

**CBS RADIO GROUP**  
**ISSUES AND PROGRAMS REPORT**  
**FOR KEGY SAN DIEGO**  
**FIRST QUARTER, 2015**  
**JANUARY 1 THROUGH MARCH 31, 2015**

**Prepared by:**

**Marlo Rhodes**  
**Public Affairs Director**

**Issues of Concern to San Diego  
Addressed In Responsive Programming In The  
FIRST QUARTER, 2015**

**1. Economic/Financial**

**This is the number #1 issue both here in San Diego and across the country. Increasing mortgage rates, foreclosures decreasing home values, and increases in the cost of living expenses are causing a strain on the local economy. A major concern to homeowners is dealing with the current reality that mortgages are higher than their homes worth.**

**2. Jobs & Growth**

**Our local economy has slowed tremendously over the past 2 years causing few opportunities for job seekers. Local businesses and companies continue shed jobs to deal with the current economic crisis, and San Diegans in the job market are forced to seek out few opportunities.**

**3. Transportation**

**Morning and afternoon gridlock are major concerns in the San Diego area.**

**4. Business/Tourism**

**Tourism is a major source of revenue to the San Diego area. Even in tough financial times the local economy continues to thrive from this source of income.**

**5. Education**

**The best way to keep the community growing and prospering is to educate and inform its citizens. We gain helpful insight from many community leaders on a range of issues.**

## **6. Health/Environmental**

**One in five San Diego residents are uninsured or underinsured, promoting the need for a healthy lifestyle information and the need for clean air, water and environment.**

## **7. Crime Prevention**

**Crime rates here in San Diego County continue to flourish as the local economy seems to decline. Desperation appears to be a main motivator of theft and recurrent criminal activities and it has become critical to educate citizens to help reduce and prevent crime whenever possible.**

## **KEGY PROGRAMMING THAT ADDRESSES COMMUNITY ISSUES**

### **“Concerning San Diego”**

**Every Sunday morning 6 am to 7 am. This program addresses public issues and concerns through interviews with local community leaders. We gain helpful insight into problem situations and discuss possible solutions.**

### **Public Service Announcements:**

**Aired during the weekly public affairs program; non-profit groups and organizations have an opportunity to publicize their need to the San Diego community. Local fund raising events are also displayed on our website at the [KEGY.COM](http://KEGY.COM) community page.**

### **Local News:**

**An item called “Community News & Events” has been added as weekly informative feature to the public affairs programming. This portion of the program recap’s the biggest local and national news stories of the week.**

### **Special News Reports:**

**The KEGY radio staff is on 24 hours a day. If and when anything happens of major concern to the San Diego area; the air-staff reports the information promptly.**

## **Ascertainments**

**Ascertainments to determine the top issues and problems facing the San Diego community are done on a constant ongoing basis by: e-mail, U.S. mail, and phone conversations. In addition, each guest making an appearance on “Concerning San Diego” is asked for their response. Findings from these interviews, e-mails, letters and phone conversations are collated to determine the top six issues to be addressed on a frequent basis through our public affairs program and in regularly scheduled newscasts.**

**Station management personnel are also in frequent contact with community leaders and are informed about significant problem areas.**

**Marlo Rhodes  
Public Affairs Director**

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**MOST SIGNIFICANT ISSUE-RESPONSIVE PROGRAMMING**

**ISSUE: ECONOMIC/FINANCIAL**

**Our nation's financial crisis has had a disastrous ripple effect upon urban communities like San Diego. The increasing cost of goods and supplies has slowed construction and economic growth causing unemployment to rise. Home values continue to decrease and home foreclosures have caused the housing market to come to a standstill. According to media reports, Mayor Jerry Sanders and the City of San Diego are planning massive budget cuts to steer through these tough economic times.**

**Program: "Concerning San Diego" January 4, 2015, 2015**

**Guest: Robert J. Farrell, Job Coach and President, RJF Coaching.com**

**Our entire 60 minute program is devoted to Mr. Farrell who explains to us simple tips for searching for jobs, writing resumes, and how to perform in a job interview. This topic is extremely timely as San Diego and the State of California unemployment rates have risen sharply in recent months.**

