

**KEUG-FM 105.5**

**VENETA, OREGON**

**QUARTERLY POSTING OF COMMUNITY PROBLEMS, NEEDS AND**  
**INTERESTS**

**Fourth Quarter, 2020: October 1 through December 31**

**Posted: January 10, 2021**

## **KEUG-FM: Veneta, Oregon, 105.5 mhz**

McKenzie River Broadcasting Co., Inc.

Each quarter, on January 10, April 10, July 10 & October 10, we place in our public inspection file a list of what are considered to be the most significant Problems, Needs and Issues of the Veneta/Eugene-Springfield, Oregon, community.

Along with this list are the programs that were aired to deal with these problems, needs and issues.

### **ASCERTAINMENT METHODS**

To ascertain these problems, needs and issues, McKenzie River Broadcasting Co., Inc., employs a Public Affairs Director who, within the natural course of news gathering, is made aware of problems, needs and issues in the community. The views of citizens of the community and civic leaders regarding community problems, needs and issues are also ascertained during meetings and interviews. Problems, needs and issues are also ascertained during interaction with members of the public.

### **PROGRAMMING**

To air information about these problems, needs and issues, McKenzie River Broadcasting Co., Inc., relies on the following methods:

1. Community Forum: This is a 15-30 minute weekly program that offers in-depth examinations of community problems, needs and issues.

**McKENZIE RIVER BROADCASTING 4Q, 2020, ISSUES LIST:**

KGNU-FM / KMGF-FM / KEUG-FM

Quarter	October 1 through December 31, 2020
	<b><i>*Note: Major breaking news stories during the quarter that fall under these categories will be added as is appropriate and reflected in daily news and public service postings</i></b>
1-tie	<b><u>HEALTH, MENTAL HEALTH:</u></b> COVID-19; Mental health; Opioid epidemic, drug abuse; Legal cannabis products; Oregon Health Plan (Medicaid) and CCOs, ACA battles; Prescription drug prices; Obesity, diabetes & healthy eating; Food and product recalls; Legal battles over abortion and reproduction; Women’s health; Flu, STDs; Measles, other outbreaks, debate over vaccines; Immunizations; Environmental health, wildfire smoke, overall air quality; Safe water; Assisted suicide.
1-tie	<b><u>DISASTERS, ENVIRONMENT, WEATHER, AGRICULTURE, WILDLIFE, FISHERIES, RECREATION:</u></b> McKenzie wildfire and other fires; Disaster preparedness; Air quality; Climate change, COVID-19; Snowpack, drought; Legislative “cap & trade” debate; Agriculture, Horticulture, Sustainable landscaping; Earthquake, “Climate Kids” lawsuit; Cannabis & hemp; Pollinators; Pesticides, herbicides; Cougar, wolves; Ocean health, Fisheries; Forest, wildlife, habitat; Power generation; Alternate energy; Hazardous materials.
3	<b><u>RACIAL JUSTICE, RACISM, BLACKS, LATINX, NATIVE AMERICANS, IMMIGRATION, CIVIL RIGHTS, CIVIL LIBERTIES, HUMAN RIGHTS, DISABILITIES, LEGAL, COMMUNITY, FAMILY, YOUTH, ELDER, RELIGION, WOMEN, LGBTQ, SEXUAL HARASSMENT:</u></b> Racial equality and administration of justice; Civil rights, Civil liberties; COVID-19; Older adults; Families and children; Youth programs & protection; Domestic-sexual violence; Immigration-DACA, LatinX community; LGBTQ; Fair housing; Privacy, cybersecurity; Religion, churches; Community and charitable events; Older adults; Pets, animal rights.
4	<b><u>CRIME, SAFETY, POLICING, LAW ENFORCEMENT, ILLEGAL DRUGS:</u></b> Police funding and policing guidelines; Community enforcement, social service funding shift; protests, rioting; COVID-19; Drug & alcohol abuse, treatment; Mental health; Traffic safety; Human trafficking; Youth protection; School safety; Child abuse; Gangs; Cybersecurity; Severe weather, storms, natural disasters; Terrorism.
5	<b><u>SCHOOLS, EDUCATION:</u></b> COVID-19 & post-wildfire home learning; Local-state budgets for higher ed, community colleges, K-12 education; College affordability; Curriculum, academic standards; Student honors; Student activism; Teacher contracts; New schools; Knight Science Complex.
6	<b><u>ECONOMY, BUSINESS, GROWTH, DEVELOPMENT, HOUSING, UTILITIES, COLLEGE &amp; PRO SPORTS, EVENTS:</u></b> COVID-19; Unemployment, workforce training; Rioting; Economy; Economic, downtown development, urban renewal, urban density; Affordable housing; UO-OSU Athletics teams, funding; Sports events; Hayward Field & UO Science construction; rebuild, Civic Park; Rural development, urban growth boundary; Road improvements; Local tech; Personal finance; Consumer prices; Legal cannabis; Immigration economics; Retirement concerns; County courthouse, city hall; Agriculture and farms; Technology; Energy prices, development; Cybersecurity and breaches.
7	<b><u>SOCIAL SERVICES, LOW-INCOME, HOUSING, HOMELESSNESS:</u></b> Wildfire housing; COVID-19; Debate over police funding shifts to social services; Affordable housing; Homeless veterans, individuals, families, youth; Homeless “rest stops”; “The Working Poor”; Minimum wage and living wages; Community agencies; Mental health; Older adults: Protection, health, housing, finances /

