

96.9 KYYO-FM

McCleary, WA, South Sound Country.

Issues and Programming, July 1st, 2022, through September 30th, 2022

- 1. Non-Profit / Youth Development**

Born to Be Wild Dinner & Auction 2021
Boys & Girls Clubs of Thurston County

The Boys & Girls Clubs of Thurston County has eight clubs: Olympia (2), Lacey (2), Tumwater, Tenino, Rochester, and Yelm. The organization raises donations to fund its operation with two events each year. The Born to Be Wild Dinner and Auction is the second major fund raising event of 2022, which was held as their traditional in-person format held at St. Martin's University. Boys and Girls Clubs of Thurston County reportedly raised about \$500,000.00 this year for club operations and scholarship opportunities for students who attend. The station works in partnership with the organization, providing PSA messages to spread the awareness of the Boys & Girls Clubs of Thurston County and to invite local business leaders and donors to attend the event.

08/22/22 – 09/29/22
PSA Messages
:30 second spots
190x total spots
- 2. Local Talk Program**

"Coffee with Ken Balsley" Sunday's at 8:00 am
Hosted by Ken Balsley

The station works with local historian, and political commentator Ken Balsley who invites guests that range from politicians to business or community leaders into the studio an interview that discusses important local issues in Thurston County and the Pacific Northwest. The station airs the program on Saturday mornings at 8:00 am and the podcast version is posted on Ken's website, kenbasley.com. His guests in this period included: Mary Hall – Thurston County Auditor, Andy Ryder – Mayor of Lacey, David L Nicandri – Author/History Writer, Vivian Eason – Candidate For Thurston County Commissioner District 3, Dave Kolar – Candidate for Thurston County Assessor, Steve Brooks – Lacey Fire Chief, Tiffany Sevruck – Board Member North Thurston Public Schools, Carol Riley – Olympia Harbor Days, Dale Roberts – District Governor Rotary, Will Callicot – President Capital Medical Center, Derek Sanders – Candidate for Thurston County Sheriff, Jeff Gadman – Thurston County Treasurer.

07/10/22 – 09/25/22
Locally Produced Show
60:00 Minute Program
Sunday Mornings
8:00am

**3. City Government
Fire Department**

Fireworks Ban in Olympia, Lacey, Tumwater
City of Olympia Fire Department

Independence Day is an important time to recognize America's founding principles and history. In Thurston County there is now a fireworks ban in effect making it illegal to set-off fireworks within County limits. The station along with Olympia Fire Department Produced and Aired PSAs (to educate & remind the public of the fireworks ban and promoting safety when celebrating the 4th of July with fireworks.) Fortunately, the public fireworks display(s) that typically occur as an annual tradition, in Lacey (July 3rd) and Tumwater (July 4th), were adapted and held safely allowing community members to forgo purchasing and lighting off their own fireworks and enjoy a large scale fireworks show. These PSAs were especially important because of the new County-wide fireworks ban as well as tinder-dry conditions that put the potential for accidental local fires or forest fires at an extremely high risk.

07/01/22 – 07/04/22
PSA Messages
(32x) 30 second spots

**4. Government
Legislative Affairs**

Long Form News Report Washington State Legislature
Weekly Update – Political News Around Washington State

The station partners with local television channel TVW, Washington State's government affairs resource, to present Political Weekly Update six times weekly airing on Fridays & Saturdays Content is comprised of a variety of political issues that affect Washington state. The station presents the weekly update to inform listeners of topical political issues they care about.

07/01/22 – 09/30/22
News Content
:90 second report
6 times weekly F-Sa

**5. Domestic
Violence**

Domestic Violence Crisis Line
Turning Pointe Survivor Advocacy Center

Turning Pointe Survivor Advocacy Center in Shelton, WA is Washington state's second largest domestic violence shelter, serving women, children up to 18 years old, and is pet friendly. Turning Pointe provides a 24/7 crisis line available for those seeking resources necessary to escape an abusive and/or unhealthy relationship. The station provides local PSA airtime with a message focused on promoting Turning Pointe's crisis line as a trusted resource for those in need. Additionally, Turning Pointe is hosting their annual Power of the Purse Dinner & Auction on October 15th, 2022, as an in-person event at Little Creek Casino Resort.

