QUARTERLY ISSUES / PROGRAMS REPORT

Station: KDND-FM

Location: Sacramento, California

For:

___	January - March	2000
___	April - June	2000
___	July - September	2000
X	October-December	2000

Attached are descriptions of local issues addressed by the station and descriptions of how each issue was treated through the station's most significant issue-responsive programming or announcements during the reporting period.

ASCERTAINED COMMUNITY ISSUES

Following is a list of issues which KDND-FM has determined to be of concern to Sacramento and to listeners through the KDND-FM service area.

1. ***EDUCATION***, including the quality of public education; school busing; white flight; bilingual education; school violence; and the quality of college and adult education.

2. ***ECONOMY***, including inflation; economic development; economic opportunity; welfare; unemployment; job training; labor relations; and consumer issues.

3. ***GOVERNMENT***, including government spending; the provision of government services; taxes; general political debate by officials and candidates.

4. ***HEALTH***, including quality of medical facilities; national health programs; nutrition; physical fitness; mental health; preventive health care; and medical malpractice.

5. ***ENVIRONMENT, ENERGY AND TRANSPORTATION***, including natural disasters; pollution (especially air and water); the water crisis; and the effects of urban sprawl.

6. ***MINORITIES/WOMEN/AGING***, including discrimination and other problems of racial minorities; women and senior citizens; the handicapped; homosexuals; and religious ethnic groups.

7. ***CRIME***, including increasing crime rate; youth and gang crime; police-community relations; gun control; law enforcement; the criminal justice system; and the prison system, reform and rehabilitation.

8. ***DRUG ABUSE***, including the increase in use and abuse of drugs and alcohol; rehabilitation programs; drunk driving; and the need for greater education.

9. ***HOUSING***, including rental restrictions; rent control; lack of low and middle housing; landlord/tenant relations; historical preservation; and mortgage rates.

10. ***YOUTH/FAMILY***, including issues regarding marriage; the changing role of the family; parenting; child rearing; and abuse.

KDND-FM ISSUE-RESPONSIVE PROGRAMMING

KDND-FM regularly broadcasts programs and informational messages dealing with issues that affect its listeners and the communities they live in. A description of this programming follows:

Day/Time	Program	Description
Sunday 5A-6A	Public File Host: Kat Maudru	Locally produced news and public affairs magazine show featuring in depth interviews, investigative reports, documentaries and feature stories on news events and issues of significance to the Sacramento area.
Sunday 6A-7A	The Parent's Journal	Weekly, one-hour family program hosted by Bobbi Conner.
Various Days & Time	Public Service Announcements	Brief, informational messages, that serve the community's needs and interests by promoting programs, activities or services of governmental or non-profit organizations, or by otherwise informing listeners about community issues and events. PSA's are aired through the broadcast day.

KDND-FM also periodically produces and presents special programs that provide in-depth treatment of issues confronting the Sacramento area. These special programs are presented at various times during the broadcast day.

ISSUES / PROGRAMS LIST

EDUCATION

Issue: **Homeschooling**
Program: The Parent's Journal
Date: October 1, 2000
Time: 6:00A-7:00A

Guest: Eileen Byrnes, an Education Counselor with the Calvert Home Instruction Department, which since 1906 has been offering curriculum for parents who wish to educate their children at home. Eileen has had twelve years of teaching experience in both public and private primary classrooms.

Issue: **The Benefits of Audio Books**
Program: The Parent's Journal
Date: October 1, 2000
Time: 6:00A-7:00A

Guest: Susan Kendall Newman, an award-winning producer who has made a career out of combining education with entertainment. She is the co-producer of a series of audiobooks including, Paul Newman reading *The Adventures of Tom Sawyer* and Jack Lemmon reading *The Adventures of Huckleberry Finn*.

Issue: **The Gifted Child**
Program: The Parent's Journal
Date: October 8, 2000
Time: 6:00A-7:00A

Guest: Judy Galbraith, a former teacher who has worked with gifted children and teens, their parents, and their teachers for over 25 years. Judy is the author of *You Know Your Child Is Gifted When... A Beginner's Guide To Life On The Bright Side.*

Issue: **Building Your 3, 4 & 5 Year Olds Skills**
Program: The Parent's Journal
Date: October 22, 2000
Time: 6:00A-7:00A

Guest: Dr. Samuel Meisels, Professor of Education and a research scientist at the University of Michigan. He is the President-elect of the Board of Zero to Three: The National Center for Infants, Toddlers and Families and the co-author of *Winning Ways To Learn.*

ISSUES / PROGRAMS LIST

EDUCATION (Cont'd)

Issue: **Public Safety Education**
Program: Public File
Date: October 29, 2000
Time: 5:00A-5:30A

Description: The Safety Center's mission is to provide quality safety education and training in order to reduce injuries and save lives. Their Occupational Training Program covers everything from forklift operation and instructor training to confined space safety. It also provides training for people responsible for their company's safety program and conducts safety training at client's facilities. Their Community Safety Training Program teaches safety minded citizens how to save lives, prevent injuries and avoid accidents. Their Alcohol & Drug education program offers court mandated programs for first time and multiple offenders as well as drug diversion and a juvenile program. Their Safetyville USA provides training for children in preschool and elementary school in elements of safety and health, including bicycle laws, fire safety procedures and general injury prevention. Other programs include motorcycle safety, driving safety and drug free workplace training.

Issue: **The Importance of Play in the Formative Years**
Program: The Parent's Journal
Date: October 29, 2000
Time: 6:00A-7:00A

Guest: Sheridan Turner, she has been involved in early childhood education for nearly 20 years and is President and CEO of the Kohl's Children's Museum in the Chicago area.

Issue: **Local Tourism & Economy**
Program: Public File
Date: November 5, 2000
Time: 5:30A-6:00A

Description: Experience El Dorado County is an opportunity to sample wines and food as well as purchase local art. Proceeds benefit the El Dorado County Chamber of Commerce and the Boys & Girls Club of El Dorado County. Many businesses and individuals have joined together to form the Chamber of Commerce, which is devoted to preserving the quality of life in El Dorado County by advocating and promoting a strong, healthy and diverse business community. With programs designed to expand their existing business base and to attract new clean industry, the Chamber helps to ensure that the business opportunities and quality of life are sustained through future generations. The Boys & Girls Club encompasses an entire range of programs and services that are available to youth such as citizenship and leadership development, cultural enrichment, health and physical education , outdoor and environmental education, personal and educational development, and social recreation.

ISSUES / PROGRAMS LIST

EDUCATION (Cont'd)

Issue: **Technology & Education**
Program: The Parent's Journal
Date: November 5, 2000
Time: 6:00A-7:00A

Guest: David Gordon, interim editor of the Harvard Education Letter. He is the editor of a special report from the Harvard Education Letter called *Digital Classroom: How Technology is Changing The Way We Teach & Learn.*

Issue: **Managing Money / Unusual Employment**
Program: Public File
Date: November 12, 2000
Time: 5:00A-5:30A

Description: Comedian Jack Gallagher describes his show "Money Moves" as a program where anyone can understand the content. Areas addressed weekly in a user friendly way include consumer issues and fraud protection, and advice on investing wisely - annuities, REIT's, IPO's, mutual funds, etc. Also covered weekly are business and lifestyle stories, discussion of collectibles and how to tell their worth, cutting edge high tech information, and consumer travel tips. Gallagher's other program, Off Limits, recently won the National Association of Television Program Executive's Iris Award for excellence in the category of Individual Achievement: On-Camera Talent. On the program, Gallagher tries his hand at unusual jobs and far from the beaten path. It is a showcase for the diverse types of jobs and careers and the fascinating characters who do them daily.

Issue: **Encouraging Young Children To Read**
Program: The Parent's Journal
Date: November 12, 2000
Time: 6:00A-7:00A

Guest: Khafre Abif, Manager of Children's Services, Brooklyn Public Library.

Issue: **Tips To Encourage Homework**
Program: The Parent's Journal
Date: November 19, 2000
Time: 6:00A-7:00A

Guest: Mary Leonhardt, and English teacher for 28 years and the author of *99 Ways To Get Your Kids To Do Their Homework (And Not Hate It).*

ISSUES / PROGRAMS LIST

EDUCATION (Cont'd)

Issue: **Youth & Music**
Program: Public File
Date: November 26, 2000
Time: 5:00A-5:30A

Description: The Sacramento Youth Symphony is dedicated to reaching out to the community to inspire and nurture the appreciation of orchestral music in young people. This is accomplished through a comprehensive program of orchestral performance and musicianship for its members and concerts for the community. It is committed to serving the entire community through outreach programs that extend to children in schools, senior citizens, and all cultures within the region. The symphony not only seeks to provide youth with the opportunity to play musical instruments in a performance capacity, the also week to make new audiences out of the young people who come to hear their concerts. The guest pointed to studies which show that youth who play a musical instrument do better academically and are less inclined to become involved in drugs or other illegal activity. Music teaches responsibility, cooperation, team work, math and even a second language (reading music).

Issue: **Building Your 6, 7 and 8 Year Olds Skills**
Program: The Parent's Journal
Date: November 26, 2000
Time: 6:00A-7:00A

Guest: Dot Marsden, a nationally known early childhood educator, trainer, and developer of assessments for preschoolers and school-age children. She is a consultant to the national Early Head Start program and the co-author of *Winning Ways To Learn: Ages 6, 7 & 8.*

Issue: **Helping Young Adults Who Need Guidance**
Program: The Parent's Journal
Date: November 26, 2000
Time: 6:00A-7:00A

Guest: Peter Speranza, director of Learning Through Experience which specializes in matching young people to short-term internships, volunteer programs and apprenticeships to give them real life learning experiences.