8	<b><u>POLITICS, ELECTIONS, GOVERNMENT:</u></b> COVID-19; Special legislative session & emergency funding; Federal stimulus, state and local programs; Racial justice & policing; School funding; Elections; Timber Unity, climate change bills; Trump administration, Congress, Federal and state courts; Immigration and border; Health care; Women; Offshore drilling, pipelines, oil trains, other environmental matters; Gun control, mass shootings, school violence; Mental health treatment; Marijuana and cannabis enforcement; Opioid epidemic; Low-income, affordable housing; Cybersecurity, data breaches /
9	<b><u>TRANSPORTATION:</u></b> COVID-19; Infrastructure needs and projects, I-105, Franklin Blvd., Local repaving; Road and gas fees and taxes; Pedestrian, biker, rider safety; Hiking-biking trails; Airlines; Eugene's airport; Lane Transit District; Hybrid, electric vehicles; Airline disruptions; Boeing 737 investigations; Spring-summer travel; Rail safety.
10	<b><u>MILITARY, VETERANS, WAR ON TERRORISM:</u></b> COVID-19; Veterans, jobs, mental health (PTSD, suicide, etc.) and homelessness; Military families; Homeland and local security; Balancing terrorism with civil rights; National Guard deployments; Oregonians in the military; hacking and privacy.

*The 4th Quarter, 2020, Issues List was formulated at a virtual public meeting on Wed., Oct. 7, 2020, by Tracy Berry - KGNU-FM, Mary Reilly - KMGE-FM, and from previous quarters' ascertainment, conversations, phone calls, and emails with listeners.*

## **KKNU-FM KMGE-FM KEUG-FM ISSUES / PROGRAMS LIST**

**ISSUES:** *Disasters, Environment, Health, Safety, Community*

**NAME OF PROGRAM: COMMUNITY FORUM**  
*Locally produced / Regularly scheduled*

**DATE:** 10/04/20

**TIME:** 6:30 a.m.-KKNU / 7:00 a.m.: KMGE & KEUG

**LENGTH:** 30 minutes

**GUEST:**

Name, Title, Organization: Kevin Bladon, Chris Dunn, David Blunck and Jeff Hatten, Professors and scientists in water & soil quality, wildfires & embers, erosion. Oregon State University

Contact information: via [sean.nealon@oregonstate.edu](mailto:sean.nealon@oregonstate.edu) , 541-737-0787

City and State: Corvallis, Oregon

**TOPIC AND BRIEF DESCRIPTION:**

This morning, we're talking about water and soil and embers in the wake of the devastating Labor Day wildfires across Oregon, including the Holiday Farm Fire up the McKenzie Valley. As experts assess the damage, we speak with four experts from Oregon State University about the implications for public and private forestlands, habitats, soil and water quality, and erosion. We also learn more about embers, which are the focus of increased study for their role in rapidly spreading fires during high winds. We talk about how homeowners and property owners can work to safeguard their land and homes. And we also learn about the implications of erosion and wildfire ash in streams and rivers for those far outside the fire zone, including for customers of the Eugene Water & Electric Board, for years to come.

