



ROCHESTER'S #1 HIT MUSIC STATION

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KROC-FM Public Service Quarterly Report

Third Quarter 2019

Quarterly Issues Programs List for Station KROC-FM

July 1, 2019 through September 30, 2019

Section I. Issues

The station has identified the following topics as significant issues facing our community in this quarter:

- A. **Distracted Driving:** According to the Minnesota Department of Public Safety: Distracted or inattentive driving was a contributing factor in one in five crashes, resulting in an average of 53 deaths and 216 serious injuries each year.
- B. **Drug Addiction and Recovery:** The Minnesota Department of Health reports that drug overdose deaths among Minnesotans continue to rise.
- C. **Vaping:** *E-cigarette* use nearly doubled from 2014 to 2018. The Minnesota Department of Public Health reports e-cigarette use is now double conventional cigarette use among high school students in the state.
- D. **Gun Violence/Gun Laws:** 9 out of 10 Minnesotans support stricter gun control in the US according to a Star Tribune poll. Minnesota lawmakers tackled the issue this year.

Section II. Responsive Programs

Date(s) Aired	Program Name	Description of Issue Discussed	Duration	Time
7/28	Minnesota Matters	Prior to Minnesota's new "hands-free" law going into effect the law is discussed.	30 min	6:00AM
8/4	Minnesota Matters	Minnesota's "hands-free" law went into effect on 8/1 – the law is clearly explained.	30 min	6:00AM
7/7	Minnesota Matters	A discussion on Minnesota's drug epidemic and the new opioid law.	30 min	6:00AM
9/8	Minnesota Matters	A Minnesota mother shares story of son lost to overdose and prevention methods.	30 min	6:00AM
8/4	Minnesota Matters	An in-depth discussion on trends in teen vaping.	30 min	6:00AM
8/18	Minnesota Matters	A discussion on gun reform at the state capitol.	30 min	6:00AM

8/11	Minnesota Matters	A look at gun violence-MN lawmakers, advocates and mental health experts consider a path forward in the wake of recent mass shootings in Texas and Ohio.	30 min	6:00AM
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Minnesota Matters – This public affairs program discusses matters of importance to Minnesotans. It runs weekly, Sunday mornings from 6am to 630am.

Q3 Show Dates Topics Covered:

7/7: This week: new opioid law in MN, protecting the loon, Minnesotan at the wheel of the Oscar Meyer Weinermobile, MN Twins season so far with Baseball Prospectus' Aaron Gleeman.

7/14: This week: MN's preliminary health insurance premium numbers are out, the 2018 MN teacher of the year joins OutFront MN, more than \$200,000 in grants aim to help Native tribes improve early childhood development, new Gopher football ticketing program.

7/21: This week: the latest on Trump/Omar, trouble at MN DHS, progress in ending Veterans homelessness in MN, MN's connection to Apollo 11, Big 10 media day

7/28: This week: hands-free law takes effect August 1st, U-S Attorney for MN Erica MacDonald on the growing concern about "sextortion", MN baseball stories, Vikings preview with G-M Rick Spielman.

8/4: This week: progress on a bill to lower insulin costs, hands-free goes into effect, trends in teen vaping, Wiffle Wars III.

8/11: This week: an in-depth look at gun violence-MN lawmakers, advocates and mental health experts consider a path forward in the wake of recent mass shootings in Texas and Ohio.

8/18: This week: DHS, gun reform and insulin at the State Capitol, back to school tips, MN State Fair preview and MN Twins' Jake Odorizzi.

8/25: This week: the latest in MN politics, two State Fair icons--Sweet Martha and the Giant Slide, MN Wild add a four-legger to roster, MN Twins recap with TV announcer Dick Bremer.

9/1: This week: the latest from the State Capitol, Pronto Pups and Reptiles at the State Fair, Gopher football and food, Target Field turns the diamond into gridiron.

9/8: This week: the latest at DHS/District 7 race, MN mother shares story of son lost to overdose/prevention methods on this National REcovery Month, MN Pheasant Index, former Viking Ben Leber with preview of Vikings season.

9/15: This week: assisted suicide bill draws emotional testimony at the State Capitol, Ovarian Cancer Awareness Month, BWCA controlled burns, MN farmer safety and mental health

9/22: This week: the latest on the push for insulin affordability at the Capitol, a call to action to combat rising obesity rates, and a deep dive into a Prince based historical exhibit.

9/29: This week: insulin and vehicle emissions at the State Capitol, Carleton College professor Steven Schier on impeachment 101, growing concern over possible link between vaping and lung disease, Twins clinch!

PUBLIC SERVICE ANNOUNCEMENTS AND COMMUNITY EVENTS

106.9 KROC supplies tens of thousands of dollars in unpaid air time to support local and national campaigns that help people in our community. Our personalities keep our audience informed with breaks on air and pre-recorded messages discussing local events in Stewartville, Rochester and other SE MN communities, including charitable causes, on air and online at kroc.com. Listeners and community leaders can also submit their events to be included on our site. Below are the campaigns we supported with 30 second recorded messages and with information on our web site.

7/17 - 7/31 Texting & Driving Prevention: Since July is often a busy time for road travel, we started a campaign to remind people to avoid texting and driving - along with a new Minnesota law that goes into effect August 1st.

8/1 - 8/23 Alzheimer's Walk: We promoted and hosted the 2019 Rochester Walk To End Alzheimer's, which raised money to fund Alzheimer's care, support, and research.

9/2 - 9/19 Party at the Pavilion: We promoted the 4th Annual Ronald McDonald House Benefit Concert, which raised money for families and children staying at the Ronald McDonald House of Rochester, MN.

8/26 - 9/15 Join The Journey Breast Cancer Awareness Walk: We supported Join The Journey, a community walk that raises money and awareness for individuals going through their

breast cancer journey. The event typically raises close to \$50,000. We had an incredible walk to raise breast cancer awareness and support local survivors! The outpouring of love and support from our community was tremendous, with over 750 participants!

9/1-9/27 Chili Challenge: We promoted and participated in a community Chili Cookoff event that raises money for the Boys and Girls Club of Rochester. Their mission is to enable all young people, especially those who need us most, to reach their full potential as productive, caring, responsible citizens