Issue: **Finding A College That Fits The Individual Student**
Program: The Parent's Journal
Date: December 17, 2000
Time: 6:00A-7:00A

Guest: Dr. Matthew Greene, counselor and consultant with Howard Green & Associates. His professional writing focuses on education policy making and school violence. He is the co-author of *Making It Into A Top College.*

ISSUES / PROGRAMS LIST

EDUCATION (Cont'd)

Issue: **Money Management for Adults & Children**
Program: Public File
Date: December 24, 2000
Time: 5:30A-6:00A

Description: CCCS is a non-profit organization dedicated to educating the community in the principles of personal money-management and the wise use of credit. They seek to help financially distressed consumers get out of debt and find alternatives to bankruptcy. Programs include online assessments, repayment plans, budget planning and teaching high school students about credit. The guest also discussed raising money smart kids, pointing out that many parents feel uncomfortable talking to their children about money and avoid the subject altogether. Suggestions include setting up a children's savings account, paying kids for extra work, and perhaps most importantly, "walking the walk" by showing your children what it means to be fiscally responsible: paying bills on time, comparing prices and limiting the amount of money borrowed. CCCS is part of the Jumpstart Coalition, which is a group working toward the goal of placing financial literacy in the curriculum in school districts to aid families.

Issue: **Homeschooling Tips**
Program: The Parent's Journal
Date: December 24, 2000
Time: 6:00A-7:00A

Guest: Mary Griffith is a board member of the Homeschool Association of California and the author of *The Homeschooling Handbook.*

Issue: **Motivating Underachievers**
Program: The Parent's Journal
Date: December 24, 2000
Time: 6:00A-7:00A

Guest: Dr. Peter Spevak, Clinical Psychologist in the Washington DC area and co-author of *Empowering Underachievers: How To Guide Failing Kids To Personal Excellence.*

Issue: **Funding for Higher Education**
Program: Public File
Date: December 31, 2000
Time: 5:00A-5:30A

Description: For 56 years, the United Negro Fund has provided the financial and academic means by which over 305,000 students have been able to complete their college education. The UNCF is the nation's oldest and most successful minority higher education assistance organization. Its mission is to enhance the quality of education y raising operating funds for member colleges and universities, providing financial assistance to member institutions. Today's membership includes 41 private, four year historically black colleges and universities. Almost half of the students who attend UNC colleges are the first in their families to attend college. 90% receive financial assistance, and 50% are from families with a total income of less than $30,000. The UNCF gives minority students the opportunity to earn college degrees. Without UNCF, many of these students would have little hope of attending college.

ISSUES / PROGRAMS LIST

EDUCATION (Cont'd)

Issue:	**Emotional Intelligence in Young Children**
Program:	The Parent's Journal
Date:	December 31, 2000
Time:	6:00A-7:00A
Guest:	Dr. Peter Salovey, Director of Graduate studies in psychology and Professor of Psychology and Epidemiology and Public Health at Yale University. He is the author of *Emotional Development and Emotional Intelligence: Educational Implications.*

ISSUES / PROGRAMS LIST

ECONOMY

Issue: **Pollution Prevention**
Program: Public File
Date: October 1, 2000
Time: 5:00A-5:30A

Description: BERC (Business Environmental Resource Center) was established by Sacramento County in 1993 as a one-stop, non-regulatory office to help businesses understand and comply with federal, state and local environmental regulations. BERC does not issue permits or conduct enforcement inspections. Rather, the agency seeks to help businesses establish and implement cost effective compliance and pollution prevention programs, foster dialogue between businesses and agencies so that cost-effective regulations can be achieved, and promote economic development in Sacramento County. BERC offers free and confidential permit assistance and consultative services in areas such as air quality, solid waste, wastewater, hazardous materials waste, and storm water. They provide fact sheets, guidance documents, ombudsman and facilitation services, seminars and workshops. Over 5,000 businesses of all sizes and types have benefitted from BERC's services. In addition, BERC coordinates an annual Pollution Prevention Awards Program.

Issue: **Balancing Life at Work & Home**
Program: Public File
Date: November 5, 2000
Time: 5:00A-5:30A

Description: The guest discussed the reasons for the stress and imbalance in today's world, including too little sleep, poor diet, little exercise, trying to do everything perfectly, too little time spent on caring for marriages, children or friendships, and forgetting what is most valued and wanted in one's life. The fallout from stress is visible in a 75% increase in diabetes in men and women under 40, high divorce rates and a large increase in emergency psychiatric teen incidents. Suggestions for balancing a job, kids, one's mate and one's own needs include going back to one's values and top priorities... learning to say NO, setting boundaries on the length of time spent working, not trying to do everything perfectly, and getting enough sleep, exercise and good food. Elements that create peace at home and work include living by one's deepest held values and priorities, setting boundaries for children and allowing them to participate in helpful ways in the family, and stop trying to look good and focus instead on feeling good.

ISSUES / PROGRAMS LIST

ECONOMY (Cont'd)

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Program: Public File
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Issue: **Consumer Tips for Holiday Shoppers**
Program: Public File
Date: December 3, 2000
Time: 5:30A-6:00A

Description: Better Business Bureaus are private non-profit organizations supported largely by membership dues paid by business and professional groups in each Bureau's service area. The organization provides reports on business firms that is helpful to an individual before making a purchase. The BBB also provides information about charity groups and organizations and promotes ethical business standards and voluntary self-regulation of business practices. With regards to the holidays, the guest pointed out that this is a time when people are buying in large quantities and are also in a hurry, so they might not be as cautious as they should be. He discussed shopping online and how to avoid credit card information theft, internet scams, and the importance of keeping receipts and reading warranty information. He also discussed how to identify legitimate charities and to avoid unscrupulous organizations.

ISSUES / PROGRAMS LIST

ECONOMY (Cont'd)

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ISSUES / PROGRAMS LIST

GOVERNMENT

Issue: **Voters' Health Concerns**
Program: Public File
Date: October 15, 2000
Time: 5:00A-5:30A

Description: Health care and education rank as the two most important issues to California voters in this year's presidential election. In addition, surveys suggest these two issues have the greatest influence on voters currently undecided in the presidential race. The poll, which surveyed 2,381 California adults determined voters top-ranking health care priorities include providing children with access to health services, ensuring that Medicare remains financially sound, making sure seniors have access to affordable prescription drugs, and providing affordable health care to residents regardless of their ability to pay. The survey was designed to encourage a spirited discussion of health care issues by political candidates, the media and the public during the months preceding the 2000 election in California. It shows that as the presidential candidates campaign in California during these final weeks, health care issues are increasingly salient, especially among the state's undecided voters.

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ISSUES / PROGRAMS LIST

GOVERNMENT (Cont'd)

Issue: **Holiday Toy Collection**
Program: Public File
Date: December 3, 2000
Time: 5:00A-5:30A

Description: Toys for Tots is one of the nation's flagship Christmas charitable endeavors. Over the past 52 years, Marines have distributed over 257,000 toys to some 127,000,000 needy children across the nation. The goal for the 2000 campaign is to reach more needy children than ever before. The public can simply drop a new unwrapped toy at a Toys for Tots collection box. In addition to providing needy children with holiday joy, the Toys for Tots campaign gives the general public an opportunity to have a better understanding of the US Marine Corps and the Marines who make the Marine Corps the world's premier fighting force. The campaign also affords the Marine Corps a means of giving something back to the communities, which have shared their sons and daughters with the Corps for over 220 years. Finally, Marines, through Toys for Tots, perform passive mentoring. Economically disadvantaged children who receive toys through the program have an opportunity to observe, first hand, how young men and women just like themselves, have achieved success.

Issue: **Holiday Toy Drive / Highway Safety**
Program: Public File
Date: December 10, 2000
Time: 5:00A-5:30A

Description: The mission of the California Highway Patrol is to ensure safety and provide service to the public as they utilize the highway transportation system and to assist local government during emergencies when requested. The 4th Annual Chips for Kids holiday toy drive hopes to bring in 25,000 new toys to local hospitalized and disadvantaged kids this holiday season. Because of the nature of their job, members of the California Highway Patrol feel a special affinity for children who are hospitalized over the holidays. The guest also discussed the agency's zero tolerance for drinking and driving, a problem that is more prevalent during the holiday season. Another problem on area roadways this time of year is the danger that fog poses for motorists. The CHP is involved in a program that escorts motorists through particularly foggy stretches of highway. The guest also discussed the recent rash of accidents involving big rigs and pointed out the importance of truckers to get adequate rest. In addition, motorists need to drive carefully near big rigs and not tailgate.

ISSUES / PROGRAMS LIST

ENVIRONMENT / ENERGY / TRANSPORTATION

Issue: **Pollution Prevention**
Program: Public File
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Description: The Safety Center's mission is to provide quality safety education and training in order to reduce injuries and save lives. Their Occupational Training Program covers everything from forklift operation and instructor training to confined space safety. It also provides training for people responsible for their company's safety program and conducts safety training at client's facilities. Their Community Safety Training Program teaches safety minded citizens how to save lives, prevent injuries and avoid accidents. Their Alcohol & Drug education program offers court mandated programs for first time and multiple offenders as well as drug diversion and a juvenile program. Their Safetyville USA provides training for children in preschool and elementary school in elements of safety and health, including bicycle laws, fire safety procedures and general injury prevention. Other programs include motorcycle safety, driving safety and drug free workplace training.