08/15/22-09/18/22
PSA Messages
(210x) :30 second spots

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| <p>6. Emergency Preparedness</p> | <p><u>Thurston Community Alert</u>
 <i>Thurston County Emergency Management (TCEM)</i>
 Thurston County Emergency Management, in an effort to keep citizens safe and apprised of hazardous conditions in the area, uses several types of alerts to warn the public of potential hazards within Thurston County: Emergency Notification Public Alerts such as: burn bans, boil notices, missing persons, and chemical spills to name a few. As well as the Emergency Alert System (EAS, Wireless Emergency Alerts (WEA) and Public Alerts. The public is encouraged sign up for Thurston Community Alerts, by visiting their website at TCAlert.org. The station provides PSA messages spreading awareness of TC Alert, and how listeners can sign up.</p> | <p>07/01/22 – 09/30/22
 PSA Messages
 (312x) :30 second spots</p> |
| <p>7. Agriculture Info</p> | <p><u>Weekday AG Report</u>
 PNW AG Network
 The station partners with the PNW AG Network, who provides Agriculture focused content Ready-to-air two times every weekday. The content covers the Pacific Northwest including Washington, Oregon, and Idaho. The station realizes that just outside of the urban core of Puget Sound, Agriculture is a thriving, yet challenging industry. Radio continues to serve as the major information source for the agriculture industry. Radio is also the most trusted media for this industry. Our station airs two 3:00 minute reports every weekday, at 5:40 am and 9:40 am.</p> | <p>07/01/22--09/30/22
 3:00 Minute Report
 2x Report Daily</p> |
| <p>8. Broadcasters Congressional Promo Spot</p> | <p><u>We Are Broadcasters</u>
 <i>National Association of Broadcasters</i>
 As the 117th Congress begins; policymakers are poised to tackle legislation that could impact broadcasting's future. It's important to remind lawmakers what sets broadcasters apart from other media – our critical local connection and the free, lifeline service that we provide. When Americans seek a trusted source; they know they can rely on local radio and TV stations. By working together, broadcasters are reminding legislators that local radio and TV stations are the pulse of communities – delivering the news, emergency updates, weather and entertainment that are relevant in our listeners' lives.</p> | <p>07/01/22-09/30/22
 PSA Messages
 (624x) :30 second spots</p> |

- 9. Local Events**
Free Entertainment **Lacey in-Tune Summer Event Series**
City of Lacey
The station is proud to sponsor the City of Lacey's in-Tune Summer Event series July-August. 07/04/22 – 08/14/22
Lacey in-Tune provides weekly entertainment at Huntamer Park including: Children's Promos
Entertainment on Tuesday evenings, Movies in the Park on Friday evenings, and Noon-Tunes :30 second PSAs
Concerts on Wednesdays during lunchtime. Attendees could register to attend, to comply with Total of (246x)
Covid-19 precautions and social distancing. Plus, all events are free allowing families, children,
and everyone interested in attending to join in the fun entertainment and community activity
that was much needed this summer as the pandemic continued to disrupt normal summer
traditions.
- 10. Non-Profit**
Scholarship Program **Community Outreach**
Miss Thurston County Scholarship Program (MTCSP) 09/22/22-09/30/22
The Miss Thurston County Scholarship Program is an official preliminary to the Miss Washington PSA Messages
and Miss America program. MTCSP is a not-for-profit organization formed in 1975, by individuals (108x)
who believe in helping local young women achieve success by providing an opportunity for them 30 second spots
to fulfill their potential. Over the years, more than 260 participants have benefitted from the
program through personal, professional, and educational growth. The station is the official media
sponsor for MTCSP, providing PSA messages asking for support and sponsors for their upcoming
pageant. Additionally, the station recorded interviews with the 2022 Miss Thurston County
candidates as part of our special "Communicator" award process. The station will select and award
the best communicator during the pageant in January 2023.
- 11. Community /**
Non-Profit **Annual Capital Lakefair**
Live Interviews with Royalty Court and Promotional Schedule 07/11/22--07/17/22
Capital Lakefair is a non-profit organization in Olympia, WA, with a mission to provide Live Interviews
scholarship and community service opportunities for young women in our community, and (3X) 5:00 minutes
to provide other non-profit organizations a venue to raise money essential for the success (100X) :30 seconds
and longevity of their operations/mission. Three young women, all seniors in High School,
were selected through a qualification process to become Lakefair Princesses. They represent
Thurston County when traveling around the state to other community events, volunteer
in our local community, gaining life experience and furthering their development into adulthood,
as well as scholarship money to use for college. Among three princesses, one selected to

