96.9 KYYO-FM

McCleary, WA, South Sound Country.

Issues and Programming, July 1st 2016 through September 30th 2016

1. Community/ Non-Profit	**<u>Annual Capital Lakefair</u>** ***Live Interviews with Royalty Court and Promotional Schedule*** 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. Five 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. All five princesses, one selected to become the Lakefair Queen, were interviewed on-air. Additionally, the station provided promotional messages, :30 and :60 second spots to promote the five days of festivities and attractions.	7/5/16-7/17/16 Live Interviews (5X) :30 & :60 second spots (69X)
2. International Health	**<u>PSA Global Health Crisis & Disaster Relief</u>** ***Doctors Without Borders*** Doctors Without Borders is a nonprofit, committed to providing impartial and independent medical assistance to people in need in nearly 70 countries. In crisis areas around the world, Doctors Without Borders medical teams are delivering emergency medical care where the Needs are greatest, to people caught at the crossroads of conflict and epidemics, disasters and malnutrition. This message is intended to inspire more people to join their efforts and help them save lives in some of the most remote and dangerous places on earth.	7/1/16 – 9/30/16 PSA Spots 2X minimum weekly
3. Community/ Cultural	**<u>Live Interview</u>** ***Paddle to Nisqually Canoe Journey, Landing site at the Port of Olympia*** The annual Canoe Journey continues an inter-tribal celebration and gathering of Northwest indigenous nations. This year, the Nisqually tribe, local to our community hosted this regional event. Canoe Journey gatherings are rich in meaning and cultural significance. Canoe families	7/31/16 Live Interview 5X(3 Minute Segments)

travel great distances as their ancestors did and participating in the journey requires physical and spiritual discipline. At each stop, canoe families follow certain protocols, they ask for permission to come ashore, often in their native languages. The final Landing of all of the participating families was hosted at the Port of Olympia. The Nisqually Tribe then hosted a two week long potlatch on their reservation, where natives and non-natives celebrate traditions with a common goal of providing a drug and alcohol free cultural ceremony. The station interviewed Nisqually Tribal, City of Olympia, and Port of Olympia representatives and broadcast information during the Landing Ceremony event.

4.	**Environmental**	**PSA Wildlife Land Trust** ***Humane Society Wildlife Land Trust*** When habitat is destroyed or degraded, wild animals are left without the food, cover, and shelter they need to survive and raise their young. They also lose important corridors needed for migration and for maintaining diversity. Understaffed state and local wildlife agencies struggle to cope with the growing number of poachers-criminals who are out for "thrill kills," taking the lives of common and endangered animals alike, and orphaning dependent young animals. This message mobilizes the public to learn state and local wildlife laws, so they can easily recognize and report poaching crimes, and take part in saving habitat and wildlife.	7/1/16 – 9/30/16 PSA Spots 2X minimum weekly
5.	**International/ Domestic Politics**	**PSAs Welcoming Refugees** ***The Advertising Counsel*** Refugees want what we want: peace, security, and freedom from fear. For over 60 million forcibly displaced people fleeing from persecution, a normal life is their shared dream. This message encourages Americans to be more welcoming of their recently relocated refugee neighbors.	7/1/16 – 9/30/16 PSA Spots 2X minimum weekly
6.	**Animals**	**PSA Shelter Pet Adoption** **The Advertising Council** Each year, 6-8 million dogs and cats will enter shelters and rescue groups. Did you know that keyboard cat and more of the internet's biggest pet celebrations were adopted? Not every pet can be a YouTube sensation, but they all will star as someone's best friend. This message encourages the community to start a story by adopting a shelter pet today.	7/1/16 – 9/30/16 PSA Spots 2X minimum weekly

7.	**Travel/Safety**	**PSAs Child Passenger Safety** ***The Advertising Council*** Every 33 seconds, a child under the age of 13 is involved in a crash. The right car seat can Help keep kids safe. Air new PSAs that help parents know for certain which seat is best for children's age and size. Child seat, booster seat, and seat belts save lives, this message asks which car seat is the right seat? Encouraging parents to consider the safety of the equipment their child	7/1/16 – 9/30/16 PSA Spots 2X minimum weekly
8.	**Homeless Issues**	**Live Interview Homeless Backpacks** ***Capital Lakefair & Homeless Backpacks Beer Garden*** The nonprofit organization Homeless Backpacks has a mission to assist local homeless 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 2015 school year, Homeless Backpacks were serving 400 students per week, by providing a bag of food for the weekend, as well as the opportunity for school counselors to check in on the students. The station interviewed one of the main organizers of this all volunteer organization, during Capital Lakefair week, to specifically inform and promote the Beer Garden the group put together as a fund raiser to continue their mission of providing meals to youth in need.	7/13/16 Live Interview 5 minutes
9.	**Family**	**Fatherhood Involvement** ***The Advertising Council*** It only takes a moment to take the time to be a Dad, 86% of dads spend more time with their Children than their own fathers did with them, but 7 in 10 report that they could use tips on how to be better fathers. This message features user-generated content from real fathers making moments with their kids in unexpected ways, illustrating how simple it can be to make an impact on a child at any moment.	7/1/16 – 9/30/16 PSA Spots 2X minimum weekly
10.	**Education**	**PSA High School Equivalency** ***The Advertising Council*** Over 29 million adults don't have a high school diploma. Every year, many Americans New Year's resolution involves advancing their education, by obtaining a high school equivalency. This message encourages listeners to take the first step toward a brighter future, with many utilizing this resource provided for free adult education classes by using the zip code locator on FinishYourDiploma.org.	7/1/16 –9/30/16 PSA Spots 2X minimum weekly

11. Financial	**<u>Student Loan Debt Resource</u>** ***National Foundation for Credit Counseling*** Student loan debt is an issue impacting missions of Americans. Among 43 million federal student borrowers, 7.3 million are at least 90 days delinquent on their loans and five million are default. These figures indicate that student debt is likely to drive the next major financial crisis, with spillover effects already impacting the market for homes, cars and basic consumer goods and services. This makes it critical for those facing student load debt to have a place to turn to for trustworthy help and advice. With 600 member offices serving 50 states and Puerto Rico, our NFCC Certified Consumer Credit Counselors are financial advocates, empowering millions of consumers to take charge of their finances by addressing credit card debt, student loans, housing decisions and overall money management.	7/1/16-9/30/16 PSA Spots 2X minimum weekly