

96.9 KYYO-FM

McCleary, WA, South Sound Country.

Issues and Programming, July 1st, 2024, through September 30th, 2024

- 1. Non-Profit / Youth Development**

Born to Be Wild Dinner & Auction 2024
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 2024, which was held at St. Martin's University, on Friday September 27th. Boys and Girls Clubs of Thurston County reportedly raised about \$450,000.00 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.

09/04/24 – 09/26/24
PSA Messages
:60 second spots
160x total spots
- 2. 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.

07/01/24 – 09/30/24
News Content
:90 second report
6 times weekly F-Sa
- 3. 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.

07/01/24-09/30/24
PSA Messages
(Weekly Rotation)
:15 second spots

- | | | |
|--|--|--|
| 4. Agriculture Info | <p><u>Weekday AG Report</u>
 PNW AG Network</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>07/01/24--09/30/24
 3:00 Minute Report
 2x Report Daily, M-F</p> |
| 5. Broadcasters
Congressional
Promo Spot | <p><u>We Are Broadcasters</u>
 National Association of Broadcasters</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. 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>07/01/24-09/30/24
 PSA Messages
 (672)
 :30 second spots</p> |
| 6. Local Events
Free Entertainment | <p><u>Lacey in-Tune Summer Event Series</u>
 City of Lacey</p> <p>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.</p> | <p>07/08/24 – 08/14/24
 :30 second PSAs
 Total of (111x)</p> |
| 7. Non-Profit
Scholarship Program | <p><u>Community Outreach</u>
 Miss Thurston County Scholarship Program (MTCSP)</p> <p>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</p> | <p>07/01/24-09/30/24
 PSA Messages
 (1,137x)
 :30 second spots</p> |

and sponsors for their upcoming pageant. Additionally, the station recorded interviews with the 2024 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 2024.

**8. 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 interviews to the event organizers, called Lakefair Capitalarians. Capital Lakefair was a success in 2024. .

07/10/24--07/17/24
Live Interviews
(7X) 5:00 minutes

9. 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 2024 school year, All Kids Win were serving over 1,122 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.

07/01/24 – 09/30/24
PSA Messages
(Weekly Rotation)
:15 second spots

**10. Non-Profit
Environmental
Sustainability**

April, May, June 2024 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

07/22/24 – 09/30/24.
PSA Messages
:15 second spots

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 several Plant Sales, in April, May June, typically open to the public on Wednesdays. The station is proud to support this important organization.

**11. 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 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.

07/01/24 – 09/30/24
PSA Messages
15 second spots

**12. State/Regional
News Content**

Washington State Regional Newscasts Morning Drive Monday-Friday

Washington State News Network

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.

07/01/24 – 09/30/24.
90 Seconds
News Report
3x Daily Mon-Fri