**Program: "Concerning San Diego" January 11, 2015, 2015**

**Guest: Premmal Shah, President, Kiva.org**

**One third of the program is spent talking with Mr. Shah about how small businesses can secure loans through Microfinance Intuitions associated with Kiva.org and how anyone who wishes to donate to their organization can help struggling entrepreneurs while becoming a business partner. The weak economy has forced local banks to reduce the number of loans they make to small business owners, making Kiva.org a wonderful alternative**

**Program: "Concerning San Diego" March 9, 2015**

**Guest: Lauri Walker, Media Specialist, California Center for Sustainable Energy.**

**Another 20 minutes is devoted speaking with Ms. Walker on the concept of Solar Energy. In California with its plentiful sunlight; Solar Energy is an expanding industry. We talk to Ms. Walker about the benefits of Solar Energy and the incentives and rebates in place to help owners make the switch to a more cost efficient and renewable source of energy, and the rapidly expanding job market in the green sector.**

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**MOST SIGNIFICANT ISSUE-RESPONSIVE PROGRAMMING**

**ISSUE: JOBS AND GROWTH**

**As the local economy comes to a significant slow-down, employment opportunities and job fairs become important news worthy stories delivered in public service announcements and are featured in our public affairs programming. As San Diego continues to grow and thrive under the category of tourism and in the service industry; job fairs are considered vital information.**

**Program: “Concerning San Diego” January 4, 2015, 2015**

**Guest: Robert J. Farrell, Job Coach and President, RJF Coaching.com**

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**Program: “Concerning San Diego” January 18, 2015**

**Guest: Diane Katz, Ph.D. Author, Win at Work, the Everybody Wins Approach to Conflict Resolution**

**21 minutes of the program is spent talking with Dr. Katz about the best ways to handle conflict in the workplace. During our conversation we learn from Dr. Katz that most people who are unhappy with their job situations could be resolved with simple conflict resolution techniques rather than looking for a new job.**

**Program: “Concerning San Diego” March 15, 2015**

**Guest: Jim Floros, President San Diego Food Bank**

**The San Diego Food Bank is the largest hunger-relief organization in San Diego County. Last year, the Food Bank distributed 17.9 million pounds of food, and the Food Bank served, on average, nearly 350,000 people per month in San Diego County. 20 minutes is spent talking to Mr. Floros about the need of the San Diego food bank to the community.**

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**MOST SIGNIFICANT ISSUE-RESPONSIVE PROGRAMMING**

**ISSUE:           TRANSPORTATION**

**Program: “Concerning San Diego” March 22, 2015**

**Guest: Chris Cochran, Assistant Director of Marketing and Public Affairs, California Office of Traffic Safety.**

**San Diego is the third highest city in the state of California for arrests for DWI’S.**

**Recently a young teenage driver was arrested in the Torrey Pines area for driving while intoxicated and charged with vehicle manslaughter for death of his classmate who was a passenger in the car. We’re also reminded from Mr. Cochran that state laws forbid talking or texting on cell phones while driving can severely inhibit a driver’s attention to the road. 40 minutes is devoted to this subject.**

**Program: “Concerning San Diego” March 29, 2015**

**Guest: Samuel Johnson, Director of Operations for SANDAG**

**25 minutes is spent discussing how SANDAG (San Diego Association of Governments) along with CalTrans and the California Highway Patrol work together to provide free motorist aid through the freeway service Patrol and Call Box Programs. These programs serve as a safety net for drivers who experience vehicle trouble on major freeways in the San Diego region.**

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**MOST SIGNIFICANT ISSUE-RESPONSIVE PROGRAMMING**

**ISSUE: BUSINESS AND TOURISM**

An item called “Community News & Events” has been added as weekly informative feature to public affairs programming. This portion of the program highlights several non profit businesses and events taking place around the county encouraging listeners to participate and become involved in the community.

Additionally KEGY.COM website has a feature called “Weekend Fun Stuff” which encourages local citizens to get out and enjoy San Diego’s many local attractions and events.