## **KKNU-FM KMGE-FM KEUG-FM ISSUES / PROGRAMS LIST**

**ISSUES: *HEALTH, COMMUNITY***

**NAME OF PROGRAM: COMMUNITY FORUM**

*Locally produced / Regularly scheduled*

**DATE: 10/11/20**

**TIME: 6:30 a.m.-KKNU / 7:00 a.m.: KMGE & KEUG**

**LENGTH: 30 minutes**

**GUEST:**

Name, Title, Organization: Dr. Tom Jean, Epidemiologist with the Oregon Health Authority; Robb Cowie, Communications Specialist with the Oregon Health Authority; Michelle Neice of DHM Research, Victoria Lara of Lara Media  
Contact information: via [Robb.Cowie@state.or.us](mailto:Robb.Cowie@state.or.us) , 503-421-7684  
City and State: Portland and Salem, Oregon

**TOPIC AND BRIEF DESCRIPTION:**

Two new statewide surveys find a large majority of Oregonians are taking steps to limit their exposure to COVID-19. But there remain those who don't take precautions, often because they don't think that they're at risk. State officials shared the results of those surveys this week. We hear from leaders with the Oregon Health Authority, the pollster, and health marketing experts about what the numbers mean and how to persuade those who are disregarding COVID precautions to protect themselves and others—and get a vaccine when it becomes available.

## **KKNU-FM KMGE-FM KEUG-FM ISSUES / PROGRAMS LIST**

**ISSUES: HEALTH, COMMUNITIES, EVENTS, BUSINESS, FAMILIES**

**NAME OF PROGRAM: COMMUNITY FORUM**

*Locally produced / Regularly scheduled*

**DATE: 10/18/20**

**TIME: 6:30 a.m.-KKNU / 7:00 a.m.: KMGE & KEUG**

**LENGTH: 30 minutes**

### **GUEST:**

Name, Title, Organization: Dr. Patrick Allen, Director; Dr. Dean Sidelinger, State Health Officer; Robb Cowie, External Communications – all from the Oregon Health Authority

Contact information: via [Robb.Cowie@state.or.us](mailto:Robb.Cowie@state.or.us) , 503-421-7684

City and State: Portland and Salem, Oregon

### **TOPIC AND BRIEF DESCRIPTION:**

Surging cases, rising deaths, and concerns about what the rest of the year might bring. This morning on Community Forum, another update from experts with the Oregon Health Authority, who discuss everything from Halloween safety to the coming flu season. We start with the situation here in Lane County, which on Friday joined four other counties—Benton, Clatsop, Malheur, and Umatilla—on the state’s COVID-19 “Watch List.” County officials said on Thursday there has been an alarming, 760 percent increase in the number of weekly cases since mid-August. Lane County’s positivity rate among those being tested has climbed, from 6.1 percent to 8.6 percent. At the same time, contact tracers are having a difficult time tracing the source of some transmissions or getting hold of some who might have been exposed to the coronavirus. They say there are a growing number of people who either are “not available to be reached” or, when reached, are not willing to complying with isolation and quarantine. With 155 people who currently either cannot be reached or are considered non-compliant, and with health investigators unable to determine the source of infection for just shy of half of our recent cases, Lane County met the criteria to be placed on the state’s “COVID-19 Watch List.” When a county is placed on the state’s Watch List, the Oregon Health Authority increases monitoring and communication, and deploys additional technical assistance and resources to help with case investigations and contact tracing, as well a clinical support. Leaders of the Oregon Health Authority, including Director Patrick Allen, State Health Officer Dr. Dean

Sidelinger, and Director of Communications Robb Cowie, emphasized the importance of Oregonians being more careful—wearing masks, physically distancing, not holding a lot of gatherings with people from outside your household. But Patrick Allen says for whatever reason, that message still is not resonating with everyone. There's plenty of alarm about the possibility of the "twindemic," which is why Sidelinger and Allen are urging everyone six months and older who do not have other health considerations such as recent chemotherapy or radiation treatment, an organ transplant, or autoimmune disease to get their flu vaccine now. They note the flu vaccine may take up to two weeks to become effective. COVID-19 is reshaping how Oregonians celebrate holidays, including Halloween. Health officials say there are ways to celebrate safely. But they discourage traditional trick-or-treating. That seems counterintuitive to some, since the activity often takes place outdoors. But health experts say there are other considerations. As we head toward the end of the year, we're heading into the holiday travel season—and more warning about the increased risk of transmitting the virus to those might become desperately ill or die.

