISSUE	PROGRAM / TITLE	DESCRIPTION	DATE/TIME	DURATION
(Insert network and/or syndicator-provided programs lists here.)				

Section III

PUBLIC SERVICE ANNOUNCEMENTS

Section III lists public service announcements that the station broadcast during the preceding calendar quarter that address community issues.

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
	ADL_Carissa_Radio_ENG_30_grad	000:29	1
	AG SAFE-01	000:28	1
	AG SAFE-01	000:29	80
	AG SAFE-02	000:30	71
	APNEA :30	000:29	1
	APNEA :30	000:30	66
	AVA	000:29	69
	Bear_Hug_Campfire_Eng_30	000:29	1
	CC PSA	000:30	42
	CC PSA	000:31	41
	GUARD & RESERVE	000:29	1

	GUARD & RESERVE	000:29	85
	HEALVETS.ORG [GENERIC] 30 PSA	000:29	1
	IJ COMM SPEECH :30	000:30	78
	PSA - American Humane	000:29	1
	PSA - Dept. of Homeland Security	000:29	1
	PSA - TREES FOR THE FUTURE	001:00	24
	PSA :15 - NATIONAL ASSOCIATION OF SOCIAL WORKERS	000:14	1
	PSA :15 - NATIONAL ASSOCIATION OF SOCIAL WORKERS	000:15	1
	PSA :15 - National PTA	000:13	1
	PSA :15 - USO	000:14	1
	PSA :15 - USO	000:15	1
	PSA :15- NATIONAL CENTER FOR MISSING AND EXPLOITE	000:14	1
	PSA :15- PARALYZED VETERANS OF AMERICA	000:14	1
	PSA :30 - AMER. DIABETES ASSOC.	000:29	1
	PSA :30 - MARCH OF DIMES	000:29	1
	PSA :60 - NATIONAL FLOOD INSURANCE PROGRAM	000:58	1
	PSA:30 - AD COUNCIL	000:29	1
	PSA:30-SAMHSA	000:29	1
	PSA:60- LIVE UNITED	000:58	1
	PSA:60- MEDICARE	000:58	1
	PSA:60- NATIONAL WILDLIFE REFUGE	000:58	1
	PSA:60- SHELTER PET PROJECT	000:59	1
	PSA:60-MAKE A WISH	000:58	1
	PSA:60-NATIONAL FOUNDATION FOR CREDIT COUNSELING	000:57	1
Activism	NAT. ASSOC. OF SOCIAL WORKERS	000:15	339
Animal Safety	HUMANE SOCIETY	000:59	28
Animal Safety	NAT. WILDLIFE REFUGE SYSTEM	001:00	22
Animal Safety	NAVS	000:28	113
Animal Safety	SHELTER PET PROJECT	001:00	22
Animal Safety	WORLD WILDLIFE FUND	001:00	15
Charity Event	Live United	001:00	23
COMMUNITY INVOLVEMENT	FAITH & BLUE	000:30	1
COMMUNITY INVOLVEMENT	FAITH & BLUE	000:30	5
Consumer	DEPT. OF TREASURY	000:59	12
Consumer	NAT. ASSOC. INSURANCE COMMISS	000:59	31

Consumer	NAT. FOUND. FOR CREDIT COUNCI	000:30	59
Consumer	NAT. FOUND. FOR CREDIT COUNCI	001:00	7
Consumer	NCUA	001:00	19
Crime	NATIONAL CENTER FOR MISSING	000:14	179
Education	4-H	001:00	31
Education	BOYS AND GIRLS CLUB	000:29	63
Education	First 5 California	000:14	209
Education	Girl Scouts	000:59	24
Education	Live United	001:00	19
Education	Live United	001:00	18
Education	NATIONAL PTA	001:00	25
Education	US DET OF EDUCATION	000:30	62
Employment / Unemployment	Goodwill	001:00	4
ENVIRONMENT	CALIFORNIA CITRUS RESEARCH BO	000:59	26
ENVIRONMENT	HUMANE SOCIETY	000:30	65
ENVIRONMENT	HUMANE SOCIETY	000:59	21
ENVIRONMENT	NAT. WILDLIFE REFUGE SYSTEM	000:59	18
ENVIRONMENT	NAT. WILDLIFE REFUGE SYSTEM	000:59	17
ENVIRONMENT	NAT. WILDLIFE REFUGE SYSTEM	001:00	24
ENVIRONMENT	NATIONAL PEST MANAGEMENT	000:29	68
ENVIRONMENT	NATIONAL PEST MANAGEMENT	000:29	66
ENVIRONMENT	NATIONAL PEST MANAGEMENT	000:30	67
ENVIRONMENT	RECREATIONAL BOATING & FISHIN	000:59	21
ENVIRONMENT	U.S. DEPT. OF AGRICULTURE	001:00	9
ENVIRONMENT	U.S. FOREST SERVICE	000:57	31
Family	DEPT. HEALTH & HUMAN SERVICE	000:30	62
Government	MEDICARE	000:59	10
Government	NAT. ASSOC. OF SOCIAL WORKERS	000:58	28
Government	NAT. FAIR HOUSING ALLIANCE	000:59	15
Government	NAT. FAIR HOUSING ALLIANCE	000:59	24
Government	NAT. FAIR HOUSING ALLIANCE	001:00	20
Government	NAT. FAIR HOUSING ALLIANCE	001:00	23
Government	SELECTIVE SERVICE SYSTEM	001:00	9
Government	U.S. MARINES	001:00	14
Government	U.S. MARINES	001:00	20
Government	USO	000:15	180
Government	USO	000:29	72
Government	USO	000:30	75
Government	USO	000:59	21
Government	USO	000:59	16