**Program: “Concerning San Diego” January 18, 2015**

**Guest: Diane Katz, Ph.D. Author, Win at Work, the Everybody Wins Approach to Conflict Resolution**

21 minutes of the program is spent talking with Dr. Katz about the best ways to handle conflict in the workplace. During our conversation we learn from Dr. Katz that most people who are unhappy with their job situations could be resolved with simple conflict resolution techniques rather than looking for a new job.

**Program: “Concerning San Diego” March 9, 2015**

**Guest: Lauri Walker, Media Specialist, California Center for Sustainable Energy.**

Another 20 minutes is devoted speaking with Ms. Walker on the concept of Solar Energy. In California with its plentiful sunlight; Solar Energy is an expanding industry. We talk to Ms. Walker about the benefits of Solar Energy and the incentives and rebates in place to help owners make the switch to a more cost efficient and renewable source of energy, and the rapidly expanding job market in the green sector. Additionally San Diego is the “Greenest City” in the state of California, causing major businesses and corporations to travel to San Diego to learn tips on making the companies more sustainable.

**Program: “Concerning San Diego” March 29, 2015**

**Guest: Sara Pagano, Managing Director of the San Diego Festival of Science and Engineering**  
San Diego County has earned a reputation as a thriving center of activity in science, biotech, engineering and medicine. However, research has shown that there is a shortage of students entering Science, Technology, Engineering and Mathematics (S.T.E.M.) fields. The San Diego Festival of Science and Engineering was created to get kids excited about STEM fields and demonstrate why science and engineering are important in their lives. 20 minutes is spent discussing this year’s festival.

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**MOST SIGNIFICANT ISSUE-RESPONSIVE PROGRAMMING**

**ISSUE: EDUCATION**

Education related stories are a regular part of the stations daily newscasts with related items being broadcast almost daily.

**Program: “Concerning San Diego” January 4, 2015,**

**Guest: Robert J. Farrell, Job Coach and President, RJF Coaching.com**

Our entire 60 minute program is devoted to Mr. Farrell who explains to us simple tips for searching for jobs, writing resumes, and how to perform in a job interview. This topic is extremely timely as San Diego and the State of California unemployment rates have risen sharply in recent months.

**Program: “Concerning San Diego” January 11, 2015**

**Guest: David Code, Author and Marriage and Family Counselor.**

Stressed-out parents can be hazardous to their children’s health, but David Code’s book, “Kids Pick Up on Everything” offers a surprising solution: to raise healthy kids, a friend, and a Spanish plaza to go socialize in every evening! Being stressed out is The New Normal for parents, and the surprising cause of our increased stress is social isolation—NOT our jobs, or technology. Code argues that humans are social animals, with a primal need to bond and to belong. Socializing reduces stress, so the best gift you can give your children is to build community. 20 minutes is spent talking with Mr. Code.

**Program: “Concerning San Diego” January 11, 2015**

**Guest: Katie O Whalen-Elsbree, Founder, Fostering Opportunities Scholarship Fund**

Fostering Opportunities Scholarship Fund raises funds to send foster children to college. After the age of 18 foster children no longer qualified to receive government benefits and must branch out on their own in order to survive. 30 minutes is spent talking to Ms. Elsbee about the need of Fostering Opportunities Scholarship Fund to the San Diego community.

**Program: “Concerning San Diego” January 18, 2015**

**Guest: Cathy Dunn, Regional Manager, Partnership for a Drug-Free America.**

Drugs and alcohol in combination with peer pressure continues to be a lethal problem for our youth. Here Ms. Dunn explains how parents can learn to prevent their children from using drugs and alcohol, how prevent children from sub coming to peer pressure and how to overcome communication barriers that exist between parents and their children. 40 minutes of our 60 minute program of our program is dedicated to this topic.