## **KKNU-FM KMGE-FM KEUG-FM ISSUES / PROGRAMS LIST**

**ISSUES: *HEALTH, EDUCATION, COMMUNITY, EVENTS, FAMILY***

**NAME OF PROGRAM: COMMUNITY FORUM**

*Locally produced / Regularly scheduled*

**DATE: 10/25/20**

**TIME: 6:30 a.m.-KKNU / 7:00 a.m.: KMGE & KEUG**

**LENGTH: 30 minutes**

### **GUEST:**

Name, Title, Organization: Jason Davis, Communications Specialist, and Patrick Luedtke, Senior Public Health Officer – both from Lane County Public Health; Kay Jarvis, Public Affairs Specialist, University of Oregon.

Contact information: via [jasondavis@lanecountyor.gov](mailto:jasondavis@lanecountyor.gov) , 541-682-8707

City and State: Eugene, Oregon

### **TOPIC AND BRIEF DESCRIPTION:**

Another challenging week trying to contain the spread of the coronavirus in Lane County and across Oregon. Lane County Public Health officials said this week they continue to see a growth in cases among young adults, including the college-age population which accounts for more than one-third of cases in recent outbreaks. Public health communications specialist Jason Davis discusses those and other outbreak trends and the challenges of persuading young adults to change their behaviors to protect others. The University of Oregon's Kay Jarvis discusses similar efforts on campus, including through residence halls and affiliated fraternities and sororities, as well as expanded testing efforts.

## **KKNU-FM KMGE-FM KEUG-FM ISSUES / PROGRAMS LIST**

**ISSUES: *ELDERS, HEALTH, LOW-INCOME, BUSINESS, GOVERNMENT***

**NAME OF PROGRAM: COMMUNITY FORUM**

*Locally produced / Regularly scheduled*

**DATE: 11/01/20 and 11/08/20**

**TIME: 6:30 a.m.-KKNU / 7:00 a.m.: KMGE & KEUG**

**LENGTH: 30 minutes**

### **GUEST:**

Name, Title, Organization: Brian Price, SHIBA Volunteer, Oregon Senior Health Insurance Benefits Assistance program (Oregon SHIBA)

Contact information: via shiba.oregon.gov 541-736-4421

City and State: Lane County, Oregon

### **TOPIC AND BRIEF DESCRIPTION:**

If you or someone you know is on Medicare, they are right in the middle of the open enrollment period for Medicare Part D and prescription drug plans. Medicare plans and drug formularies change each year. So it's important to evaluate your plan options and individual medical needs each year and make changes, if needed. The Oregon Senior Health Insurance Benefits Assistance or SHIBA program has trained volunteers who can help you with your research. They don't sell insurance. They help you make the choice that is the best fit for your needs. And it's while the program is operating by phone and online this year, the volunteers and their advice remain as useful as ever. Brian Price, a longtime SHIBA volunteer, provides an overview of everything from Medicare Advantage and MediGap plans, to changes in local insurer offerings. He also offers tips on protecting your personal information from scammers.

## **KKNU-FM KMGE-FM KEUG-FM ISSUES / PROGRAMS LIST**

**ISSUES: COMMUNITY, EVENTS, YOUTH, FAMILIES, SPORTS, BUSINESS, IMMIGRATION, LATINX, EDUCATION**

**NAME OF PROGRAM: COMMUNITY FORUM**  
*Locally produced / Regularly scheduled*

**DATE: 11/15/20**

**TIME: 6:30 a.m.-KKNU / 7:00 a.m.: KMGE & KEUG**

**LENGTH: 30 minutes**

### **GUEST:**

Name, Title, Organization: Clare Feighan, Director, Downtown Languages

Contact information: [clare@downtownlanguages.org](mailto:clare@downtownlanguages.org)