ISSUES / PROGRAMS LIST

ENVIRONMENT / ENERGY / TRANSPORTATION (Cont'd)

Issue: **Storm Water Management**
Program: Public File
Date: November 19, 2000
Time: 5:00A-5:30A

Description: Area residents need to adjust their gardening practices and pesticide use when rain is forecast. When it rains, pesticides flow off lawns and enter storm drains, causing increased water pollution. Storm drains outside homes and businesses collect water and channel the untreated water directly to local waterways such as creeks, lakes and rivers. Residents unknowingly cause increased water pollution by applying pesticides before it rains. The Storm Water Management program provides residents with information on safe, effective and practical alternatives for pest control. The program also addresses household and automotive practices that help keep pollutants out of storm water, such as sweeping sidewalks and patios rather than hosing them down, shoveling animal waste rather than hosing it into the gutter, disposing of pesticides, fertilizers, weed killers and paint properly rather than dumping them down the gutter, and using kitty litter to clean up automotive spills.

Issue: **Winter Weather Preparedness**
Program: Public File
Date: November 26, 2000
Time: 5:30A-6:00A

Description: As the winter approaches, SMUD reminds customers to avoid potentially deadly situations caused by fallen power lines or trees coming in contact with power lines. In addition, winter storms can cause power outages. The guest discussed important things to do before a storm hits, such as becoming familiar with your service panel location and how to operate the main circuit breaker, and preparing a simple emergency kit that should include a flashlight, matches, bottled water, extra batteries and a wind-up clock. If the power goes out, the guest suggested checking to see if the lights are out in the neighboring homes which would suggest a larger outage. If a storm knocks down a power line, the guest recommended calling 911 or SMUD, and staying as far away from the line as possible. SMUD's Life Support Rate Program is designed especially for customers on life support equipment, when planning ahead and being prepared can be vitally important. Customers receive a 24 hour priority phone number to report outages. Finally, the guest gave tips on how customers can keep warm in the winter and still keep home heating bills in the comfort zone.

ISSUES / PROGRAMS LIST

ENVIRONMENT / ENERGY / TRANSPORTATION (Cont'd)

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Issue: **Drunk Driving Prevention**
Program: Public File
Date: December 17, 2000
Time: 5:30A-6:00A

Description: Driving under the influence of alcohol or any other drug is the most frequently committed violent crime in our nation. Statistics show that every weekday night from 10:00P to 1:00A, one in 13 drivers is drunk. 31% of all traffic fatalities in California are alcohol-related collisions. The mission of MADD is to stop drunk driving, assist the victims of this violent crime and prevent underage drinking. It is a grass-roots organization with more than 600 chapters nationwide. MADD is not a crusade against alcohol consumption. Their focus is to look for effective solutions to the drunk driving and underage drinking problems, while supporting those who have already experienced the pain of these senseless crimes. The group maintains that people injured and killed in impaired driving collisions are not "accident" victims. The crash caused by an impaired driver involves two choices: to drink and then to drive afterward.

ISSUES / PROGRAMS LIST

HEALTH

Issue: **Fund Raising for Children's Medical Facilities**
Program: Public File
Date: October 8, 2000
Time: 5:00A-5:30A

Description: UC Davis Children's Hospital is Sacramento's only fully accredited, comprehensive children's hospital. During the 1998-99 fiscal year, more than 59,000 children were cared for in the hospital and its clinics. UC Davis Children's Hospital serves a 38 county region of Northern California plus western Nevada and southern Oregon and offers more specialty services than any other medical facility in the region. UC Davis Children's hospital also houses the UC Davis Regional Neonatal Intensive Care Unit, where the highest level of care is provided for premature infants and seriously ill newborns. In addition it is home to a Level 1 Pediatric Trauma Center, the highest level possible and it is the only hospital with this designation in Northern California. The UC Davis Children's Hospital has the area's only 24 hour emergency pediatric/neonatal consultation and transport hotline, which links area physicians to pediatric critical care specialists within two minutes and ensures around the clock medical treatment and transport. Their Ronald McDonald House and their newly finished hotel accommodates sick children and their families when they are from out of the area and their child is hospitalized for an extended period of time. The Entercom / Sacramento radio group held a four-station, three-day Radiothon which raised $232,000 for the UC Davis Children's Hospital to be used for research, education and patient services.

Issue: **Children & Grief**
Program: The Parent's Journal
Date: October 8, 2000
Time: 6:00A-7:00A

Guest: Mary Ann Emswiler, a licensed mental health counselor, who along with her husband are the founder and director of The Cove, a program for grieving children and their families, and The New England Center for Loss & Transition. Mary Ann is the co-author of *Guiding Your Child Through Grief.*

Issue: **Playground Safety**
Program: The Parent's Journal
Date: October 8, 2000
Time: 6:00A-7:00A

Guest: Rachel Weintraub, a consumer advocate and staff attorney with the U.S. Public Interest Research Group. She is the author of *Playing It Safe: A Fifth Nationwide Safety Survey of Public Playgrounds.*

ISSUES / PROGRAMS LIST

HEALTH (Cont'd)

Issue: **Voters' Health Concerns**
Program: Public File
Date: October 15, 2000
Time: 5:00A-5:30A

Description: Health care and education rank as the two most important issues to California voters in this year's presidential election. In addition, surveys suggest these two issues have the greatest influence on voters currently undecided in the presidential race. The poll, which surveyed 2,381 California adults determined voters top-ranking health care priorities include providing children with access to health services, ensuring that Medicare remains financially sound, making sure seniors have access to affordable prescription drugs, and providing affordable health care to residents regardless of their ability to pay. The survey was designed to encourage a spirited discussion of health care issues by political candidates, the media and the public during the months preceding the 2000 election in California. It shows that as the presidential candidates campaign in California during these final weeks, health care issues are increasingly salient, especially among the state's undecided voters.

Issue: **AIDS and Homelessness**
Program: Public File
Date: October 15, 2000
Time: 5:30A-6:00A

Description: Approximately 2,500 people in Sacramento County are "in care" for AIDS or identified as HIV positive. It is estimated, however, that double that amount have not been identified as infected and are not in treatment. Since 1985, more than 2,200 residents of Sacramento, Placer and El Dorado Counties have died of AIDS. Breaking Barriers provides transportation for people with HIV, household chore assistance, social activities, food bundle pick-up, companionship and crisis intervention. For homeless persons with HIV, the organization provides outreach, referrals and advocacy. Breaking Barriers is planning, coordinating and co-facilitating a Health Fair for the homeless people of Sacramento. In addition to various health care providers performing health screenings and testing for HIV, TB, Diabetes, dental, blood pressure, STD's, and pregnancy, they are asking people in the Sacramento area to donate coats and blankets for distribution to the homeless population.

Issue: **Newborns**
Program: The Parent's Journal
Date: October 15, 2000
Time: 6:00A-7:00A

Guest: Dr. Susan Friedman, the Director of Well Newborn Nursery at the Hospital of the University of Pennsylvania, an Associate Physician in the Neonatal Follow-up Program at the Children's Hospital of Philadelphia and Clinical Assistant Professor of Pediatrics at the University of Pennsylvania School of Medicine. She is a contributor to *The Children's Hospital of Philadelphia Book of Pregnancy and Child Care*.

ISSUES / PROGRAMS LIST

HEALTH (Cont'd)

Issue: **Vision Correction**
Program: Public File
Date: October 22, 2000
Time: 5:00A-5:30A

Description: Approximately 90% of Americans aged 50 or older wear some type of corrective lenses, compared to 54% of 18 to 29 year olds. Laser Vision Correction is the most technologically advanced method for correcting nearsightedness, farsightedness and astigmatism. Patients should be at least 18 years old and have a stable prescription with eyes that are in good health and have no active eye disease. During the treatment, the laser's cool ultraviolet light removes a small amount of corneal tissue, typically less than the thickness of a human hair, allowing light to be more sharply focused on the retina, thereby improving vision. The entire procedure takes about ten to fifteen minutes for two eyes. There are approximately 6,000 refractive surgeons - Ophthalmologists who specialize in laser surgery - in the United States. The guest emphasized the importance of researching a potential surgeon's experience as well as the types of laser that is used as these can vary widely in safety, quality and dependability.

Issue: **Talking To Your Children About Going To The Doctor**
Program: The Parent's Journal
Date: October 22, 2000
Time: 6:00A-7:00A

Guest: Heidi Murkoff, appears regularly as a parenting expert on national TV and is contributing editor for Parenting Magazine. She is the best-selling co-author of *What To Expect When You're Expecting* and *What To Expect Kids.*

Issue: **Public Safety Education**
Program: Public File
Date: October 29, 2000
Time: 5:00A-5:30A

Description: The Safety Center's mission is to provide quality safety education and training in order to reduce injuries and save lives. Their Occupational Training Program covers everything from forklift operation and instructor training to confined space safety. It also provides training for people responsible for their company's safety program and conducts safety training at client's facilities. Their Community Safety Training Program teaches safety minded citizens how to save lives, prevent injuries and avoid accidents. Their Alcohol & Drug education program offers court mandated programs for first time and multiple offenders as well as drug diversion and a juvenile program. Their Safetyville USA provides training for children in preschool and elementary school in elements of safety and health, including bicycle laws, fire safety procedures and general injury prevention. Other programs include motorcycle safety, driving safety and drug free workplace training.