**Program:**

**“Concerning San Diego” January 25, 2015**

**Guest: Heidi Diller, Registered Dietician**

**21 minutes of the show is devoted to talking about the New American Plate guidelines and the benefits of eating nutritional meals. Included in our discussion were cost effective ways to eat healthy. Obesity has become an epidemic here in the U.S. The CDC (Centers for Disease Control) states more than 190 million Americans are overweight or obese. Obesity-related diseases are a \$147 billion dollar medical burden every year. Childhood obesity has tripled in the last thirty years.**

**Program: “Concerning San Diego” February 1, 2015**

**Guest: Paul Cothran, Executive Director, VH1 Save The Music Foundation**

**Statewide budget cuts are affecting the visual and performance arts programs in public schools. We spend 20 minutes speaking with Mr. Cochran about the importance of music education program in our local schools and we learn that music education can assist students with problem solving and increase brain power.**

**Program: Concerning San Diego” February 8, 2015**

**Guest: Dr. Anna McDivit UC San Diego Sulpizio Cardiovascular Center**

**20 minutes is spent talking with Dr. McDivit about this year’s Go Red for Women Campaign with the American Heart Association. 1100 women die from heart disease every year. Heart Disease is the No. 1 cause of death in women taking approximately one woman every minute. Dr. McDivit explains that Eighty percent of cardiac events in women maybe prevented if they make the right choices for their hearts by abstaining from smoking, exercising and eating a healthy diet.**

**Program: “Concerning San Diego” February 8, 2015**

**Guest: The Honorable Susan Golding CEO/President, Promises 2 Kids**

**Promises2Kids, founded as the Child Abuse Prevention Foundation, is widely recognized as the local leader and a model for the nation in child abuse prevention solutions. Promises2Kids addresses the needs of maltreated and at-risk children by identifying the areas in which they are under-served, and finding programs and services to meet their needs. 21 minutes spent discussing the needs of foster children here in the San Diego area.**

**Program: “Concerning San Diego” February 15, 2015**

**Guest: Ann Fox, Manager, San Diego County Foster Home Licensing**

**As the county grows, so does the need for good foster homes. Currently there are 6,000 children in out of foster home care due to abuse and neglect in San Diego County. Foster Home Licensing recruits, trains, licenses, monitors, and supports foster families around the county. 22 minutes was spent talking to Ms. Fox.**

**Program: Concerning San Diego” February 22, 2015**

**Guest: Sharon Lawrence, President and CEO, Voices for Children**

**40 minutes of our program are dedicated to this local organization that combines adult volunteers with children caught in the Foster Care program. Children in this program are in need of adult spokespersons to work in a legal capacity on their behalf while they are dependents of the state. Ms. Lawrence explains the simple and necessary needs of these children and how to become a volunteer and join the program**

**Program: “Concerning San Diego” March 1, 2015**

**Guest: Rhea Tobin, Childhelp**

**Children are suffering from a hidden epidemic of child abuse and neglect. Every year more than 3 million reports of child abuse are made in the United States involving more than 6 million children (a report can include multiple children). The United States has one of the worst records among industrialized nations – losing on average between four and seven children every day to child abuse and neglect. 22 minutes is spent talking with Ms. Tobin on the needs of abused and neglected children here in the San Diego area.**

**Program: “Concerning San Diego” March 8, 2015**

**Guest: Lauri Walker, Media Specialist, California Center for Sustainable Energy.**

**Another 20 minutes is devoted speaking with Ms. Walker on the concept of Solar Energy. In California with its plentiful sunlight; Solar Energy is an expanding industry. We talk to Ms. Walker about the benefits of Solar Energy and the incentives and rebates in place to help owners make the switch to a more cost efficient and renewable source of energy, and the rapidly expanding job market in the green sector.**

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**Program: “Concerning San Diego” March 15, 2015**

**Guest: Linda Davis Alldrit, President, National Association of School Nurses.**

**Thirty minutes is spent talking with Ms. Alldrit about the serious nature of vaccinations for Meningitis, a deadly virus that affects children and young adults without warning and very rapidly attacks their immune systems.**

**Program: “Concerning San Diego” March 22, 2015**

**Guest: Chris Cochran, Assistant Director of Marketing and Public Affairs, California Office of Traffic Safety.**

**San Diego is the third highest city in the state of California for arrests for DWI'S. Recently a young teenage driver was arrested in the Torrey Pines area for driving while intoxicated and charged with vehicle manslaughter for death of his classmate who was a passenger in the car. We're also reminded from Mr. Cochran that state laws forbid talking or texting on cell phones while driving can severely inhibit a driver's attention to the road. 40 minutes is devoted to this subject.**