City and State: Springfield, Oregon

Name, Title, Organization: Derek Johnson, Director, Eugene Civic Alliance

Contact information: [info@eugene-civicalliance.org](mailto:info@eugene-civicalliance.org)

City and State: Eugene, Oregon

### **TOPIC AND BRIEF DESCRIPTION:**

We focus on two major fundraisers for two local organizations. First, we learn about Downtown Languages, which provides English-language instruction to local residents, many of whom are in the workforce. Others are students or family members. Clare Feighan says these are motivated students who are to be a full member of the community as they work in various jobs, pay taxes, and learn languages to help them better use their set of skills in appropriate jobs. The organization started in 2004 when Lane Community College moved its English as a Second Language program to its main campus. Downtown Languages provides not just language course, but citizenship classes, drivers' license classes, even family literacy courses. While the majority of students are from the Latinx community, they have served immigrants from dozens of countries. Then, we get an update on the fundraising efforts for Eugene Civic Park. The multisport facility on the former site of Eugene's Civic Stadium is hosting indoor activities in its new fieldhouse and outdoor activities on its new playing fields. Derek Johnson with the Eugene Civic Alliance talks about the next phase of fundraising—a major matching grant, as well as youth sports activities and how the project is the culmination of a lot of dreams and a lot of hard work. The McKenzie Oaks Ranch Fund, the charitable arm of the Jaqua Family, is pledging \$1 million if the foundation raises \$2 million. Johnson says the response has been great. And he

says the need is great. Eugene has a chronic shortage of sports fields and courts. He says children with healthy bodies have healthier habits and minds. He also talks about the importance of having this facility in the community, even during the pandemic, and how children learn important skills to help them navigate life.

## **KKNU-FM KMGE-FM KEUG-FM ISSUES / PROGRAMS LIST**

**ISSUES: *ENVIRONMENT, HEALTH, COMMUNITY, EVENTS***

**NAME OF PROGRAM: COMMUNITY FORUM**

*Locally produced / Regularly scheduled*

**DATE: 11/22/20**

**TIME: 6:30 a.m.-KKNU / 7:00 a.m.: KMGE & KEUG**

**LENGTH: 30 minutes**

**GUEST:**

Name, Title, Organization: Kelly Bell, Coordinator, Lane County Master Recyclers

Contact information: [Kelly.bell@lanecountyor.gov](mailto:Kelly.bell@lanecountyor.gov)

City and State: Eugene, Oregon

**TOPIC AND BRIEF DESCRIPTION:**

The pandemic has altered how we celebrate the holidays, as well as how we handle decorations and gift-giving. But with the rise in online ordering and shipping, plus all of the packaging, how do you create a holiday season that isn't clogging the landfill or overfilling your recycling bin? How do you adjust to smaller gatherings and perhaps a greatly reduce budget because of changes in family income and employment? We chat with Kelly Bell, Lane County's Master Recycling Coordinator, who has ideas about food recycling, gift giving, and ways to spend more time with the family that do not involve buying something but instead giving the gift of your time—whether to your children and family, your friends, or community organizations and those in need.

## **KKNU-FM KMGE-FM KEUG-FM ISSUES / PROGRAMS LIST**

**ISSUES: *BUSINESS, ECONOMY, HEALTH, EDUCATION***

**NAME OF PROGRAM: COMMUNITY FORUM**

*Locally produced / Regularly scheduled*

**DATE: 11/29/20 and 12/06/20**

**TIME: 6:30 a.m.-KKNU / 7:00 a.m.: KMGE & KEUG**

**LENGTH: 30 minutes**

### **GUEST:**

Name, Title, Organization: Robert Killen, Director, Lane Small Business Development Center

Contact information: [killenr@lanecc.edu](mailto:killenr@lanecc.edu) , 541-463-6200

