



**4<sup>th</sup> Quarter ISSUES PROGRAMMING**  
**OCTOBER | NOVEMBER | DECEMBER**  
**(Salt Lake City Metro- #29)**



Submitted to FCC Public File by:

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## **The Wasatch Gazette**

**A Public Affairs program produced by Cumulus Media Salt Lake**

**Description of shows: 4<sup>th</sup> Quarter 2020**

The Wasatch Gazette airs Sunday mornings pm all Six Cumulus Media Salt Lake City radio stations  
KBEE, KUBL, KENZ, KHTB, KBER & KKAT.

Each week's show contains two 15 minute interviews.

The show is hosted by Mike Parsons.

<b>Air Date</b>	<b>Guest Name(s)</b>	<b>Title(s)</b>	<b>Organization(s)</b>	<b>Topic/Event</b>	<b>Website</b>
10/4/2020	Dr Steven Richardson	Family Practice Physician	Optum Primary Care in Sandy	The annual flu vaccine is recommended for everyone 6 months of age or older, with rare exceptions, because it is an effective way to decrease flu illnesses, hospitalizations and deaths.	Optumcare.com
10/4/2020	Shawn Teigan	Vice President and Director of Research	Utah Foundation	Utah Foundation releases the third in a series of Utah Priorities Project briefs looking at Utah voters' top concerns.	UtahFoundation.org
10/4/2020	Rhea Farberman	Director of Communications	Trust for America's Health	Annual Report Examines State-by-State Adult Obesity Rates,Links Between Obesity and Worst COVID Impacts	TFAH.org
10/11/2020	Kyleanne Hunter & Adam Friedman	Representative of The End Family Fire campaign & lost his grandfather to Family Fire	The Brady Campaign & The Ad Council	This Suicide Prevention Month, "End Family Fire"	EndFamilyFire.org
10/11/2020	Rhea Farberman	Director of Communications	Trust for America's Health	Annual Report Examines State-by-State Adult Obesity Rates,Links Between Obesity and Worst COVID Impacts	TFAH.org
10/11/2020	Meredith Carothers	Food Expert	USDA	New USDA study reveals safety concerns about consumers' frozen food handling	FoodSafety.gov
10/18/2020	Kyleanne Hunter & Adam Friedman	Representative of The End Family Fire campaign & lost his grandfather to Family Fire	The Brady Campaign & The Ad Council	This Suicide Prevention Month, "End Family Fire"	EndFamilyFire.org
10/18/2020	Rhea Farberman	Director of Communications	Trust for America's Health	Annual Report Examines State-by-State Adult Obesity Rates,Links Between Obesity and Worst COVID Impacts	TFAH.org
10/18/2020	Meredith Carothers	Food Expert	USDA	New USDA study reveals safety concerns about consumers' frozen food handling	FoodSafety.gov

10/25/2020	Dr. Ross McKinney	Chief Scientific Officer	Association of American Medical Colleges	The AAMC is calling for a coordinated, national testing strategy to identify, track, and help curtail the spread of COVID-19 that has already taken the lives of over 210,000 Americans and more than a million people worldwide	AAMC.org
10/25/2020	Richard Paul Evans	Author and Founder of The Christmas Box House	The Christmas Box House	An update on The Christmas Box House and details about his new book	TheChristmasBox.org
10/25/2020	Dr. Jeanne Marrazzo	Member of the Board of Directors	Infectious Diseases Society of America	Scientists team up with AdCouncil to launch public service campaign #MaskUpAmerica brings message online and out-of-home, aiming to stem the spread of COVID-19 in hard-hit areas.	IDSociety.org
11/1/2020	Madeline Gardner	Marketing & Communications Manager	YWCA Utah	For Domestic Violence Awareness Month, what YWCA Utah is doing with other state partners to educate and prevent domestic violence	StopTheViolenceUtah.org
11/1/2020	Charles J. Fuschillo, Jr..	President & CEO	Alzheimer's Foundation of America	Holding a free virtual conference on Tuesday, November 10th at 10:00 am to provide information about brain health, caregiving, and more to help Utah residents affected by Alzheimer's diseases	ALZFDN.org
11/1/2020	Dr Steven Richardson	Family Practice Physician	Optum Primary Care in Sandy	The annual flu vaccine is recommended for everyone 6 months of age or older, with rare exceptions, because it is an effective way to decrease flu illnesses, hospitalizations and deaths.	Optumcare.com
11/8/2020	Richard Paul Evans	Author and Founder of The Christmas Box House	The Christmas Box House	An update on The Christmas Box House and details about his new book	TheChristmasBox.org
11/8/2020	Lauren Judkins	Marketing Manager	Big Brothers Big Sisters of Utah	The annual Chef & Child Gala will be held virtually on Saturday November 14th, 2020	BBBSU.org
11/8/2020	Charles J. Fuschillo, Jr..	President & CEO	Alzheimer's Foundation of America	Holding a free virtual conference on Tuesday, November 10th at 10:00 am to provide information about brain health, caregiving, and more to help Utah residents affected by Alzheimer's diseases	ALZFDN.org
11/15/2020	Weston Parsons	Administrator	Mervyn Sharp Bennion Central Utah Veteran's Home in Payson	Thanksgiving at the veteran's home and a petition for Col. Gail Halvorsen to receive The Presidential Medal of Freedom	avalonshealthcare.com/payson

