

ESTERO BAY COMMUNITY RADIO - PROGRAMMING EXHIBIT

ESTERO BAY COMMUNITY RADIO, CA PROPOSES A MINIMUM OF (24) TWENTY-FOUR-HOURS DAILY OF LOCALLY ORIGINATED PROGRAMMING THAT WILL INCLUDE COVERAGE OF LOCAL EVENTS, SPORTS, COUNCIL MEETINGS, LOCAL MUSIC, CONVERSATION ABOUT HOMEGROWN ISSUES, TOURIST INFORMATION, AND EMERGENCY COMMUNICATIONS AS PROVIDED BY LOCAL POLICE AND FIRE PERSONNEL AS WELL AS EMERGENCY RESPONSE ORGANIZATIONS. PROGRAMMING WILL ALSO FEATURE INFORMATIONAL AND EDUCATIONAL DIALOG ABOUT THE LOCAL CULTURE AND HISTORY OF THE MORRO BAY COMMUNITY.

IN ADDITION THE STATION WILL BE OPERATED IN SUPPORT OF THE CITY OF MORRO BAY, CA EMERGENCY RESPONSE PLAN AND THE LOCAL HAZARD MITIGATION. THE PURPOSE OF THESE PLANS IS TO RESPOND TO ANY AND ALL EMERGENCIES THAT COULD AFFECT THE HEALTH, SAFETY, AND PROPERTY OF THE PUBLIC WITHIN THE CITY LIMITS. THE PLANS COVER ALL EMERGENCIES INCLUDING THE FOLLOWING TYPES OF MAJOR EVENTS:

EARTHQUAKES,
HAZARDOUS MATERIALS/BIOLOGICAL HAZARDS
MULTI-CASUALTY INCIDENTS
EXTREME WEATHER/STORMS/FLOODS/LANDSLIDES
URBAN AND WILDLAND FIRES
CIVIL DISTURBANCE -TERRORISM
NUCLEAR POWER PLANT PROBLEMS
TSUNAMIS

CURRENTLY THERE ARE 53 VOLUNTEER AIR TALENTS THAT WILL CONTINUE 23+ PROGRAMS, A FULL LIST OF WHICH CAN BE FOUND AT ESTEROBAYRADIO.ORG

NARRATIVE DESCRIPTION OF 6 RANDOMLY SELECTED PROGRAMS:

DR. JOHN MEDICINE MAN – DR. BOB SWAIN
PHARMACIST JOHN HEADDING TALKS ABOUT MEDICINES, THEIR USES AND INTERACTIONS AS WELL AS OTHER HEALTH RELATED ISSUES. CHIROPRACTOR BOB SWAIN HAS TIPS FOR LIVING A HEALTHIER LIFESTYLE.

MAYORS MOMENT
MORRO BAY CITY MAYOR AND COUNCILMEN/WOMEN DISCUSS LOCAL AGENDA AND OPEN DIALOG WITH COMMUNITY RESIDENTS.

FLASH FORWARD AND FLASH BACK
JAMES DAVIS FEATURES LOCAL MUSICIANS AND ARTISTS IN STUDIO – HIGHLIGHTING THE TALENT FROM THE COMMUNITY

LOS OSOS LIFE AND HIDDEN GEMS
LOCAL ATTORNEY AND CITY COUNCILMAN ELECT RED DAVIS SHARE LOCAL EVENTS AND HAPPENINGS FOR THE ENTIRE LISTENING AREA INCLUDING MORRO BAY, CAYUCOS AND LOS OSOS.

GOOD DOGMA
LISA ELLMAN HELPS PET OWNERS DEAL WITH BEHAVIORAL PROBLEMS AND TRAINING THEIR COMPANION ANIMALS

LOW CARB – HIGH FAT LIFESTYLE – LET’S TALK FOOD AND WINE
CAROLE TRUESDALE AND BILL ROBINSON SHARE RECIPES AND TIPS FOR LIVING A
HEALTHIER LIFESTYLE WITH THE FOOD YOU EAT.