become the Lakefair Queen, were interviewed on-air. Additionally, the station provided promotional messages, :30 second spots to promote the five days of festivities and attractions. Capital Lakefair returned for 2022 after two years on hiatus because of the COVID-19 Pandemic and the inability for the City of Olympia and State of Washington to approve event permits.

12. Homeless Issues

Food Insecure Youth Organization

All Kids Win

The nonprofit organization All Kids Win has a mission to assist local homeless students/youth whom often go hungry outside of their school provided meal. This means that on weekends and on breaks from school, these students don't have the nourishment that is critically important to their growth and development. At the end of the 2021 school year, All Kids Win were serving over 600 students, at 55 schools per week, by providing a bag of food to students for the weekend. By utilizing school counselors to deliver the bags of food, there's an opportunity for additional check-in with students. The Pandemic has substantially increased the demand for this organization's services. All Kids Win is committed to ending homelessness, by giving youth the help they need to so they can focus on school, go on to graduate and come contributing citizens.

07/01/22 – 09/30/22

PSA Messages
(273x Spots)

:30 second spots

13. Non-Profit Environmental Sustainability

June 2022 Plant Sales

Master Gardener Foundation Thurston County

The Washington State University Master Gardeners of Thurston County is a volunteer service program. There is a perception that to become a WSU Master Gardener you must know everything about gardening. This is unrealistic and untrue. To be a WSU Thurston County Master Gardener you must have gardening experience, but more importantly you must have the commitment to be a lifelong learner and sharer of information. This program offers gardeners' opportunities to gain personal gardening knowledge but their primary focus is to develop community educators. Once trained, WSU Master Gardener volunteers help deliver messages to the citizens of Thurston County related to water-wise gardening, how to grow your own food, low-impact landscaping, diagnosing plant diseases, identifying insects/pests etc. We provide a number of different venues, including demonstration gardens, community booths and question/answer clinics through which volunteers deliver these messages. The organization help several Plant Sales in June 2022, typically open to the public on Wednesdays. The station is proud to support this important organization.

07/25/22-09/28/22

PSA Messages
(45x) :30 second spots

14. High School Sports

High School Sports Update with Dave Weber
Local High School Sports Feature

The station produces a Local High School Sports update, with Dave Weber, which airs multiple times on Thursday and Fridays, providing local sports content. There's a re-cap of the previous weeks big games, athletes, and standings (statistics) as well as a preview the Friday night's excitement and beyond. The focus is football, though other sports and sports news headlines are discussed as time permits. The station partners with a local newspaper sports journalist, Dave Weber, and posts a written article of Dave's online every week.

08/25/22 – 09/30/22
Produced :90s
Thursday & Fridays
(8x) per/week

15. Non-Profit Animals

"Pet Food Bank"
Concern For Animals

For over 42 years Concern for Animals has helped thousands of animals in Thurston, Mason, and Lewis counties by providing services including but not limited to: Financial assistance for spay/neuter; Financial assistance for veterinary medical care; Pet food bank; Adoption and rescue. Concern for Animals relies on donations, memberships, grants, and fundraising events to continue programs for pet owners and their animals. The stations provide 15 30 second PSA messages per/week to Concern for Animals, with a focus on soliciting support for the pet food bank.

07/01/22 – 09/30/22
PSA Messages
(157) 30 second spots