11/15/2020	Dr. Emily Spivak	Associate Professor of Medicine	University of Utah Health	The University of Utah and Johns Hopkins University are seeking volunteers for two new Covid-19 treatment and prevention studies in the Salt Lake area.	CovidPlasmaTrial.org
11/15/2020	Dr. Ross McKinney	Chief Scientific Officer	Association of American Medical Colleges	The AAMC is calling for a coordinated, national testing strategy to identify, track, and help curtail the spread of COVID-19 that has already taken the lives of over 210,000 Americans and more than a million people worldwide	AAMC.org
11/22/2020	Justin Burr	Technology Expert	Google	Tools to View Critical COVID-19 Information, Busy Times at Businesses, Road Trip Traffic, and more	Google.com
11/22/2020	Stacie Kulp	Mountain Region Director	The Leukemia & Lymphoma Society of Utah	How LLS Utah is adjusting to the pandemic, what advances are being made in blood cancer research and how their fundraising has changed during COVID	LLS.org/mtn
11/22/2020	Kamilah Bunn & Amber Smith	CEO of The Adoption Exchange Association & Foster kid that was adopted as a teen	Adopt US Kids	Adoption from Foster Care Campaign Highlights Rewards of Teen Adoption	AdoptUSKids.org
11/29/2020	Stacey Stewart	President & CEO	March of Dimes	New March of Dimes Report Card Shines a Spotlight on the Ongoing U.S. Maternal and Infant Health Crisis	MarchOfDimes.org
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12/6/2020	Emily Milam	Campaign Development Director	LLS Utah	Shred For Red, presented by Deer Valley Resort, is an event to spread awareness and raise funds to eradicate blood cancers all while skiing The Greatest Snow on Earth	LLS.org/ShredForRed
12/6/2020	Chip Lyons	President & CEO	Elizabeth Glaser Pediatric AIDS Foundation	December 1st marks the 33rd World AIDS Day. This worldwide day of reflection is a time to take stock of the progress made in the fight to end AIDS.	PedAIDS.org

12/6/2020	Stacey Stewart	President & CEO	March of Dimes	New March of Dimes Report Card Shines a Spotlight on the Ongoing U.S. Maternal and Infant Health Crisis	MarchOfDimes.org
12/13/2020	Emily Milam	Campaign Development Director	LLS Utah	Shred For Red, presented by Deer Valley Resort, is an event to spread awareness and raise funds to eradicate blood cancers all while skiing The Greatest Snow on Earth	LLS.org/ShredForRed
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12/20/2020	Cynthia De La Torre	External Communications Manager	Red Cross	The 21st Annual Reach Out Blood Drive	RedCross.org/local/utah.html
12/20/2020	Celeste Edmunds	Executive Director	The Christmas Box House	Project Elf offers fun and meaningful opportunities for businesses, individuals, families, neighborhoods, schools, scouts, and church groups to brighten the holidays for those in need because every child deserves a Christmas.	TheChristmasBoxHouse.org
12/27/2020	Stacey Stewart	President & CEO	March of Dimes	New March of Dimes Report Card Shines a Spotlight on the Ongoing U.S. Maternal and Infant Health Crisis	MarchOfDimes.org
12/27/2020	Chip Lyons	President & CEO	Elizabeth Glaser Pediatric AIDS Foundation	December 1st marks the 33rd World AIDS Day. This worldwide day of reflection is a time to take stock of the progress made in the fight to end AIDS.	PedAIDS.org
12/27/2020	Kamilah Bunn & Amber Smith	CEO of The Adoption Exchange Association & Foster kid that was adopted as a teen	Adopt US Kids	Adoption from Foster Care Campaign Highlights Rewards of Teen Adoption	AdoptUSKids.org

## **STATION EFFORTS (Q4) 2020**

### **KUBL-FM**

Since March 13, 2020 and continuing today KUBL has been informing the community about Covid-19 and the ways our community can be safe.