ISSUES / PROGRAMS LIST

HEALTH (Cont'd)

Issue: **Balancing Life at Work & Home**
Program: Public File
Date: November 5, 2000
Time: 5:00A-5:30A

Description: The guest discussed the reasons for the stress and imbalance in today's world, including too little sleep, poor diet, little exercise, trying to do everything perfectly, too little time spent on caring for marriages, children or friendships, and forgetting what is most valued and wanted in one's life. The fallout from stress is visible in a 75% increase in diabetes in men and women under 40, high divorce rates and a large increase in emergency psychiatric teen incidents. Suggestions for balancing a job, kids, one's mate and one's own needs include going back to one's values and top priorities... learning to say NO, setting boundaries on the length of time spent working, not trying to do everything perfectly, and getting enough sleep, exercise and good food. Elements that create peace at home and work include living by one's deepest held values and priorities, setting boundaries for children and allowing them to participate in helpful ways in the family, and stop trying to look good and focus instead on feeling good.

Issue: **Smoking Cessation**
Program: Public File
Date: November 12, 2000
Time: 5:30A-6:00A

Description: The guests from the American Cancer Society came to speak about the 24th Annual Great American Smokeout. It is the organization's nationally recognized day when they ask smokers to put down their cigarettes, cigars, spit tobacco or any tobacco product, all of which have the potential to cause cancer, for at least one day. Approximately 32 million smokers want to quit smoking completely, and the promise of an addiction free life has encouraged many smokers to join in and prove to themselves that they can live a day without cigarettes and that they can therefore very possibly live the rest of their lives without them. Smoking is the most preventable cause of death in our society. It is estimated that over 164,000 new cases of lung cancer will be reported this year. In 1992, 21% of smokers, or approximately 10,080,000 people reported that they were participating in the Great American Smokeout activities. Of those participants, 11% reported they were smoking less or not at all 1 to 5 days later. This year's Smokeout emphasized the importance of addressing teen smoking. Nearly 4 million American adolescents currently smoke and about 1 in every 5 male students in 9th through 12th grades uses smokeless tobacco.

ISSUES / PROGRAMS LIST

HEALTH (Cont'd)

Issue: **Food Safety Tips**
Program: Public File
Date: November 19, 2000
Time: 5:30A-6:00A

Description: Extensive research on the knowledge and attitudes of today's consumers reveals a serious problem... while many consumers have a good foundation of food safety knowledge, there are some persistent misconceptions as well as confusion about specific food handling practices. At the same time, recent polls confirm that Americans underestimate the potential for foodborne illnesses in the home. With the holiday season fast approaching, consumers are reminded to be aware that bacterial pathogens such as Salmonella and Campylobacter can be present in foods such as meat and poultry and cause illness due to insufficient cooking, inadequate cooling and improper food handling practices. By following simple, easy to remember food safety tips, consumers can ensure that holiday feasts do not become a source of foodborne disease. The department's "Fight BAC" campaign encourages four simple steps: washing hands and surfaces often, separating foods to avoid cross contamination, cooking foods to proper temperatures and refrigerating perishable foods promptly.

Issue: **Premature Babies**
Program: The Parent's Journal
Date: November 26, 2000
Time: 6:00A-7:00A

Guest: Dana Linden, mother of premature twins and the former senior editor at Forbes Magazine. She is the author of *Preemies: The Essential Guide For Parents Of Premature Babies.*

Issue: **The Benefits of Emotional Support During Childbirth**
Program: The Parent's Journal
Date: December 10, 2000
Time: 6:00A-7:00A

Guest: Phyllis Klaus is a Psychotherapist specializing in the care of pregnant women and new patients and the co-author of Mothering the Mother: How A Doula an Help You Have A Shorter, Easier and Healthier Birth.

Issue: **Daily Care For Your Newborn**
Program: The Parent's Journal
Date: December 17, 2000
Time: 6:00A-7:00A

Guest: Dr. Paula Elbirt is a Pediatrician in New York City and the author of *Dr. Paula's House Calls To Your Newborn.*

ISSUES / PROGRAMS LIST

HEALTH (Cont'd)

Issue: **Abuse Within Rehabilitation Programs**
Program: Public File
Date: December 31, 2000
Time: 5:30A-6:00A

Description: Tens of millions of Americans have gone through Alcoholics Anonymous. At any given time, 2 million Americans actively participate in such 12 step rehabilitation programs. The guest's book provides over 40 details, first hand accounts of abuse suffered by people who turned to what they thought was a source of help. It includes accounts of sexual predators taking advantage of vulnerable newcomers to Alcoholics Anonymous, tales of individuals drive to suicide by one treatment of their fellow AA group members, and tales of power tripping 12 step counselors destroying lives and careers. The author maintains that knowledge of such things is common in AA but never revealed. She was an AA member for what she calls 17 "wasted" years. After spending a good portion of her adult like in that 12 step group, she says she had the courage to look at her life and see the damage caused by participating in AA. The guest now works to help others by exposing the harmful aspects of 12 step groups and making known the many healthy alternatives to them.

Issue: **Strategies For Stress In Kids**
Program: The Parent's Journal
Date: December 31, 2000
Time: 6:00A-7:00A

Guest: Dr. Georgia Witkin, director of the Stress Program and Assistant Clinical Professor of Psychiatry at the Mt. Sinai School of Medicine. She is the author of *KidStress: What It Is, How It Feels, How To Help.*

Issue: **Skin To Skin Contact Decreases Pain In Newborns**
Program: The Parent's Journal
Date: December 31, 2000
Time: 6:00A-7:00A

Description: Dr. Larry Gray, a developmental behavioral Pediatrician at Boston University School of Medicine.

ISSUES / PROGRAMS LIST

MINORITIES / WOMEN / AGING

Issue: **Grandparent's Rights**
Program: Public File
Date: October 1, 2000
Time: 5:30A-6:00A

Description: Reports indicate that 50% of all marriages will end in divorce and that there are also an increasing number of children out of wedlock. These issues often create uncertainty in the role of grandparents and their legal rights. Grandparents are often not included in family decision making and an increasing number of grandparents resort to using the legal system to maintain contact with their grandchildren. Custody and visitation issues involving children and their grandparents are based on the theory that it is often in the best interest of the child to have contact with extended family members. Historically, legal principals provided that grandparents had no rights of access to their grandchildren without parental permission. In fact, grandparents did not have any more access to their grandchildren than non-relatives did. Legislation was initiated in the 1980's across the United States on the issue of grandparent visitation. This was the result of heightened public awareness of grandparents rights orchestrated by a powerful senior citizens lobby. The guest also discussed several legal options for grandparents when they are seeking visitation with their grandchildren.

Issue: **Vision Correction**
Program: Public File
Date: October 22, 2000
Time: 5:00A-5:30A

Description: Approximately 90% of Americans aged 50 or older wear some type of corrective lenses, compared to 54% of 18 to 29 year olds. Laser Vision Correction is the most technologically advanced method for correcting nearsightedness, farsightedness and astigmatism. Patients should be at least 18 years old and have a stable prescription with eyes that are in good health and have no active eye disease. During the treatment, the laser's cool ultraviolet light removes a small amount of corneal tissue, typically less than the thickness of a human hair, allowing light to be more sharply focused on the retina, thereby improving vision. The entire procedure takes about ten to fifteen minutes for two eyes. There are approximately 6,000 refractive surgeons - Ophthalmologists who specialize in laser surgery - in the United States. The guest emphasized the importance of researching a potential surgeon's experience as well as the types of laser that is used as these can vary widely in safety, quality and dependability.

ISSUES / PROGRAMS LIST

MINORITIES / WOMEN / AGING (Cont'd)

Issue: **Senior Program**
Program: Public File
Date: October 22, 2000
Time: 5:30A-6:00A

Description: The organization is a multi-purpose walk-in senior center providing a myriad of supportive services: health insurance counseling, job match, care giver respite, support groups and tax preparation, to name a few. They also provide education and wellness programs, mature driving classes, flu clinics, creative arts, and social opportunities. Their SeniorNet program is a worldwide computer education program specifically designed for persons over the age of 50 who are interested in exploring the world of computers. In the last 10 years, the program has touched the lives of over 100,000 older adults. The Senior Center's Senior Camp provides recreational activities including hiking, fishing, line dancing, crafts, basketball, horseshoes, ping pong, billiards, and a wine and cheese social. As people are living longer, healthier lives, programs such as these are essential for senior citizens to live full, productive lives.

Issue: **The Benefits of Emotional Support During Childbirth**
Program: The Parent's Journal
Date: December 10, 2000
Time: 6:00A-7:00A

Guest: Phyllis Klaus is a Psychotherapist specializing in the care of pregnant women and new patients and the co-author of Mothering the Mother: How A Doula an Help You Have A Shorter, Easier and Healthier Birth.

Issue: **Funding for Higher Education**
Program: Public File
Date: December 31, 2000
Time: 5:00A-5:30A

Description: For 56 years, the United Negro Fund has provided the financial and academic means by which over 305,000 students have been able to complete their college education. The UNCF is the nation's oldest and most successful minority higher education assistance organization. Its mission is to enhance the quality of education y raising operating funds for member colleges and universities, providing financial assistance to member institutions. Today's membership includes 41 private, four year historically black colleges and universities. Almost half of the students who attend UNC colleges are the first in their families to attend college. 90% receive financial assistance, and 50% are from families with a total income of less than $30,000. The UNCF gives minority students the opportunity to earn college degrees. Without UNCF, many of these students would have little hope of attending college. The guest promoted UNCF's "Evening of Stars" television special which is the agency's major fund raiser, designed to generate the monies they so critically need.

