

96.9 KYYO-FM

McCleary, WA, South Sound Country.

Issues and Programming, July 1st, 2023, through September 30th, 2023

- 1. Non-Profit / Youth Development**

Born to Be Wild Dinner & Auction 2023
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 2023, which was held at St. Martin's University, on Friday September 29th. Boys and Girls Clubs of Thurston County reportedly raised about \$500,000.00 this year for club operations and scholarship opportunities for students in need. The station works in partnership with the organization, providing PSA messages to promote the event and invite local business leaders and donors to attend the Born to Be Wild Dinner and Auction.

08/21/23 – 09/28/23
PSA Messages
:60 second spots
188x total spots
- 2. City Government Fire Department**

Fireworks Ban in Olympia, Lacey, Tumwater, Thurston County
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 light-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 promote safety when celebrating the 4th of July with fireworks.) This year, several public fireworks display(s) were held, providing an option for the community to celebrate safely in Lacey (on July 3rd) and in Tumwater (on July 4th). These PSAs were especially helpful in reminding the community about Thurston County's Fireworks ban, as well as urging individuals to attend free, community fireworks display.

06/30/23 – 07/04/23
PSA Messages (51x) :30 second spots
- 3. 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.

07/01/23 – 09/30/23
News Content
:90 second report
6 times weekly F-Sa

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| 4. Domestic Violence | <p><u>Domestic Violence Crisis Line</u>
 <i>Turning Pointe Survivor Advocacy Center</i></p> <p>Turning Pointe Survivor Advocacy Center in Shelton 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 violent relationship. The station provides local PSA airtime with messaging promoting Turning Pointe's crisis line as a trusted resource for individuals needing help escaping domestic violence and/or abusive relationships.</p> | <p>07/01/23-09/30/23
 PSA Messages
 (313x) :30 second spots</p> |
| 5. Emergency Preparedness | <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>07/01/23 – 09/30/23
 PSA Messages
 (315x) :30 second spots</p> |
| 6. Agriculture Info | <p><u>Weekday AG Report</u>
 <u>PNW AG Network</u></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>07/01/23--09/30/23
 3:00 Minute Report
 2x Report Daily, M-F</p> |
| 7. Broadcasters Congressional Promo Spot | <p><u>We Are Broadcasters</u>
 <i>National Association of Broadcasters</i></p> <p>As the 118th 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.</p> | <p>07/01/23-09/30/23
 PSA Messages
 (1,220)
 :30 second spots</p> |

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.

**8. 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. Lacey in-Tune provides weekly entertainment at Huntamer Park including Children's Entertainment on Tuesday evenings, Movies in the Park on Friday evenings, and Noon-Tunes Concerts on Wednesdays during lunchtime. All events are free allowing families, children, and everyone interested in attending to join in the fun entertainment and community activity.

07/04/23 – 08/15/23
:30 second PSAs
Total of (252x)

**9. Non-Profit
Scholarship Program**

Community Outreach
Miss Thurston County Scholarship Program (MTCSP)

The Miss Thurston County Scholarship Program is an official preliminary to the Miss Washington and Miss America program. MTCSP is a not-for-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. Additionally, the station recorded interviews with the 2023 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 October 2023.

08/02/23-08/25/23
PSA Messages
(425x)
:30 second spots

**10. Community /
Non-Profit**

Annual Capital Lakefair
Live Interviews with Royalty Court & Capitalarians

Capital Lakefair is a non-profit organization in Olympia, WA, with a mission to provide scholarship and community service opportunities for young women in our community, and to provide other non-profit organizations a venue to raise money essential for the success 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 five princesses, one is selected to become the Lakefair Queen, were interviewed on-air. Additionally, the station provided

07/05/23--07/11/23
Live Interviews
(7X) 5:00 minutes

interviews to the event organizers, called Lakefair Capitalarians. Capital Lakefair was a success in 2023, despite reduced support by the City of Olympia.

11. 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 meals. 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, 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.

07/01/23 – 09/30/23

PSA Messages

(315x Spots)

:30 second spots

**12. Non-Profit
Environmental
Sustainability**

2023 Summer 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 held weekly Plant Sales during the season, typically open to the public on Wednesdays. The station is proud to support this important organization.

07/01/23-09/30/23

PSA Messages

(120x) :30 second spots

**13. Non-Profit
Animals**

"Pet Food Bank"

Concern For Animals

For over 43 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

07/01/23 – 09/30/23

PSA Messages

(158) 30 second spots

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.

**14. Local Arts
Community**

Independent Artist Gallery and Coworking Space

Olympia Lamplighters

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. The station provided PSAs asking listeners to help support Olympia Lamplighters, as they work to relocate the shared workspace to a new facility which requires covering moving and construction costs, to continue serving local artists.

09/18/23 – 09/30/23
PSA Messages
(65x) :30 second spots

**15. Long-Form Content
Building Industry**

"Building South Sound"

On-Air Interview Content

The station partners with local architectural designer, Kevin Arnold who invites special guests into the studio with Kevin Huffer, for a long-form interview discussing interesting content related to the local building industry. The long interview is split into 3–4-minute segments, which air on Thursdays throughout the 1pm hour, the objective is to entertain and inform listeners who are interested in DIY home projects, professional home improvement projects, or simply interested in learning more about the building industry. For example, while not every show will talk about housing challenges in Thurston County and the Puget Sound region, the weekly discussion points out how increased regulations, fees, and zoning limitations play a role in today's expensive, unaffordable, and unavailable housing working families are experiencing. Between launching the program in August, until the end of September, eight total guest interviews were aired by the station, representing a diversity of content among the building industry.

08/01/23 – 08/30/23
:30 second PSAs
Total of (252x)