

## 96.9 KYYO-FM

McCleary, WA, South Sound Country.

### Issues and Programming, January 1<sup>st</sup> 2017 through March 31<sup>st</sup> 2017

1. **Community/  
Non-Profit**

**2017 Coronation Announcement Ceremony**

***Capital Lakefair***

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. Several local High School students apply to become a Lakefair princess/queen, representing the Olympia community throughout the state for 1 year, and earning scholarship money to further their education at a school of their choice. The royalty court is selected in early February, at a ceremony held at a local hotel. The station provided PSA announcements for this event.

01/30/17 – 02/04/17  
PSA Messages  
(17) 30 second spots

2. **Non Profit  
Youth Recognition**

**2017 Youth of The Year Awards**

***Boys & Girls Clubs of Thurston County***

The Boys & Girls Clubs Youth of the Year Awards recognizes club members who demonstrate leadership, service, academic excellence and healthy lifestyles. Thurston County has five clubs, each club nominates a Youth of the Year candidate. Each candidate prepares and delivers a speech to a panel of judges, and to the public at the award 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 to encourage supporters of the organization to attend and donate.

01/12/17 – 01/27/17  
PSA Messages  
(94) 60 second spots

3. **Non Profit  
Fundraiser**

**Champions of Courage Fundraiser**

***South Sound Parent to Parent***

Parent to Parent Support Program of Thurston County was organized in 1987 by parents of children with disabling conditions and professionals who work with these families. It serves as a network of families who have experienced the unique joys and challenges of parenting children with special needs. They offer emotional support, information and understanding to parents or guardians upon request. Their Champions of Courage Fundraiser is a gala that is essential for the organization to continue its mission. The station provided PSA announcements.

02/13/17-02/25/17  
PSA Messages  
(23) 30 second spots

**4. Non-Profit  
Fundraiser**

**“A Really Big Shoe – Our Last Farewell”**

***Entertainment Explosion***

Entertainment Explosion is a non-profit performing troupe, featuring honored citizens, ages 50 and over. Individual members of the organization have been entertaining throughout Puget Sound area for several years and have now joined together to provide a variety show to audiences big and small. “A Really Big Shoe – Our Last Farewell” is the 11<sup>th</sup> Annual Benefit concert, raising money for homeless and needy children. It’s held at the Washington Center, with the proceeds benefitting 2,000 plus homeless and needy students in Tumwater, Olympia, North Thurston, Shelton, Tenino, Yelm, Rainier, and Rochester school districts and those served by Community Youth Services. To date, the annual show has raised over \$250,000.00 for the kids. One of the Station’s longtime employees is a key member of the organization, recording the PSA message the Station airs to promote the benefit concert. The station also provides this PSA message/recording to the other local stations, as a courtesy.

02/20/17 – 03/12/17  
PSA Messages  
(220) 30 second spots

**5. Non Profit  
Fundraiser**

**Love For a Change Benefit 2017**

***Sidewalk***

Sidewalk is a local organization on a mission to end homelessness in Thurston County, WA. They combine volunteerism and intensive community engagement with data-driven, evidence based methods to accomplish their mission. Olympia/Thurston County faces a significant challenge in addressing homelessness. Sidewalk is part of the solution, through its “rapid rehousing” method, which has been successful locally and nationwide. Rapid rehousing is an approach to resolving homelessness that offers time-limited, small rental subsidies to assist homeless people to quickly move into housing, followed by intensive case management to ensure stability. The program is effective for 80-90% of the homeless population, and ten times more cost effective than the next best method, and can be done on a large scale. Their Love for a Change gala, raises money to continue its mission. The Station provided PSA announcements for added community awareness.

03/16/17 – 03/25/17  
PSA Messages  
(30) 30 second spots

**6. Healthcare**

**Breast Cancer Awareness**

***Susan G. Komen***

A quarter of a million women and men in the U.S. will hear the words “You have breast cancer” in 2017. It is the most common cancer diagnosed in women, striking young and old, rich and poor – and turns the lives of the patient, family, friends and co-workers upside down. It’s critical that women and men know the facts about this disease. The station airs PSA messages weekly.

01/01/17 – 03/31/17  
PSA Messages  
Weekly 30 second spot

- 7. Senior Services**      **Volunteer and Support Food for the Elderly**  
***Meals on Wheels***      01/01/17 – 03/31/17  
Meals on Wheels volunteers deliver 1 million nutritious meals to seniors every day. All star racecar driver Mario Andretti champions the benefits of delivering meals to those in need, and forming meaningful connections with, Meals on Wheels' vibrant seniors. The PSA messages are intended to inspire the community to race to their local Meals on Wheels program. The station airs PSA messages on a weekly rotating basis.      PSA Messages  
Weekly 30 second spot
- 8. Military**      **Air Force Recruiting Service**      01/01/17 – 03/31/17  
The men and women of the U.S. Air Force represent a number of important core values such as hard work, service before self and excellence in all they do. Country super group Rascal Flatts has teamed up with the U.S. Air Force to provide positive, timeless messages that impact out daily lives. The messages focus on achieving your dreams, helping those who are feeling the effects of stress, giving back to our nation' heroes, and making time for friends and family. The station airs PSA messages on a weekly rotating basis.      PSA Messages  
Weekly 30 second spot
- 9. Financial Education**      **Financial Literacy**      01/01/17 – 03/31/17  
***The Advertising Council***      PSA Messages  
Nearly half of 25-34 year olds have paid for necessities on credit. Voiced by Alec Baldwin, "Boss Baby" encourages fiscal responsibility through budgeting, creating a personalized savings plan and following other tips found online. These messages are intended to help young adults launch their lives and start saving for the future. The station airs PSA messages on a weekly rotating basis.      Weekly 30 second spot
- 10. Healthcare**      **Advancements in Treating Blood Cancers**      01/01/17 – 03/31/17  
***Leukemia & Lymphoma Society***      PSA Messages  
Thanks to the Leukemia & Lymphoma Society (LLS), thousands with blood cancers are coming home to live a normal life. Many are in remission. Many have put cancer behind them. NCIS: Los Angeles star and Academy Award-winning actress Linda Hunt has joined with LLS in an Inspirational PSA to raise awareness for the urgent need for funds for research to advance Therapies and save lives. The station airs PSA Messages on a weekly rotating basis.      Weekly 30 second spot

**11. Consumer Safety**

**Buying Prescriptions Safely**

***National Association of Boards of Pharmacy***

Not all websites that sell medication are created equal. Some operate illegally and may sell counterfeit or falsified drugs and devices, putting your health and safety at risk. The fake medications sold online may contain house paint, antifreeze, floor wax, chalk, and other toxic fillers. In fact, up to 1 million people die each year from counterfeit medications. In addition, these rogue websites may enroll you in pricey refill scams or not secure your payment/personal information, leaving you vulnerable to identity theft.

01/01/17 – 03/31/17

PSA Messages

Weekly 30 second spot