ISSUES / PROGRAMS LIST

CRIME

Issue: **Consumer Tips for Holiday Shoppers**
Program: Public File
Date: December 3, 2000
Time: 5:30A-6:00A

Description: Better Business Bureaus are private non-profit organizations supported largely by membership dues paid by business and professional groups in each Bureau's service area. The organization provides reports on business firms that is helpful to an individual before making a purchase. The BBB also provides information about charity groups and organizations and promotes ethical business standards and voluntary self-regulation of business practices. With regards to the holidays, the guest pointed out that this is a time when people are buying in large quantities and are also in a hurry, so they might not be as cautious as they should be. He discussed shopping online and how to avoid credit card information theft, internet scams, and the importance of keeping receipts and reading warranty information. He also discussed how to identify legitimate charities and to avoid unscrupulous organizations.

Issue: **Holiday Toy Drive / Highway Safety**
Program: Public File
Date: December 10, 2000
Time: 5:00A-5:30A

Description: The mission of the California Highway Patrol is to ensure safety and provide service to the public as they utilize the highway transportation system and to assist local government during emergencies when requested. The 4th Annual Chips for Kids holiday toy drive hopes to bring in 25,000 new toys to local hospitalized and disadvantaged kids this holiday season. Because of the nature of their job, members of the California Highway Patrol feel a special affinity for children who are hospitalized over the holidays. The guest also discussed the agency's zero tolerance for drinking and driving, a problem that is more prevalent during the holiday season. Another problem on area roadways this time of year is the danger that fog poses for motorists. The CHP is involved in a program that escorts motorists through particularly foggy stretches of highway. The guest also discussed the recent rash of accidents involving big rigs and pointed out the importance of truckers to get adequate rest. In addition, motorists need to drive carefully near big rigs and not tailgate.

ISSUES / PROGRAMS LIST

CRIME (Cont'd)

Issue: **Homeless Teenagers**
Program: Public File
Date: December 10, 2000
Time: 5:30A-6:00A

Description: At any given time there are as many as 700 homeless teenagers living on the streets of Sacramento. The WIND Youth Center reaches out to and supports homeless and high risk teenagers, provides a safe and welcoming place where they receive services with dignity and respect, offers basic needs, education and counseling, and offers transition choices for youth toward healthy alternatives to street life. The program was established in 1994 in an effort to reach out to the increasing number of 12 - 19 year old runaway and "throwaway" kids who live on Sacramento's riverbanks, streets and in abandoned buildings. Many of the teens have drug and alcohol problems and the center sees many pregnant teenage girls. The facility serves breakfast 5 days a week and lunch six days a week. Homeless kids drop by to eat, take a shower, get clothing donations, do laundry and find out about services that might change their lives. In the evenings, staffers patrol the downtown area and streets near the riverbanks handing out blankets and other necessities while persuading kids to come to the WIND Youth Center.

Issue: **Animal Cruelty Prevention**
Program: Public File
Date: December 17, 2000
Time: 5:00A-5:30A

Description: The Sacramento SPCA is dedicated to ensuring the humane treatment of all animals in the Sacramento area, providing a safe and nurturing environment for unwanted, abandoned and mistreated pets until they can be permanently placed into loving homes. Through proactive intervention, public education and community outreach, the Sacramento SPCA seeks to promote respect for all life by breaking the cycle of abuse, neglect and pet overpopulation in our communities. Programs include adoption and mobile adoption, humane investigations, animal surrender programs, "Love On Loan", where animals are taken to visit senior citizens' homes and child-oriented organizations, and "Pets For Life", where seniors can adopt an animal 2 years old or older. The group also educates the public, in a classroom setting on the proper and humane treatment of animals. The guest also discussed the problem of giving pets as holiday gifts.

Issue: **Drunk Driving Prevention**
Program: Public File
Date: December 17, 2000
Time: 5:30A-6:00A

Description: Driving under the influence of alcohol or any other drug is the most frequently committed violent crime in our nation. Statistics show that every weekday night from 10:00P to 1:00A, one in 13 drivers is drunk. 31% of all traffic fatalities in California are alcohol-related collisions. The mission of MADD is to stop drunk driving, assist the victims of this violent crime and prevent underage drinking. It is a grass-roots organization with more than 600 chapters nationwide. MADD is not a crusade against alcohol consumption. Their focus is to look for effective solutions to the drunk driving and underage drinking problems, while supporting those who have already experienced the pain of these senseless crimes. The group maintains that people injured and killed in impaired driving collisions are not "accident" victims. The crash caused by an impaired driver involves two choices: to drink and then to drive afterward.

ISSUES / PROGRAMS LIST

CRIME (Cont'd)

Issue: **Prevention of Juvenile Crimes**
Program: Public File
Date: December 24, 2000
Time: 5:00A-5:30A

Description: The Neighborhood Accountability Board is a non-violent first offender program which gives community volunteers an opportunity to decide how a minor from their neighborhood will be held responsible for their actions. It is very important for the first time offender to see swift consequences for unacceptable behaviors. The NAB ensures that first time offenders see these consequences. The Board is made up entirely of community volunteers. Minors and their families appear before hearing panels instead of appearing before a court officer. The volunteers confer and provide appropriate dispositions for each case. The dispositions come in the form of legally binding contracts which require the minors to complete community service and participate in other appropriate programs. All contracts mandate school attendance and curfew, and some require restitution.

Issue: **Keeping Children Safe**
Program: The Parent's Journal
Date: December 24, 2000
Time: 6:00A-7:00A

Description: Erika Shearin Karres is a Clinical Assistant Professor in Education at the University of North Carolina, Chapel Hill and the author of *Violence Proof Your Kids Now: How To Recognize The 8 Warning Signs and What to Do About Them.*

Issue: **Abuse Within Rehabilitation Programs**
Program: Public File
Date: December 31, 2000
Time: 5:30A-6:00A

Description: Tens of millions of Americans have gone through Alcoholics Anonymous. At any given time, 2 million Americans actively participate in such 12 step rehabilitation programs. The guest's book provides over 40 details, first hand accounts of abuse suffered by people who turned to what they thought was a source of help. It includes accounts of sexual predators taking advantage of vulnerable newcomers to Alcoholics Anonymous, tales of individuals drive to suicide by one treatment of their fellow AA group members, and tales of power tripping 12 step counselors destroying lives and careers. The author maintains that knowledge of such things is common in AA but never revealed. She was an AA member for what she calls 17 "wasted" years. After spending a good portion of her adult like in that 12 step group, she says she had the courage to look at her life and see the damage caused by participating in AA. The guest now works to help others by exposing the harmful aspects of 12 step groups and making known the many healthy alternatives to them.

ISSUES / PROGRAMS LIST

DRUG ABUSE

Issue: **Clean & Sober Programs For The Homeless**
Program: Public File
Date: October 8, 2000
Time: 5:30A-6:00A

Description: Last year, Clean & Sober placed nearly 500 men and women in their Clean & Sober communities and in other treatment facilities. For their homeless guests, a structured clean and sober environment is essential to their recovery. After six months to a year in a clean and sober community, they place their residents in transitional living situations. The program is a great success and will soon grow to a total of four residences and 101 beds. As the program grows, so does their need for community support. Their fund raiser features speakers that are graduates of Clean & Sober whose lives have been saved by this program.

Issue: **Public Safety Education**
Program: Public File
Date: October 29, 2000
Time: 5:00A-5:30A

Description: The Safety Center's mission is to provide quality safety education and training in order to reduce injuries and save lives. Their Occupational Training Program covers everything from forklift operation and instructor training to confined space safety. It also provides training for people responsible for their company's safety program and conducts safety training at client's facilities. Their Community Safety Training Program teaches safety minded citizens how to save lives, prevent injuries and avoid accidents. Their Alcohol & Drug education program offers court mandated programs for first time and multiple offenders as well as drug diversion and a juvenile program. Their Safetyville USA provides training for children in preschool and elementary school in elements of safety and health, including bicycle laws, fire safety procedures and general injury prevention. Other programs include motorcycle safety, driving safety and drug free workplace training.

Issue: **Holiday Toy Drive / Highway Safety**
Program: Public File
Date: December 10, 2000
Time: 5:00A-5:30A

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ISSUES / PROGRAMS LIST

DRUG ABUSE (Cont'd)

Issue: **Homeless Teenagers**
Program: Public File
Date: December 10, 2000
Time: 5:30A-6:00A

Description: At any given time there are as many as 700 homeless teenagers living on the streets of Sacramento. The WIND Youth Center reaches out to and supports homeless and high risk teenagers, provides a safe and welcoming place where they receive services with dignity and respect, offers basic needs, education and counseling, and offers transition choices for youth toward healthy alternatives to street life. The program was established in 1994 in an effort to reach out to the increasing number of 12 - 19 year old runaway and "throwaway" kids who live on Sacramento's riverbanks, streets and in abandoned buildings. Many of the teens have drug and alcohol problems and the center sees many pregnant teenage girls. The facility serves breakfast 5 days a week and lunch six days a week. Homeless kids drop by to eat, take a shower, get clothing donations, do laundry and find out about services that might change their lives. In the evenings, staffers patrol the downtown area and streets near the riverbanks handing out blankets and other necessities while persuading kids to come to the WIND Youth Center.