**Program: “Concerning San Diego” March 22, 2015**

**Guest: Chesney Hoagland-Fuchs , Chair, Diabetes Coalition of California**

**Nearly 7 million Americans have diabetes and are unaware of it. Diabetes is the 7<sup>th</sup> leading cause of fatality here in California. Diabetes also increases the risk for heart disease, high blood pressure, stroke, eye disease, kidney disease and lower extremity conditions. 22 minutes is spent discussing this topic.**

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**MOST SIGNIFICANT ISSUE-RESPONSIVE PROGRAMMING**

**ISSUE: HEALTH/ENVIRONMENTAL**

**KEGY.COM devotes part of its website to environmental issues which promotes ideas on how to live “green”.**

**Program: “Concerning San Diego” February 1, 2015**

**Guest: Pam Frazier, Spokesman California Phones**

**15 minutes is spent talking with about specialized telephones issued by the government for the deaf, hard of hearing, blind and handicapped. These telephones are free to the public who apply for them.**

**Program: “Concerning San Diego” January 26, 2015**

**Guest: Heidi Diller, Registered Dietician**

**21 minutes of the show is devoted to talking about the New American Plate guidelines and the benefits of eating nutritional meals. Included in our discussion were cost effective ways to eat healthy. Obesity has become an epidemic here in the U.S. The CDC (Centers for Disease Control) states more than 190 million Americans are overweight or obese. Obesity-related diseases are a \$147 billion dollar medical burden every year. Childhood obesity has tripled in the last thirty years.**

**Program: Concerning San Diego” February 8, 2015**

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**MOST SIGNIFICANT ISSUE-RESPONSIVE PROGRAMMING**

**ISSUE: CRIME PREVENTION**

**Crime rates here in San Diego County continue to flourish as the local economy seems to decline. Anxiety appears to be a main motivator of theft and recurrent criminal activities and it has become critical to educate citizens to help reduce and prevent crime whenever possible.**

**Program: “Concerning San Diego” January 18, 2015**

**Guest: Cathy Dunn, Regional Manager, Partnership for a Drug-Free America.**

**Drugs and alcohol in combination with peer pressure continues to be a lethal problem for our youth. Here Ms. Dunn explains how parents can learn to prevent their children from using drugs and alcohol, how prevent children from sub coming to peer pressure and how to overcome communication barriers that exist between parents and their children. 40 minutes of our 60 minute program of our program is dedicated to this topic.**

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**Guest: Rhea Tobin, Childhelp**

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**San Diego is the third highest city in the state of California for arrests for DWI’S. Recently a young teenage driver was arrested in the Torrey Pines area for driving while intoxicated and charged with vehicle manslaughter for death of his classmate who was a passenger in the car. We’re also reminded from Mr. Cochran that state laws forbid talking or texting on cell phones while driving can severely inhibit a driver’s attention to the road. 40 minutes is devoted to this subject.**

**PUBLIC SERVICE ANNOUNCEMENTS  
FIRST QUARTER, 2015  
JANUARY 1 THROUGH MARCH 31, 2015**

Throughout the quarter the station aired periodic PSAs providing information on a variety of local community activities and issues. Representative examples of such PSAs include the following:

**AMERICAN RED CROSS – DISASTER PREPAREDNESS: 3:00**

**SALVATION ARMY – ADULT REHABILITATION CENTER: 60**

**GOODWILL FOUNDATION – DONATIONS: 60**

**ORGAN DONATION – MATCHING DONORS: 30**

**NATIONAL SUICIDE PREVENTION LIFELINE – SUICIDE PREVENTION: 60**

**SAN DIEGO BLOOD BANK – BLOOD DONATION - :60**

**AMERICAN HEART ASSOCIATION – GO RED FOR WOMEN - :30**

**PARTNERSHIP FOR A DRUG FREE AMERICA – RISK FACTORS - :30**

**AD COUNCIL – PREVENT ATTACKS OF CHILDHOOD ASTHMA: 60**

**SAN DIEGO FESTIVAL OF SCIENCE AND ENGINEERING: 30**

**HOT CHOCOLATE 15K AND 5K RUN BENEFITTING THE SAN DIEGO  
RONALD MCDONALD HOUSE CHARITIES :30**