

96.9 KYYO-FM

McCleary, WA, South Sound Country.

Issues and Programming, July 1st, 2025, through September 30th, 2025

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| 1. Non-Profit / Youth Development | <u>Born to Be Wild Dinner & Auction 2025</u>
<u>Boys & Girls Clubs of Thurston County</u>
The Boys & Girls Clubs of Thurston County has nine clubs: Olympia (3), 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 2025, which was held at St. Martin's University, on Friday September 26 th . 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. | 08/18/25 – 09/24/25
PSA Messages
:60 second spots
160x total spots |
| 2. Government Legislative Affairs | <u>Long Form News Report Washington State Legislature</u>
<u>Weekly Update – Political News Around Washington State</u>
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. | 07/04/25 – 09/28/25
News Content
:90 second report
6 times weekly F-Sa |
| 3. Domestic Violence | <u>Domestic Violence Crisis Line</u>
<u>Turning Pointe Survivor Advocacy Center</u>
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. | 07/01/25-09/30/25
PSA Messages
(Weekly Rotation)
:15 second spots |

4. Agriculture Info	<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.	07/01/25--09/26/25 3:00 Minute Report 2x Report Daily, M-F
5. Local Events Free Entertainment	<u>Lacey in-Tune Summer Event Series</u> 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 as well as on select Wednesday evenings. All events are free allowing families, children, and everyone interested in attending to join in the fun entertainment and community activity.	07/07/25 – 08/08/25 :30 second PSAs Total of (111x)
6. Non-Profit Scholarship Program	<u>Community Outreach</u> 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 2025 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 2025.	07/01/24-09/30/24 PSA Messages (1,180x) :30 second spots
7. Community / Non-Profit	<u>Annual Capital Lakefair</u> 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	07/09/25--07/18/25 Live Interviews (7X) 5:00 minutes

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 2025.

8. 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 2025 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.

07/01/25 – 09/30/25

PSA Messages
(Weekly Rotation)
:15 second spots

9. Non-Profit Environmental Sustainability

July, August, September 2025 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 several Plant Sales, in April, May June, typically open

07/01/25 – 09/30/25.

PSA Messages
:15 second spots

to the public on Wednesdays. The station is proud to support this important organization.

**10. Non-Profit
Animals**

“Pet Food Bank”

Concern For Animals

For over 45 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.

07/01/25 – 09/30/25
PSA Messages
15 second spots

**11. Local Entertainment
Content**

“Oly in a Can” with Special Guest Molly Gilmore

Friday Afternoons with Kevin Huffer on 95.3 Olympia’s KGY

The station partners with local newspaper (The Olympian) arts & entertainment columnist Molly Gilmore, who is also retained by the station to provide local entertainment content specific to the upcoming weekends most notable and exciting events in the Olympia and Thurston County area. Molly and Kevin present “Oly in a Can” every Friday afternoon during the 2pm hour, with approximately three to four content segments that are each about 2 minutes long. The feature is themed around the legacy of Olympia Beer that was once brewed in Tumwater, WA, and continues to have a special place in longtime Olympia area residents memories.

07/04/25 – 09/26/25
Interview Segments
Entertainment Report
2pm Hour Fridays

**12. Disabled Veterans
Services**

Disabled American Veterans Chapter 41

PSA in Rotation

DAV Tumwater, WA #41 is helping to connect local Veterans with support services and government benefits they qualify for. The station is airing a PSA telling Veterans if they need assistance applying for Veterans benefits, that the local DAV #41 is offering free support services. They are available at their in-person location at 3535 Martin Way East in Olympia.

07/01/25 – 09/30/25
PSA Messages
15 Second Spots