Issue: **Drunk Driving Prevention**
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Description: Driving under the influence of alcohol or any other drug is the most frequently committed violent crime in our nation. Statistics show that every weekday night from 10:00P to 1:00A, one in 13 drivers is drunk. 31% of all traffic fatalities in California are alcohol-related collisions. The mission of MADD is to stop drunk driving, assist the victims of this violent crime and prevent underage drinking. It is a grass-roots organization with more than 600 chapters nationwide. MADD is not a crusade against alcohol consumption. Their focus is to look for effective solutions to the drunk driving and underage drinking problems, while supporting those who have already experienced the pain of these senseless crimes. The group maintains that people injured and killed in impaired driving collisions are not "accident" victims. The crash caused by an impaired driver involves two choices: to drink and then to drive afterward.

ISSUES / PROGRAMS LIST

DRUG ABUSE (Cont'd)

Issue: **Abuse Within Rehabilitation Programs**
Program: Public File
Date: December 31, 2000
Time: 5:30A-6:00A

Description: Tens of millions of Americans have gone through Alcoholics Anonymous. At any given time, 2 million Americans actively participate in such 12 step rehabilitation programs. The guest's book provides over 40 details, first hand accounts of abuse suffered by people who turned to what they thought was a source of help. It includes accounts of sexual predators taking advantage of vulnerable newcomers to Alcoholics Anonymous, tales of individuals drive to suicide by one treatment of their fellow AA group members, and tales of power tripping 12 step counselors destroying lives and careers. The author maintains that knowledge of such things is common in AA but never revealed. She was an AA member for what she calls 17 "wasted" years. After spending a good portion of her adult like in that 12 step group, she says she had the courage to look at her life and see the damage caused by participating in AA. The guest now works to help others by exposing the harmful aspects of 12 step groups and making known the many healthy alternatives to them.

ISSUES / PROGRAMS LIST

HOUSING

Issue: **Clean & Sober Programs For The Homeless**
Program: Public File
Date: October 8, 2000
Time: 5:30A-6:00A

Description: Last year, Clean & Sober placed nearly 500 men and women in their Clean & Sober communities and in other treatment facilities. For their homeless guests, a structured clean and sober environment is essential to their recovery. After six months to a year in a clean and sober community, they place their residents in transitional living situations. The program is a great success and will soon grow to a total of four residences and 101 beds. As the program grows, so does their need for community support. Their fund raiser features speakers that are graduates of Clean & Sober whose lives have been saved by this program.

Issue: **Homeless Teenagers**
Program: Public File
Date: December 10, 2000
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ISSUES / PROGRAMS LIST

YOUTH / FAMILY

Issue: **Grandparent's Rights**
Program: Public File
Date: October 1, 2000
Time: 5:30A-6:00A

Description: Reports indicate that 50% of all marriages will end in divorce and that there are also an increasing number of children out of wedlock. These issues often create uncertainty in the role of grandparents and their legal rights. Grandparents are often not included in family decision making and an increasing number of grandparents resort to using the legal system to maintain contact with their grandchildren. Custody and visitation issues involving children and their grandparents are based on the theory that it is often in the best interest of the child to have contact with extended family members. Historically, legal principals provided that grandparents had no rights of access to their grandchildren without parental permission. In fact, grandparents did not have any more access to their grandchildren than non-relatives did. Legislation was initiated in the 1980's across the United States on the issue of grandparent visitation. This was the result of heightened public awareness of grandparents rights orchestrated by a powerful senior citizens lobby. The guest also discussed several legal options for grandparents when they are seeking visitation with their grandchildren.

Issue: **Parent's Notes**
Program: The Parent's Journal
Date: October 1 - December 31, 2000
Time: 6:00A-7:00A

Guest: Parent's tips that really work

Issue: **What Children Need To Thrive**
Program: The Parent's Journal
Date: October 1, 2000
Time: 6:00A-7:00A

Guest: Dr. Stanley Greenspan, Clinical Professor of Psychiatry at George Washington University Medical School. He is the author of *Building Healthy Minds* and co-author of a new book called *The Irreducible Needs of Children: What Every Child Must Have To Grow, Learn and Flourish.*

ISSUES / PROGRAMS LIST

YOUTH / FAMILY (Cont'd)

Issue: **Fund Raising for Children's Medical Facilities**
Program: Public File
Date: October 8, 2000
Time: 5:00A-5:30A

Description: UC Davis Children's Hospital is Sacramento's only fully accredited, comprehensive children's hospital. During the 1998-99 fiscal year, more than 59,000 children were cared for in the hospital and its clinics. UC Davis Children's Hospital serves a 38 county region of Northern California plus western Nevada and southern Oregon and offers more specialty services than any other medical facility in the region. UC Davis Children's hospital also houses the UC Davis Regional Neonatal Intensive Care Unit, where the highest level of care is provided for premature infants and seriously ill newborns. In addition it is home to a Level 1 Pediatric Trauma Center, the highest level possible and it is the only hospital with this designation in Northern California. The UC Davis Children's Hospital has the area's only 24 hour emergency pediatric/neonatal consultation and transport hotline, which links area physicians to pediatric critical care specialists within two minutes and ensures around the clock medical treatment and transport. Their Ronald McDonald House and their newly finished hotel accommodates sick children and their families when they are from out of the area and their child is hospitalized for an extended period of time. The Entercom / Sacramento radio group held a four-station, three-day Radiothon which raised $232,000 for the UC Davis Children's Hospital to be used for research, education and patient services.

Issue: **Children & Grief**
Program: The Parent's Journal
Date: October 8, 2000
Time: 6:00A-7:00A

Guest: Mary Ann Emswiler, a licensed mental health counselor, who along with her husband are the founder and director of The Cove, a program for grieving children and their families, and The New England Center for Loss & Transition. Mary Ann is the co-author of *Guiding Your Child Through Grief.*

Issue: **Promoting Good Behavior In Your Children**
Program: The Parent's Journal
Date: October 15, 2000
Time: 6:00A-7:00A

Guest: Dr. Sal Severe, a school psychologist for 25 years, clinical director of the Flor del Sol alternative school in Phoenix, and President of the Arizona Association of School Psychologists. He is the author of a book called *How To Behave So Your Children Will, Too!*

ISSUES / PROGRAMS LIST

YOUTH / FAMILY (Cont'd)

Issue: **Newborns**
Program: The Parent's Journal
Date: October 15, 2000
Time: 6:00A-7:00A

Guest: Dr. Susan Friedman, the Director of Well Newborn Nursery at the Hospital of the University of Pennsylvania, an Associate Physician in the Neonatal Follow-up Program at the Children's Hospital of Philadelphia and Clinical Assistant Professor of Pediatrics at the University of Pennsylvania School of Medicine. She is a contributor to *The Children's Hospital of Philadelphia Book of Pregnancy and Child Care.*

Issue: **Helping Your Child Get Up In The Morning**
Program: The Parent's Journal
Date: October 15, 2000
Time: 6:00A-7:00A

Guest: Mona Shevlin, an assistant professor at The Catholic University of America and an educational psychologist who counsels children and families in her private practice in McLean, Virginia.

Issue: **Building Your 3, 4 & 5 Year Olds Skills**
Program: The Parent's Journal
Date: October 22, 2000
Time: 6:00A-7:00A

Guest: Dr. Samuel Meisels, Professor of Education and a research scientist at the University of Michigan. He is the President-elect of the Board of Zero to Three: The National Center for Infants, Toddlers and Families and the co-author of *Winning Ways To Learn.*

Issue: **Family Meetings & Encouragement**
Program: The Parent's Journal
Date: October 22, 2000
Time: 6:00A-7:00A

Guest: Beth Gunsalus, a teacher at Indian River Community College in Florida where she conducts various workshops including Effective Family Meetings. Beth is a consultant to churches, small business and private schools helping others work more effectively together and is a columnist for *Florida Parenting News.*

Issue: **Talking To Your Children About Going To The Doctor**
Program: The Parent's Journal
Date: October 22, 2000
Time: 6:00A-7:00A

Guest: Heidi Murkoff, appears regularly as a parenting expert on national TV and is contributing editor for Parenting Magazine. She is the best-selling co-author of *What To Expect When You're Expecting* and *What To Expect Kids.*

ISSUES / PROGRAMS LIST

YOUTH / FAMILY (Cont'd)

Issue: **Public Safety Education**
Program: Public File
Date: October 29, 2000
Time: 5:00A-5:30A

Description: The Safety Center's mission is to provide quality safety education and training in order to reduce injuries and save lives. Their Occupational Training Program covers everything from forklift operation and instructor training to confined space safety. It also provides training for people responsible for their company's safety program and conducts safety training at client's facilities. Their Community Safety Training Program teaches safety minded citizens how to save lives, prevent injuries and avoid accidents. Their Alcohol & Drug education program offers court mandated programs for first time and multiple offenders as well as drug diversion and a juvenile program. Their Safetyville USA provides training for children in preschool and elementary school in elements of safety and health, including bicycle laws, fire safety procedures and general injury prevention. Other programs include motorcycle safety, driving safety and drug free workplace training.

