

Quarterly Issues/Program List
April 10, 2017 – July 9, 2017
Radio Station KTSC-FM
Pueblo, CO

ISSUE:

What is being done to address emergency preparedness in Pueblo?

Discussion of Issue:

The Pueblo County Health Department conducted an emergency preparedness health outbreak and medicine dispensing exercise on Saturday, June 17, 2017, in an effort to educate the community about epidemic outbreaks and what would be done in an emergency situation.

Programming: KTSC-FM addressed this issue through several different kinds of programs, including public affairs discussions, news stories, and PSA'S. The following are illustrative examples of such programming:

a. T-Wolf Talk 06/11/17 7:00 a.m. – 7:13 a.m.
Public Information Officer for the Pueblo City-County Health Department Sarah Joseph spoke of the goals that the Health Department hoped to accomplish during the emergency preparedness health outbreak and medicine dispensing exercise and the importance of communicating with your family and having an emergency plan in place before disaster strikes. (Local).

a. Live Remote Location Broadcast 06/17/2017 7:00 a.m. – 12:00 p.m.
KTSC-FM provided a live remote broadcast for the emergency preparedness exercise to communicate what was happening at the event and to provide awareness about having an emergency plan in place. The Pueblo City-County Health Department provided emergency kit bags to participants. The station also provided live updates via social media showing participants what was happening at the exercise and giving a live account of the event. (Local).

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a. No shows aired between May 5, 2017 through June 10, 2017 and again from June 12, 2017 through July 9, 2017 due to a university recognized recess.

b. Public Services Announcements PSA'S, 30 sec., variable
KTSC-FM broadcast a number of public service announcements throughout the three months providing information texting and driving, autism awareness, bullying and education, child safety and car seats, stroke awareness, wildfire safety, emergency preparedness, discovering nature, driving under the influence of alcohol, texting and driving, suicide awareness and prevention, adoption and foster care, childhood hunger and shelter pets. (Local/Recorded).

c. News Programming

Throughout the past three months KTSC-FM News Department covered important events relating to a variety of local community issues broadcast in our daily five-minute news brief airing at 5:00 p.m., Monday through Friday. (Local). Duration 25 minutes per week, totaling 75 minutes of news programming for the quarter.