During 4<sup>th</sup> Quarter KUBL maintained the website WEGOTTHISUTAH.com. This website includes all the current Utah Covid-19 information and resources for people to get help. The website is supported with on-air messaging.

On October 13, 2020, November 10, 2020 & December 8, 2020 KUBL hosted facebook lives with Healthy in Utah. Healthy in Utah is a program in partnership with the Governor's office to provide factual information on how to be Healthy physically and mentally during the pandemic.

On October 28, 2020, November 18, 2020 & December 16, 2020 Travis Moon & Matt Ramone hosted the Utah Department of Workforce services "Hot Jobs" facebook live. These facebook lives were a resource to the community in showcasing the current jobs available in Utah.

From November 9<sup>th</sup> through the 13<sup>th</sup> of November 2020 KUBL held the annual Horns up for Hunger Campout. During the Horns up for Hunger Campout KUBL personalities asked for donations for the Utah Food Bank. This year we collected enough food to provide 46,282 meals to Utah families.

On December 3<sup>rd</sup> and 4<sup>th</sup>, 2020 KUBL held the Country Cares for Kids St Jude Radiothon. During this 2 day radio broadcast KUBL raised \$150,488 to help with the fight against Childhood Cancer.

Starting on November 19, 2020 and through the end of December KUBL promoted the Cumulus Corporate initiative Project Shine. Project shine connects listeners with VolunteerMatch. VolunteerMatch offers the greatest number of volunteers, not-profits and opportunities to make a difference. VolunteerMatch connects inspired people with inspiring causes. The station promoted Project Shine with on air promo's and social media posts.

December 14-23, 2020 KUBL promoted the Reach out Utah Blood Drive with the Red Cross and Fox 13. The Blood drive was held on December 21-23, 2020. The Blood Drive promoted the need for Blood during the Holiday period.

### **KENZ-FM**

Since March 13, 2020 and continuing today KENZ has been informing the community about Covid-19 and the ways our community can be safe.

During 4<sup>th</sup> Quarter KENZ maintained the website WEGOTTHISUTAH.com. This website includes all the current Utah Covid-19 information and resources for people to get help. The website is supported with on-air messaging.

Starting on November 19, 2020 and through the end of December KENZ promoted the Cumulus Corporate initiative Project Shine. Project shine connects listeners with VolunteerMatch. VolunteerMatch offers the greatest number of volunteers, not-profits and opportunities to make a difference. VolunteerMatch connects inspired people with inspiring causes. The station promoted Project Shine with on air promo's and social media posts.

December 14-23, 2020 KENZ promoted the Reach out Utah Blood Drive with the Red Cross and Fox 13. The Blood drive was held on December 21-23, 2020. The Blood Drive promoted the need for Blood during the Holiday period.

## **KHTB-FM**

Since March 13, 2020 and continuing today KHTB has been informing the community about Covid-19 and the ways our community can be safe.

During 4<sup>th</sup> Quarter KHTB maintained the website WEGOTTHISUTAH.com. This website includes all the current Utah Covid-19 information and resources for people to get help. The website is supported with on-air messaging.

Starting on November 19, 2020 and through the end of December KHTB promoted the Cumulus Corporate initiative Project Shine. Project shine connects listeners with VolunteerMatch. VolunteerMatch offers the greatest number of volunteers, not-profits and opportunities to make a difference. VolunteerMatch connects inspired people with inspiring causes. The station promoted Project Shine with on air promo's and social media posts.

December 14-23, 2020 KHTB promoted the Reach out Utah Blood Drive with the Red Cross and Fox 13. The Blood drive was held on December 21-23, 2020. The Blood Drive promoted the need for Blood during the Holiday period.

## **KBEE-FM**

Since March 13, 2020 and continuing today KBEE has been informing the community about Covid-19 and the ways our community can be safe.

During 4<sup>th</sup> Quarter KBEE maintained the website WEGOTTHISUTAH.com. This website includes all the current Utah Covid-19 information and resources for people to get help. The website is supported with on-air messaging.

December 14-23, 2020 KBEE promoted the Reach out Utah Blood Drive with the Red Cross and Fox 13. The Blood drive was held on December 21-23, 2020. The Blood Drive promoted the need for Blood during the Holiday period.