Issue: **Honoring Everyday Heroes**
Program: Public File
Date: October 29, 2000
Time: 5:30A-6:00A

Description: The Heart of a Hero event provides a special opportunity to recognize those who are making a positive impact within the community by assisting youth. The event was established to raise community awareness of the need teenagers have for a safe, stable and drug/alcohol free environment and how such an environment assists in guiding their energy and actions in a positive direction. The evening also recognizes the efforts of extraordinary individuals who have assisted youth in the greater Sacramento Valley. The organizers believe that without these heroes and others like them, our community would be less rich. "Heroes" are recognized from a variety of categories: corporate business, civil servants / law enforcement, youth age 21 and under, counseling / medicine, spiritual people, media members / programs, mentoring / tutoring, and education / life skills. The evening will also raise funds for the North Area Teen Center, a safe, supervised place for young people to go after school to do homework, play sports, get counseling and participate in other activities.

Issue: **Divorced Fathers Staying Connected With Their Children**
Program: The Parent's Journal
Date: October 29, 2000
Time: 6:00A-7:00A

Guest: Dr. David Knox, a marriage and family therapist and Professor of Sociology at East Carolina University. He is the author of *Divorced Dad's Survival Book: How To Stay Connected With Your Kids.*

ISSUES / PROGRAMS LIST

YOUTH / FAMILY (Cont'd)

Issue: **Balancing Life at Work & Home**
Program: Public File
Date: November 5, 2000
Time: 5:00A-5:30A

Description: The guest discussed the reasons for the stress and imbalance in today's world, including too little sleep, poor diet, little exercise, trying to do everything perfectly, too little time spent on caring for marriages, children or friendships, and forgetting what is most valued and wanted in one's life. The fallout from stress is visible in a 75% increase in diabetes in men and women under 40, high divorce rates and a large increase in emergency psychiatric teen incidents. Suggestions for balancing a job, kids, one's mate and one's own needs include going back to one's values and top priorities... learning to say NO, setting boundaries on the length of time spent working, not trying to do everything perfectly, and getting enough sleep, exercise and good food. Elements that create peace at home and work include living by one's deepest held values and priorities, setting boundaries for children and allowing them to participate in helpful ways in the family, and stop trying to look good and focus instead on feeling good.

Issue: **Local Tourism & Economy**
Program: Public File
Date: November 5, 2000
Time: 5:30A-6:00A

Description: Experience El Dorado County is an opportunity to sample wines and food as well as purchase local art. Proceeds benefit the El Dorado County Chamber of Commerce and the Boys & Girls Club of El Dorado County. Many businesses and individuals have joined together to form the Chamber of Commerce, which is devoted to preserving the quality of life in El Dorado County by advocating and promoting a strong, healthy and diverse business community. With programs designed to expand their existing business base and to attract new clean industry, the Chamber helps to ensure that the business opportunities and quality of life are sustained through future generations. The Boys & Girls Club encompasses an entire range of programs and services that are available to youth such as citizenship and leadership development, cultural enrichment, health and physical education , outdoor and environmental education, personal and educational development, and social recreation.

Issue: **Understanding Your Child's Temperament**
Program: The Parent's Journal
Date: November 5, 2000
Time: 6:00A-7:00A

Guest: Claire Lerner, a clinical social worker specializing in early childhood development. She leads the Parenting Education efforts at Zero to Three, a national non-profit center for infants, toddlers and families and is the co-author of *Learning & Growing Together: Understanding & Supporting Your Child's Development*.

ISSUES / PROGRAMS LIST

YOUTH / FAMILY (Cont'd)

Issue: **Chores for Children**
Program: The Parent's Journal
Date: November 5, 2000
Time: 6:00A-7:00A

Guest: Dr. Ken West, a professor and director of the Center for Family Education at Lynchburg College in Virginia. He is the author of *Parenting Without Guilt* and *The Selby's Need Help: A Choose-Your-Own Solutions Guidebook For Parents.*

Issue: **How A Baby Impacts A Mother's Life**
Program: The Parent's Journal
Date: November 12, 2000
Time: 6:00A-7:00A

Guest: Wynn McClenahan Burkett, former investment banker and founder of the 300+ member Golden Gate Mother's Group in San Francisco. She is the author of *Life After Baby: From Professional Woman To Beginner Parent.*

Issue: **Structure, Rules and Boundaries for Children**
Program: The Parent's Journal
Date: November 12, 2000
Time: 6:00A-7:00A

Guest: Dr. Denis Donovan, a child and adolescent psychiatrist and medical director of the Children's Center for Developmental Psychiatry in St. Petersburg, Florida. He is the author of *What Did I Just Say?*

Issue: **Time Management for Parents**
Program: The Parent's Journal
Date: November 19, 2000
Time: 6:00A-7:00A

Guest: Julie Morgenstern, is a regular guest on MSNBC's The Home Page and the author of *Time Management From The Inside Out: The Foolproof System For Taking Control Of Your Schedule And Your Life.*

Issue: **Your Newborn Baby's Senses & Abilities In The First Days Of Life**
Program: The Parent's Journal
Date: November 19, 2000
Time: 6:00A-7:00A

Guest: Dr. Marshall Klaus, an internationally known neonatologist and researcher. He teaches pediatrics at the University of California, San Francisco, School of Medicine and is the co-author of *Your Amazing Newborn.*

ISSUES / PROGRAMS LIST

YOUTH / FAMILY (Cont'd)

Issue: **Tips To Encourage Homework**
Program: The Parent's Journal
Date: November 19, 2000
Time: 6:00A-7:00A

Guest: Mary Leonhardt, and English teacher for 28 years and the author of *99 Ways To Get Your Kids To Do Their Homework (And Not Hate It)*.

Issue: **Youth & Music**
Program: Public File
Date: November 26, 2000
Time: 5:00A-5:30A

Description: The Sacramento Youth Symphony is dedicated to reaching out to the community to inspire and nurture the appreciation of orchestral music in young people. This is accomplished through a comprehensive program of orchestral performance and musicianship for its members and concerts for the community. It is committed to serving the entire community through outreach programs that extend to children in schools, senior citizens, and all cultures within the region. The symphony not only seeks to provide youth with the opportunity to play musical instruments in a performance capacity, the also week to make new audiences out of the young people who come to hear their concerts. The guest pointed to studies which show that youth who play a musical instrument do better academically and are less inclined to become involved in drugs or other illegal activity. Music teaches responsibility, cooperation, team work, math and even a second language (reading music).

Issue: **Building Your 6, 7 and 8 Year Olds Skills**
Program: The Parent's Journal
Date: November 26, 2000
Time: 6:00A-7:00A

Guest: Dot Marsden, a nationally known early childhood educator, trainer, and developer of assessments for preschoolers and school-age children. She is a consultant to the national Early Head Start program and the co-author of *Winning Ways To Learn: Ages 6, 7 & 8*.

Issue: **Premature Babies**
Program: The Parent's Journal
Date: November 26, 2000
Time: 6:00A-7:00A

Guest: Dana Linden, mother of premature twins and the former senior editor at Forbes Magazine. She is the author of *Preemies: The Essential Guide For Parents Of Premature Babies*.

ISSUES / PROGRAMS LIST

YOUTH / FAMILY (Cont'd)

Issue: **Helping Young Adults Who Need Guidance**
Program: The Parent's Journal
Date: November 26, 2000
Time: 6:00A-7:00A

Guest: Peter Speranza, director of Learning Through Experience which specializes in matching young people to short-term internships, volunteer programs and apprenticeships to give them real life learning experiences.

Issue: **Holiday Toy Collection**
Program: Public File
Date: December 3, 2000
Time: 5:00A-5:30A

Description: Toys for Tots is one of the nation's flagship Christmas charitable endeavors. Over the past 52 years, Marines have distributed over 257,000 toys to some 127,000,000 needy children across the nation. The goal for the 2000 campaign is to reach more needy children than ever before. The public can simply drop a new unwrapped toy at a Toys for Tots collection box. In addition to providing needy children with holiday joy, the Toys for Tots campaign gives the general public an opportunity to have a better understanding of the US Marine Corps and the Marines who make the Marine Corps the world's premier fighting force. The campaign also affords the Marine Corps a means of giving something back to the communities, which have shared their sons and daughters with the Corps for over 220 years. Finally, Marines, through Toys for Tots, perform passive mentoring. Economically disadvantaged children who receive toys through the program have an opportunity to observe, first hand, how young men and women just like themselves, have achieved success.

Issue: **Holiday Toy Drive / Highway Safety**
Program: Public File
Date: December 10, 2000
Time: 5:00A-5:30A

Description: The mission of the California Highway Patrol is to ensure safety and provide service to the public as they utilize the highway transportation system and to assist local government during emergencies when requested. The 4th Annual Chips for Kids holiday toy drive hopes to bring in 25,000 new toys to local hospitalized and disadvantaged kids this holiday season. Because of the nature of their job, members of the California Highway Patrol feel a special affinity for children who are hospitalized over the holidays. The guest also discussed the agency's zero tolerance for drinking and driving, a problem that is more prevalent during the holiday season. Another problem on area roadways this time of year is the danger that fog poses for motorists. The CHP is involved in a program that escorts motorists through particularly foggy stretches of highway. The guest also discussed the recent rash of accidents involving big rigs and pointed out the importance of truckers to get adequate rest. In addition, motorists need to drive carefully near big rigs and not tailgate.