Government	USO	001:00	22
Government	USO	001:00	22
Government	WOUNDED WARRIOR PROJECT	000:58	47
Health	AHRQ	000:57	30
Health	AHRQ	001:00	20
Health	AMER. DIABETES ASSOC	000:30	62
Health	AMER. DIABETES ASSOC	000:30	57
Health	AMER. DIABETES ASSOC	000:59	12
Health	AMER. DIABETES ASSOC	001:00	20
Health	AMERICAN ACADEMY OF ORTHOPEDI	000:59	23
Health	AMERICAN ACADEMY OF PEDIATRIC	001:00	10
Health	American Heart Assoc.	000:59	21
Health	American Heart Assoc.	001:00	22
Health	AMERICAN LUNG ASSOCIATION	000:30	33
Health	AMERICAN LUNG ASSOCIATION	001:00	8
Health	AMERICAN LUNG ASSOCIATION	001:00	18
Health	Arthritis Foundation	001:00	16
Health	Arthritis Foundation	001:00	19
Health	DEPT. HEALTH & HUMAN SERVICE	000:59	10
Health	DEPT. HEALTH & HUMAN SERVICE	000:59	7
Health	DEPT. HEALTH & HUMAN SERVICE	001:00	17
Health	DRIVE4COPD.COM	000:59	8
Health	EPA	000:59	10
Health	EPA	000:59	12
Health	FOUNDATION FOR A BETTER LIFE	000:29	62
Health	FOUNDATION FOR A BETTER LIFE	000:29	67
Health	March of Dimes	000:30	23
Health	March of Dimes	000:59	9
Health	March of Dimes	001:00	21
Health	March of Dimes	001:00	18
Health	March of Dimes	001:00	23
Health	MEDICARE	000:59	16
Health	NATIONAL KIDNEY ASSOC	000:59	26
Health	NATIONAL PEST MANAGEMENT	000:59	22
Health	NATIONAL ROSACEA SOCIETY	001:00	23
Health	OVEREATERS ANON	000:56	31
Health	PSA:30-EPA 800-QUITNOW	000:30	60
Health	RSNA	000:56	24
Health	SAMHSA	000:30	64
Health	US DEPT. OF HEALTH AND HUMAN	001:00	5

Health	VEDA - VESTIBULAR DISORDER ASSOC	001:00	25
HEALTH & SAFETY	BREAST CANCER RESEARCH FOUNDA	000:30	17
HEALTH & SAFETY	CRISIS TEXTLINE	000:29	1
HEALTH AND FITNESS	WEST GLEN COMM	000:30	64
Health; Family	Health and Human Services	001:00	12
High School Equivalency	ADL_Carissa_Radio_ENG_30_grad	000:30	63
High School Equivalency	ADL_Jackie_Radio_ENG_60_grad	001:00	14
High School Equivalency	HI-GND-PLAY	000:30	62
Human Services	American Red Cross	000:29	66
Human Services	CAMP. FOR DISABILITY EMPLOYME	001:00	17
Human Services	DEPT. HEALTH & HUMAN SERVICE	001:00	17
Human Services	NATL. FLOOD INSURANCE	000:59	9
Human Services	US DEPT. OF HEALTH AND HUMAN	000:59	27
Mental Health	NAT'L ALLIANCE MENTAL ILLNESS	000:30	1
Mental Health	NAT'L ALLIANCE MENTAL ILLNESS	000:32	1
MILITARY AND VETERANS	americanhumane.org	000:30	68
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:30	17
MONEY	AD COUNCIL	000:30	60
MONEY	NAT. FOUND. FOR CREDIT COUNCI	000:59	26
MONEY	NAT. FOUND. FOR CREDIT COUNCI	001:00	17
NATL ALLIANCE MENTAL ILLNESS	NAT'L ALLIANCE MENTAL ILLNESS	000:30	3
NATL ALLIANCE MENTAL ILLNESS	NAT'L ALLIANCE MENTAL ILLNESS	000:32	6
OPIOD AWARENESS WEEK	OPI_Rebekkah_Radio_Eng_30_Opioids	000:30	57
PROJECT YELLOW LIGHT	PROJECT YELLOW LIGHT	000:30	5
Public safety	AD COUNCIL	000:30	73
Public safety	CTIA	001:00	17
SHINE A LIGHT	SHINE A LIGHT	000:29	3
SHINE A LIGHT	SHINE A LIGHT	000:30	5
SHOW YOUR STRIPES	SHOW YOUR STRIPES	000:30	17
Terrorism Preparedness	Dept. of Homeland Security	000:30	70
UNCF	UNCF	000:30	3
VETERAN SUPPORT SERVICES	dav.org	000:30	74
VETERAN SUPPORT SERVICES	HEALVETS.ORG [GENERIC] 30 PSA	000:30	77

VETERAN SUPPORT SERVICES	WOUNDED WARRIOR PROJECT	000:30	71
Veterans	Paralyzed Veterans of America	000:15	183
Veterans	Paralyzed Veterans of America	000:15	197
Veterans	Paralyzed Veterans of America	000:15	254
Veterans	Paralyzed Veterans of America	000:29	72
Veterans	Paralyzed Veterans of America	000:59	14
Veterans	Paralyzed Veterans of America	000:59	24
Veterans	Paralyzed Veterans of America	001:00	23
Veterans	WOUNDED WARRIOR PROJECT	000:59	12
Volunteers	NAT. FOUND. FOR CREDIT COUNCI	001:00	20
Wildfire Prevention	US Forest Service	000:30	68
Wildfire Prevention	US Forest Service	000:59	11