Starting on November 19, 2020 and through the end of December KBEE promoted the Cumulus Corporate initiative Project Shine. Project shine connects listeners with VolunteerMatch. VolunteerMatch offers the greatest number of volunteers, not-profits and opportunities to make a difference. VolunteerMatch connects inspired people with inspiring causes. The station promoted Project Shine with on air promo's and social media posts.

KBEE conducted on air interviews with the following to promote Project Shine

DATE	Organization	Rep's name
11/19/2020	Utah Community Action	Carla Frein
11/23/2020	YWCA	Maddie Gardner
11/24/2020	Ruff Haven	Kristina Pulsipher
11/25/2020	The Road Home	Alicia Gleed
11/30/2020	Animal Care of Davis County	Maria Bingham
12/1/2020	Best Friends Animal Society	Temma Martin
12/2/2020	The Village Project	Alicia Green
12/3/2020	Bountiful Food Pantry	Alisa Mercer
12/4/2020	YWCA	Maddie Gardner
12/7/2020	Volunteers of America	Savannah Young
12/8/2020	Red Cross	Rich Woodruff

12/9/2020	Ruff Haven	Kristina Pulsipher
12/10/2020	Animal Care of Davis County	Maria Bingham
12/11/2020	The Road Home	Alicia Glead
12/14/2020	Best Friends Animal Society	Temma Martin
12/15/2020	The Village Project	Alicia Green
12/16/2020	The Utah Food Bank	Ginette Bott
12/17/2020	Bountiful Food Pantry	Alisa Mercer
12/18/2020	Volunteers of America	Savannah Young
12/21/2020	Red Cross	Rich Woodruff
12/22/2020	Ruff Haven	Kristina Pulsipher
12/23/2020	Animal Care of Davis County	Maria Bingham
12/24/2020	Best Friends Animal Society	Temma Martin

## **KBER-FM**

Every week during the Quarter the station hosts "CAWS" and they feature a pet each week looking to be adopted. KBER discusses the benefits of adopting a new pet and how they can help the community.

Every week during the Quarter the station hosted The Humane Society and they feature a pet each week looking to be adopted. KBER discusses the benefits of adopting a new pet and how they can help the community.

Since March 13, 2020 and continuing today KBER has been informing the community about Covid-19 and the ways our community can be safe.

During 4<sup>th</sup> Quarter KBER maintained the website WEGOTTHISUTAH.com. This website includes all the current Utah Covid-19 information and resources for people to get help. The website is supported with on-air messaging.

During December KBER facilitated Zoom Calls with Santa for local Make-A-Wish kids. During the Zoom Calls with Santa each child was given an Amazon Gift card.

During December KBER did their annual Christmas Wish. This program brings the community together to take care of each other during the holiday. KBER was able to provide Christmas for multiple families across the Wasatch Front.

In Partnership with Markosian Auto KBER awarded a Van to an individual that needed it. Nominations were taken and Chris Brown was chosen the winner and awarded a Van from Markosian Auto.

December 14-23, 2020 KBER promoted the Reach out Utah Blood Drive with the Red Cross and Fox 13. The Blood drive was held on December 21-23, 2020. The Blood Drive promoted the need for Blood during the Holiday period.

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## **KKAT-AM**

During 4<sup>th</sup> Quarter KKAT maintained the website WEGOTTHISUTAH.com. This website includes all the current Utah Covid-19 information and resources for people to get help. The website is supported with on-air messaging.

Starting on November 19, 2020 and through the end of December KKAT promoted the Cumulus Corporate initiative Project Shine. Project shine connects listeners with VolunteerMatch. VolunteerMatch offers the greatest number of volunteers, not-profits and opportunities to make a difference. VolunteerMatch connects inspired people with inspiring causes. The station promoted Project Shine with on air promo's and social media posts.

December 14-23, 2020 KKAT promoted the Reach out Utah Blood Drive with the Red Cross and Fox 13. The Blood drive was held on December 21-23, 2020. The Blood Drive promoted the need for Blood during the Holiday period.

### **PUBLIC SERVICE ANNOUNCEMENTS**

\*In addition to the listed issues programming, each station actively rotates a myriad of 501-c-3 (et al) charitable/issues-related PSA's these PSA's compromise of :15's, :30's, and :60's and the number aired varies.

#### PSA sampling: (not all inclusive)

Ad Council

St Jude Research Hospital

Utah Broadcasters Association

US military (ALL BRANCHES)

Children's Miracle Network Hospitals

Paralyzed Veterans of America

National Police Association

Stand Up to Cancer

U.S. Marines Toys for Tots

Utah Department of Health (Utah Broadcasters Association)

In Utah