ISSUES / PROGRAMS LIST

YOUTH / FAMILY (Cont'd)

Issue: **Homeless Teenagers**
Program: Public File
Date: December 10, 2000
Time: 5:30A-6:00A

Description: At any given time there are as many as 700 homeless teenagers living on the streets of Sacramento. The WIND Youth Center reaches out to and supports homeless and high risk teenagers, provides a safe and welcoming place where they receive services with dignity and respect, offers basic needs, education and counseling, and offers transition choices for youth toward healthy alternatives to street life. The program was established in 1994 in an effort to reach out to the increasing number of 12 - 19 year old runaway and "throwaway" kids who live on Sacramento's riverbanks, streets and in abandoned buildings. Many of the teens have drug and alcohol problems and the center sees many pregnant teenage girls. The facility serves breakfast 5 days a week and lunch six days a week. Homeless kids drop by to eat, take a shower, get clothing donations, do laundry and find out about services that might change their lives. In the evenings, staffers patrol the downtown area and streets near the riverbanks handing out blankets and other necessities while persuading kids to come to the WIND Youth Center.

Issue: **Nurturing Parent-Child Activities**
Program: The Parent's Journal
Date: December 10, 2000
Time: 6:00A-7:00A

Guest: Dr. Becky Bailey, is a Developmental Psychologist and a specialist in early childhood education. She is the author of *I Love You Rituals*.

Issue: **Drunk Driving Prevention**
Program: Public File
Date: December 17, 2000
Time: 5:30A-6:00A

Description: Driving under the influence of alcohol or any other drug is the most frequently committed violent crime in our nation. Statistics show that every weekday night from 10:00P to 1:00A, one in 13 drivers is drunk. 31% of all traffic fatalities in California are alcohol-related collisions. The mission of MADD is to stop drunk driving, assist the victims of this violent crime and prevent underage drinking. It is a grass-roots organization with more than 600 chapters nationwide. MADD is not a crusade against alcohol consumption. Their focus is to look for effective solutions to the drunk driving and underage drinking problems, while supporting those who have already experienced the pain of these senseless crimes. The group maintains that people injured and killed in impaired driving collisions are not "accident" victims. The crash caused by an impaired driver involves two choices: to drink and then to drive afterward.

ISSUES / PROGRAMS LIST

YOUTH / FAMILY (Cont'd)

Issue: **Daily Care For Your Newborn**
Program: The Parent's Journal
Date: December 17, 2000
Time: 6:00A-7:00A

Guest: Dr. Paula Elbirt is a Pediatrician in New York City and the author of *Dr. Paula's House Calls To Your Newborn.*

Issue: **Teaching Responsibility & Independence To Kids**
Program: The Parent's Journal
Date: December 17, 2000
Time: 6:00A-7:00A

Guest: Elizabeth Pantley, a parenting educator and the author of *Perfect Parenting* and another book, *Hidden Messages.*

Issue: **Prevention of Juvenile Crimes**
Program: Public File
Date: December 24, 2000
Time: 5:00A-5:30A

Description: The Neighborhood Accountability Board is a non-violent first offender program which gives community volunteers an opportunity to decide how a minor from their neighborhood will be held responsible for their actions. It is very important for the first time offender to see swift consequences for unacceptable behaviors. The NAB ensures that first time offenders see these consequences. The Board is made up entirely of community volunteers. Minors and their families appear before hearing panels instead of appearing before a court officer. The volunteers confer and provide appropriate dispositions for each case. The dispositions come in the form of legally binding contracts which require the minors to complete community service and participate in other appropriate programs. All contracts mandate school attendance and curfew, and some require restitution.

Issue: **Keeping Children Safe**
Program: The Parent's Journal
Date: December 24, 2000
Time: 6:00A-7:00A

Description: Erika Shearin Karres is a Clinical Assistant Professor in Education at the University of North Carolina, Chapel Hill and the author of *Violence Proof Your Kids Now: How To Recognize The 8 Warning Signs and What to Do About Them.*

Issue: **Strategies For Stress In Kids**
Program: The Parent's Journal
Date: December 31, 2000
Time: 6:00A-7:00A

Guest: Dr. Georgia Witkin, director of the Stress Program and Assistant Clinical Professor of Psychiatry at the Mt. Sinai School of Medicine. She is the author of *KidStress: What It Is, How It Feels, How To Help.*

PUBLIC SERVICE ANNOUNCEMENTS

KSEG, KSSJ, KRXQ and KDND rotate public service announcements at a rate of at least one per air shift. Each PSA is in rotation for approximately two weeks. Among the groups whose announcements aired last quarter are:

	KSEG	KSSJ	KDND	KRXQ
Salvation Army	7	7	4	5
Shriner's Hospital	6	4	4	6
Crocker Art Museum	4	4	5	3
Soroptomist International	5	5	6	5
Sacramento Black Chamber of Commerce	6	6	5	6
Caring About Kids	6	5	4	6
American Cancer Society	4	4	4	5
Big Brothers / Big Sisters	7	4	6	4
WEAVE	6	6	7	3
Sacramento Nature Conservancy	3	7	6	6
Cornucopia Pagan Food Bank	4	6	5	7
Auburn-Placer County Library	5	5	4	4
United Cerebral Palsy	6	5	5	5
St. Patrick Home for Children	5	4	4	5
Multiple Sclerosis Society	3	4	4	4
Sacramento Youth Symphony	6	6	6	6
Volunteers in Victim Assistance	5	5	5	5
Independent Adoption Center	4	4	4	4
Twin Lakes Food Bank of Folsom	5	5	5	5
Safe Kids Coalition	6	6	6	6
Ride to Walk	4	3	3	4
Lupus Foundation of America	4	5	5	4
Sacramento Children's Home	5	6	6	5
People Reaching Out	4	6	6	4
El Dorado Women's Center	5	5	5	5
Special Olympics	6	4	4	6

	KSEG	KSSJ	KDND	KRXQ
Boys & Girls Club of El Dorado County	7	3	3	7
Toys for Tots	6	6	6	6
Food for Families	4	7	7	4
Arthritis Foundation	4	4	5	5
El Dorado County Chamber of Commerce	5	5	5	6
WIND Youth Center	6	5	4	5
United Way	5	4	6	4
Sacramento Zoological Foundation	4	6	7	4

NEWS DEPARTMENT

KDND airs newscasts twice an hour during Morning Drive, beginning at 5:50am and running until 8:50am, for a total of approximately 375 newscasts per quarter. The reports are roughly 2 minutes in length and include international, national and local news as well as a sports update, a detailed traffic report, and local weather information. The content of the news stories ranges from major national and international headlines to issues that directly and specifically affect the greater Sacramento area. Health issues, entertainment and human interest stories are also included as they occur. On an average each newscast is made up of six stories for a total of over 2300 topics per quarter.

SACRAMENTO VALLEY BROADCASTERS ASSOCIATION / ASCERTAINMENT

SVBA conducts ascertainment interview because the member stations believe it is an excellent way to stay in touch with community leaders and to stay informed about issues that should be reported on in news and public affairs programs. During an ascertainment interview, station representatives take notes, speakers' comments, which are then used to generate ideas for news and public affairs programs. Guests this quarter included speakers from the Parents, Families & Friends of Lesbians and Gays, the Agency for Hearing, California Department of Food & Agriculture, the Church of Christ of Vintage Park, the Sacramento Youth Symphony, the Salvation Army, the WIND Youth Center, Family Connections Adoptions, U.C. Davis Medical Center, Human Rights Fair Housing Commissions, the Immigration and Naturalization Service, and the Sacramento County Office of Education.

APPEARANCES, EVENTS & FUNDRAISERS

•KDND conducted 2 "Job Shadow" experiences for Davis High School and Placer High School students during the 4th Quarter.

•KDND teamed up with MADD to host a "Battle of the Bartenders" event at a Rite-Aid location on October 22, 200 to promote anti-drinking and driving. 30 announcements - $4,500 on-air promotional value.

•KDND ran 20 promotional announcements and committed 8 man hours to make a Streetbeat appearance at the Rio Linda High School Fall Harvest Festival on October 28, 2000. $3,000 on-air promotional value.

•KDND aired over 50 promotional announcements and committed over 30 station man hours to help promote a Halloween Haunted House to benefit the Pacific Burn Institute that was run by the Sacramento Metro Fire Department. $7,500 on-air promotional value.

•KDND aired 20 promotional announcements and committed 12 man hours to the Zacks SIDS Walk in Rocklin on October 8, 200 at a Rocklin Community Park. $3,000 on-air promotional value.

•KDND & EMRG donated #2,000 from the proceeds of merchandise sales from the Jingle Ball to Big Brothers / Big Sisters from the event on December 3, 2000.

•KDND aired 20 promotional announcements and 8 man hours to the Sierra College Job Fair. $3,00 on-air promotional value.

•KDND hosted a station appearance on December 16, 2000 at Sunrise Mall to collect toys for the annual Salvation Army Toy Drive. KDND aired 80 promotional announcements for the day long event and surrounding toy collection runs. $12,000 on-air promotional value.

•Entercom / Sacramento participated in a 3-day radiothon that raised $232,000 for the UC Davis Children's Hospital, Sacramento's only fully accredited, comprehensive children's hospital, serving more than 59,000 children each year.

•Entercom / Sacramento employees continue to be active members of the local Big Brothers / Big Sisters Board of Directors. Entercom staff voiced and produced Big Brothers / Big Sisters Public Service Announcements to be used at stations throughout the Sacramento market. In addition, Entercom hosts and supplies dinner for the board's meetings... held every two months.

•Entercom staff regularly hosts tours through our facility. Groups include Boy & Girl Scouts, Special Education Classes, Elementary School Classes, media students, foreign exchange students, and senior citizen groups.

•Entercom / Sacramento regularly donates their studio facilities, time, talent and production personnel to produce public service announcements for non-profit organizations for use throughout the Sacramento market.