

96.9 KYYO-FM

McCleary, WA, South Sound Country

Issues and Programming, January 1st, 2023, through March 31st, 2023

- 1. 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 for 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 Balsley’s website, kenbalsley.com. His guests in this period included: Michael Cade – Executive Director of Thurston County Economic Development Council, Joe Illing – Local Poet, Eileen Ravella – President of Washington Association of Physicians Assistants, Warren Hendrickson – Acting Chair Commercial Aviation Coordinating Commission, Jeff Engle – CEO Big Brothers and Big Sisters Southwest Washington, Dave Schaffert – President/CEO Thurston County Chamber, Jerry Farmer – Local Author, Lisa Cosmillo – Fire Fly Yoga, Gary Edwards – Thurston County Commissioner, Larry Dzieza in Opposition of Regional Fire Authority Olympia & Tumwater Special Election.
01/01/23 – 03/02/23
Locally Produced Show
60:00 Minute Program
Sunday Mornings
- 2. Government
Legislative Affairs**
Long Form News Report Washington State Legislature
Legislative Report
The station partners with state television channel TVW, Washington State’s government affairs resource, to present *The Legislative Report* three times daily throughout the annual legislative session. Content is comprised of the previous days’ legislative highlights, such as new bills, committee testimony, house or senate floor comments, audio from the Governor, and/or other relevant reporting on issues affecting Washington State citizens. TVW also provides a weekly government review to further discuss the Legislative, Executive, and Judicial news.
01/09/23 – 03/31/23
News Content
:90 second report
3 times daily M-F
(483x total)

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| <p>3. Agriculture Info</p> | <p><u>Weekday AG Report</u>
 PNW AG Network</p> <p>The station partners with the PNW AG Network, which provides Agriculture focused content ready to air two times every weekday. The content covers the Pacific Northwest region 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 5:45 am and 9:45 am.</p> | <p>01/02/23--03/31/23
 3:00 Minute Report
 2x Reports Daily
 AMD</p> |
| <p>4. Emergency Preparedness</p> | <p><u>Thurston Community Alert</u>
 <i>Thurston County Emergency Management (TCEM)</i></p> <p>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>01/23/23 – 03/31/23
 PSA Messages
 (231x) :30 second spots</p> |
| <p>5. Non-Profit Youth Recognition</p> | <p><u>2023 Youth of the Year Awards</u>
 <i>Boys & Girls Clubs of Thurston County</i></p> <p>The Boys & Girls Clubs Youth of the Year Awards recognizes club members who demonstrate leadership, service, academic excellence, and healthy lifestyles. Thurston County has seven clubs and selects five nominees for Youth of the Year. Each candidate prepares and delivers a speech to a panel of judges, and to the public at the awards ceremony. The judges then select one Youth of the Year to represent Boys and Girls Clubs of Thurston County, and move forward to the next level (state) Youth of the Year. It's possible for the local youth to go all the way to becoming the National Youth of the Year for Boys and Girls Clubs of America. The Station provided PSA announcements celebrating the club and youth's achievements, and encouraging supporters of the organization to attend and donate. This year, Black Hills High School Freshmen, Lilly Wilson, representing the Tumwater Branch, was named 2023 Youth of the Year of Boys & Girls Clubs of Thurston County. Lilly Wilson went on to compete in the Washington State Youth of the Year competition in March 2023.</p> | <p>01/19/23 – 02/03/23
 PSA Messages
 :60 second spots
 (128x) total spots</p> |

- 6. Homeless Issues** **Food Insecure Youth Organization**
All Kids Win 01/23/23 – 03/31/23
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.
PSA Messages
(231x Spots)
:30 second spots
- 7. Non-Profit Animals** **"Pet Food Bank"**
Concern For Animals
For over 40 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 station provides PSA messages to Concern for Animals, with a focus on soliciting support for their pet food bank.
01/23/23 – 03/31/23
PSA Messages
(112x) 30 second spots
- 8. Broadcasters Congressional Promo Spot** **We Are Broadcasters**
National Association of Broadcasters 01/30/23-03/31/23
As the 118th Congress convenes; policymakers are poised to tackle legislation that could impact broadcasters' 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. The station airs :15 & :30 second NAB provided messages that promote awareness of the important service broadcasters provide for local communities.
PSA Messages
(873x) :15 & :30
Second spots

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| 9. State/Regional News Content | <p><u>Washington State Regional Newscasts Morning Drive Monday-Friday</u>
 <u>Washington State News Network</u></p> <p>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>01/02/23 – 03/31/23.
 90 Seconds
 News Report
 3x Daily Mon-Fri</p> |
| 10. Domestic Violence | <p><u>Domestic Violence Crisis Line</u>
 <u>Turning Pointe Survivor Advocacy Center</u></p> <p>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.</p> | <p>01/23/23-03/31/23
 PSA Messages
 (232x) :30 second spots</p> |
| 11. Local Arts Community | <p><u>Independent Artist Gallery and Coworking Space</u>
 <u>Olympia Lamplighters</u></p> <p>Local non-profit organization Olympia Lamplighters specializes in providing space and resources for artists and creators. They help individuals achieve their creative goals and endeavors. Olympia Lamplighters fosters an artist's community, for hobbyists or professionals by providing classes, workshops, resources library, audio recording booth and desk space to utilize for a short term or rent for an on-going basis. Their facility serves as a community hub for local artists and can host music events and other meetups.</p> | <p>01/16/23-03/30/23
 PSA Messages
 (96x) :30 second spots</p> |
| 12. Local News Non-Profit Journalism | <p><u>Special Election Olympia/Tumwater RFA Forum at Thurston Community Media</u>
 <u>TheJOLTNews.com</u></p> <p>The Journal of Olympia, Lacey and Tumwater is an online local news publication that recently received 501c3 non-profit status, partnered with Thurston Community Media (Comcast) channel 77 to host/present an informational forum, including a debate-style presentation from those in support of and against a special election proposal to establish a Regional Fire Authority between Olympia and Tumwater fire departments. The station provided PSA time to promote the forum.</p> | <p>03/27/23-03/29/23
 PSA Messages
 (24x) :30 second spots</p> |