City and State: Eugene, Oregon

### **TOPIC AND BRIEF DESCRIPTION:**

The Lane Small Business Development Center (SBDC) provides services to small-and mid-sized businesses throughout Lane County. During the pandemic, those services are needed more than ever. We chat with Robert Killen from the SBDC about how the effort has changed since the start of the pandemic. Then, businesses were scrambling to retain customers and needed advice on safe ways to remain open; how to close with minimal disruption; how to shift to online, phone and curbside orders and delivery; even how to close cleanly or file for bankruptcy protection. Longer-term, there's been an increased effort to connect businesses with grants and loans to help them through the later phases of the pandemic. The SBDC has shifted its training, classes, and counseling to be accessed online and by phone. He discusses outreach to businesses throughout Eugene-Springfield, as well as the importance of assisting businesses in rural Lane County, from Veneta to Coburg, Cottage Grove to Oakridge, Junction City to Florence. He talks about the importance of technology for doing business and connecting and educating the workforce. And Killen offers advice for holiday shoppers and consumers year-round about how to help local businesses. It starts with shopping locally. He outlines the significant economic impacts.

## **KKNU-FM KMGE-FM KEUG-FM ISSUES / PROGRAMS LIST**

**ISSUES: EDUCATION, FAMILIES, YOUTH, HEALTH, DISASTERS,  
COMMUNITY, EVENTS**

**NAME OF PROGRAM: COMMUNITY FORUM**  
*Locally produced / Regularly scheduled*

**DATE: 12/13/20 and 12/20/20**

**TIME: 6:30 a.m.-KKNU / 7:00 a.m.: KMGE & KEUG**

**LENGTH: 30 minutes**

### **GUEST:**

Name, Title, Organization: Austin Nieve, Kari Rosenfeld, SMART Reading program, South Valley Area

Contact information: [krosenfeld@smartreading.org](mailto:krosenfeld@smartreading.org)

City and State: Springfield, Oregon

### **TOPIC AND BRIEF DESCRIPTION:**

The pandemic has posed such a challenge for families, especially for those with younger children who would ordinarily be in school learning critical skills such as reading. The SMART Reading program, which once placed volunteers in schools to read with children, quickly became an online program to service many more youngsters across Lane County. Now, the sessions are delivered online, with stories recorded by various longtime volunteers, "pen pal" programs to help children and volunteers remain in touch; and tips for parents on not only helping their child to learn to read, but to develop a love of reading. But where once only a single copy or two of a book was needed at each school, the virtual version of SMART Reading requires books for every child to have at their home. That's where the World Read Aloud Day fundraiser on Feb. 5 and current donations now make the difference. They purchase copies of those books for kids. We also learn about how the program quickly put together close to 400 backpacks of books for children up the McKenzie Valley in the wake of the Holiday Farm Fire. For many who lost their homes, these are the only books the family owns. And we receive tips for families on how to read with your children and learn about related fun activities.

## **KKNU-FM KMGE-FM KEUG-FM ISSUES / PROGRAMS LIST**

**ISSUES: *LOW-INCOME, HOUSING, FAMILIES, COMMUNITY, BUSINESS, ECONOMY, EDUCATION***

**NAME OF PROGRAM: COMMUNITY FORUM**  
*Locally produced / Regularly scheduled*

**DATE: 12/27/20 AND 01/03/21**

**TIME: 6:30 a.m.-KKNU / 7:00 a.m.: KMGE & KEUG**

**LENGTH: 30 minutes**

### **GUEST:**

Name, Title, Organization: Ross Kanaga, Financial Innovation Manager, DevNW

Contact information: [ross.kanaga@devnw.org](mailto:ross.kanaga@devnw.org)

City and State: Springfield, Oregon

### **TOPIC AND BRIEF DESCRIPTION:**

As we ring out 2020 and ring in 2021, isn't it time for some New Year's financial resolutions? As he does every year, Ross Kanaga joins us from Dev NW. The local non-profit teaches financial literacy and financial independence, offering classes on topics ranging from saving and responsible spending to first-time homebuying, starting a business or side hustle, and eliminating debt. The organization has moved to all online or by-phone operations during the pandemic but still offers financial and debt counseling. Dev NW offers an annual pass: \$75 gives your entire household unlimited access to its classes and counseling. Some of the course target young adults ages 16-24 and people preparing for retirement. Kanaga says many people are wondering this month what to do with those \$600 stimulus payments: reduce debt, build savings, or both? He suggests first putting some money into an emergency savings fund to help tide you over for at least a month should you have a disruption to your life or employment.