

## 96.9 KYYO-FM

McCleary, WA, South Sound Country.

Issues and Programming, October 1<sup>st</sup>, 2022, through December 31<sup>st</sup> 2022

- 1. Local Talk Program**  
**“Coffee with Ken Balsley” Sundays 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 Sunday mornings at 8:00 am and the podcast version is posted on Ken’s website, kenbasley.com. His guests in this period included: Matt Case – KGY’s new Morning Host, J T Wilcox – WA State Rep. 2<sup>nd</sup> District, Jeff Curry – Candidate for Thurston County Treasurer, Andrew Barkis – WA State Rep. 2<sup>nd</sup> District, Keith Swank – Candidate for U.S. House Representative 10<sup>th</sup> District, Jessica Bateman – WA State Rep. 22<sup>nd</sup> District, Lisa Dennis-Perez & Matt Kennelly – Lott Clean Water Alliance, Thelma Jackson – Local Author and Activist, Danny Stusser – The JOLT News, Michelle Gipson – Senior Director Branch Operations Thurston County YMCA, Sarah Clinton – Executive Director Advancement YMCA, Ron Saacke – Administrative Vice President Washington Farm Bureau, Bruce Sanders – Pastor Capital Vision Christian Church.  
10/02/22 – 12/25/22.  
Locally Produced Show  
1-Hour Program  
Sunday Mornings  
8:00am
- 2. Non-Profit Animals**  
**“Toast for Tails Virtual Auction”**  
***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 provided (140x) :30 second spots focused on promoting and soliciting support Toast for Tails Auction, which was held as a virtual event for 2022.  
10/31/22 – 11/12/22.  
PSA Messages  
(140x) 30 second spots.

3. **Non-Profit Scholarship Program**      **Community Outreach**  
***Miss Thurston County Scholarship Program (MTCSP)***      10/01/22 – 10/16/22.  
The Miss Thurston County Scholarship Program is an official preliminary to the Miss Washington and Miss America program. MTCSP is a non-profit organization formed in 1975, by individuals who believe in helping local young women achieve success by providing an opportunity for them 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.      PSA Messages (82x) 30 second spots.
4. **Non-Profit Performing Arts**      **Local Ballet Company Presents Holiday Favorite “The Nutcracker” @ The Washington Center**  
***Ballet Northwest***      11/21/22 – 12/17/22.  
Since 1970, Ballet Northwest has been a community-based group dedicated to promoting, teaching, and preserving the art of dance in Southwest Washington. The company offers educational opportunities for local dancers as well as outreach throughout the community. The station partnered with Ballet Northwest to promote its presentation of the annual holiday favorite “The Nutcracker.” This season Ballet Northwest was able to perform their typical season of Nutcracker performances at the Washington Center for the Performing Arts. Ballet Northwest welcomed back patrons for in-person shows of the “The Nutcracker” throughout December 2022. The production features local dancers, elegant sets and majestic sounds continuing this holiday tradition.      Promo Spots (254) :30 second spots
5. **Local Election Coverage**      **Election 2022 Special Coverage**  
***Hosted by Matt Case & Ken Balsley***      11/09/22 – 11/09/22.  
Station host Matt Case partnered with local political commentator Ken Balsley to produce general election recap show on Wednesday, November 9, 2021, at 8:00 AM to discuss current local election results. The 2022 election cycle featured many important races including several Local/County Level Races and all Washington State House of Representative seats were on the ballot in addition to important National races including U.S. Congress (House) and Senate races. Kevin Huffer and Ken Balsley welcomed special guests Lenny Greenstein (City of Lacey Councilman) and Thurston County Media’s CEO Deborah Vincel, to help in reviewing and discussing the election results, while also interpreting what this meant for local Thurston County politics moving forward      Local Show 1 Hour Program Live Talk Show

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| 6. <b>Government<br/>Legislative Affairs</b>   | <p><b><u>Long Form News Report Washington State Legislature</u></b><br/> <b><i>Weekly Update – Political News Around Washington State</i></b></p> <p>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 &amp; 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.</p>  | <p>10/01/22 – 12/31/22.<br/> News Content<br/> 90 second report<br/> (6 times) Weekly F-Sa</p> |
| 7. <b>International<br/>Travel / Education</b> | <p><b><u>Open House PSAs</u></b><br/> <b><i>Friendship Force International – Olympia</i></b></p> <p>At Friendship Force travel is about more than taking a vacation. With over 300 clubs and thousands of members worldwide, Friendship Force International connects people with its mission to promote global understanding across barriers that separate people. Through home-hosting and meaningful travel experiences, participants learn about other cultures, develop a better understanding of our world, and discover our shared humanity. The station supported this non-profit’s local chapter by spreading the word about its community open house held in Lacey, WA.</p> | <p>11/28/22-12/09/22<br/> PSA Messages<br/> (50x) 60 second spots.</p>                         |
| 8. <b>Local Sports</b>                         | <p><b><u>High School Sports Update with Dave Weber</u></b><br/> <b><i>Local High School Sports Content</i></b></p> <p>The station produces a Local High School Sports update, with local sports reporter, which airs eight times, weekly, on Thursday and Fridays, featuring all fall sports. Including local sports info about 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.</p>  | <p>10/01/21 – 11/25/22.<br/> Thursday/Friday<br/> Reports (60 seconds)<br/> 8x weekly.</p>     |
| 9. <b>Agriculture Info</b>                     | <p><b><u>Weekday AG Report</u></b><br/> <b><u>PNW AG Network</u></b></p> <p>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>10/01/22--12/31/22<br/> 3:00 Minute Report<br/> 2x Report Daily</p>                         |

**10. 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 2022 school year, Homeless Backpacks were serving 700+ students, at 55 schools per week, by providing a bag of food 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. Also in 2022, All Kids Win hosted a Haunted 5K, and the station was proud to provide a 5-minute live interview featuring All Kids Win representatives promoting the Haunted 5K event, and the station was on-site to play music as participants gathered for their run.

10/03/22 – 10/29/22.

PSA Messages  
(140x Spots)  
:30 second spots

**11. Charity Toy Drive**

**Official Media Partner, PSAs, Live in-studio Interviews, & On-Site Emcee & Remote Broadcast**

***45<sup>th</sup> Annual Olympia Toy Run***

The annual Olympia Toy Run is an especially significant event for our local community. Over 10,000 motorcyclists meet on the first Saturday in December at Lacey's South Sound Center donating either toys that they've brought, or cash to participate in the 5-mile ride from Lacey to Marathon Park in downtown Olympia. The station is the official media partner for the Olympia Toy Run, providing promotional PSAs (264X), Live In-Studio Interviews for "Santa Joe," a 2 hour Remote Broadcast at South Sound Center as the bikers line up, and Emcee the ceremony at Marathon Park that marks the end of the days long event. Usually, about 5,000 bikers attended the event, this year the weather affected turnout but there was still a significant number of bikers and the fundraiser was an overall success.

11/01/22 – 12/03/22

Live Interview(s)  
60 second spots.  
Remote Broadcast  
On-Site Emcee  
(264x total spots)

**12. Broadcasters  
Congressional  
Promo Spot**

**We Are Broadcasters**

***National Association of Broadcasters***

As the 117<sup>th</sup> 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.

10/01/22-12/31/22

PSA Messages  
(684x) :30 second spots

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| <p><b>13. Emergency Preparedness</b></p>          | <p><b><u>Thurston Community Alert</u></b><br/> <b><i>Thurston County Emergency Management (TCEM)</i></b><br/>         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>10/01/22 – 12/31/22<br/>         PSA Messages<br/>         (318x) :30 second spots</p>                  |
| <p><b>14. City Government Fire Department</b></p> | <p><b><u>Fire Prevention Week October 9<sup>th</sup>-15<sup>th</sup>, 2022</u></b><br/> <b><i>City of Olympia Fire Department</i></b><br/>         The City of Olympia Fire Department and the station partnered to provide PSA messages for Fire Prevention Week promotion. This dedicated week annually helps remind listeners to consider fire prevention measures and maintenance necessary at their own homes, including replacing smoke detector batteries, carbon monoxide batteries, or replacing these units to ensure homes are fire safe. Listeners are also encouraged to practice fire drills, and prepare resources they may need in the event of a fire emergency. Keeping our community fire safe is an important step in saving lives. The station is proud to provide PSAs promoting Fire Prevention Week in our local community.</p> | <p>10/06/22 – 10/31/22.<br/>         PSA Messages<br/>         (61x) 30 second spots.</p>                  |
| <p><b>15. State/Regional News Content</b></p>     | <p><b><u>Washington State Regional Newscasts Morning Drive Monday-Friday</u></b><br/> <b><i>Washington State News Network</i></b><br/>         Townsquare Media started a regional news service, providing Washington State news to affiliates. By November 2022, the station began airing the news content during morning drive at 6:30am, 7:30am, and 8:30am. The content is very beneficial for local listeners. Generating regional news and information has become ever-more challenging for local/small broadcasters and the Pandemic only made it more difficult. Therefore, the station selected to join the WSNN as a third party affiliate, helping them increase the dissemination of the news content, so that the service can grow and thrive, maintaining the importance of local news for our community.</p>                             | <p>11/01/22 – 12/31/22.<br/>         90 Second.<br/>         News Report<br/>         3x Daily Mon-Fri</p> |