

CUMULUS BROADCASTING
ISSUES AND PROGRAMS REPORT
FOR STATION KSKS
FIRST QUARTER 2020 JANUARY 1 THROUGH MARCH 31

PREPARED BY:

RUTH MICHAELS

SAN JOAQUIN VALLEY ISSUES

ADDRESSED IN RESPONSIVE PROGRAMMING IN THE FOURTH QUARTER 2019

1. **CRIME/THE CRIMINAL JUSTICE SYSTEM**-Mental Health, Youth and the Justice System.
2. **ANIMALS** - “**Kiss Critters**” - A cooperative effort between KSKS and the Central California SPCA to encourage animal adoption in the Valley.
3. **POLITICS/GOVERNMENT** – Christine Pelosi: The Nancy Pelosi Way; Ezra Klein: Why We’re Polarized; Rahm Emanuel: How Mayors Run the World; David Plouffe: How to Beat Donald Trump.
4. **TECH** – The Promise and Peril of the Digital Age with President of Microsoft, Brad Smith; Finding the Humanity in AI with Rumman Chowdhury.
5. **ECONOMY** – Bank of America/Merrill Lynch Walter E. Hoadley Annual Economic Forecast; An Evening with Nicholas Kristof and Sheryl WuDunn.
6. **CLIMATE CHANGE** – The Stephen Schneider Award for Outstanding Climate Science Communication.
7. **EQUALITY** – Ayesha and Stephen Curry: The Commonwealth Club Equality Series.
8. **BUSINESS** – Uber Whistleblower Susan Fowler.
9. **THE ARTS**--An Evening with Michael Eric Dyson.

KSKS PROGRAMMING THAT ADDRESSES COMMUNITY ISSUES

THE COMMONWEALTH CLUB: 60-minute public affairs show that runs Sundays 6am-7am. No commercials. Produced by the **Commonwealth Club of California**, this weekly program deals with economic, political, social and environmental issues facing the United States

KISS CRITTERS WITH THE CCSPCA: 5-minute weekly segment featuring a representative from the CCSPCA and an “adorable adoptable” from the shelter that runs Friday mornings at 7:20am.

KSKS MORNING SHOW: Interviews on the **KSKS** morning show with representatives of community groups covering issues of concern and interest to the Valley. Dates, times, and subjects are listed under pertinent issue headings.

KSKS PUBLIC SERVICE ANNOUNCEMENTS: :60 and :30 second recorded or live announcements scheduled to run 7 days a week at various times during the day for the entire 1st quarter. If the announcements covered a significant issue of concern to the Valley and ran for a significant amount of time, it is listed under the pertinent issues heading with details. A complete list of these and all other PSAs broadcast during the fourth quarter can be found in the public service announcement list included with this report.

CRIME/ THE CRIMINAL JUSTICE SYSTEM

A TOTAL OF 1 HOUR DEVOTED TO THE TOPIC DURING THE 1st QUARTER.

COMMONWEALTH CLUB

Sunday, March 1st, 2020.

6am to 7am. 60 minutes of a 60 minute program. No commercials.

Patrick Kennedy and an Expert Panel: Mental Health, Youth and the Justice System

Anton Nigusse Bland-M.D., Director of Mental Health Reform, San Francisco Department of Public Health

Nicole Elmore-Community Youth Activist; Program Assistant, Opportunities for All (Mayor London Breed's Youth Initiative for Workforce Development, Partnered with the San Francisco Human Rights Commission)

Patrick Kennedy-Former U.S. Congressman (D-RI), Mental Health Advocate

Marina Tolou-Shams-Ph.D., Professor, UCSF Department of Psychiatry; Director, Division of Infant, Child and Adolescent Psychiatry Zuckerberg San Francisco General Hospital and Trauma Center; Former Director, Rhode Island Family Court, Mental Health Clinic

Dan Ashley-ABC7 TV News Anchor; Member, Commonwealth Club Board of Governors—Moderator

Critics argue that jails and prisons are the most visible evidence of the failing of America's public mental health system and that the most heartbreaking failures are in the field of juvenile justice. Seventy percent of young people entering the juvenile justice system are said to have a diagnosable mental health need. Advocates argue that detention and correction facilities provide a unique opportunity to intervene and connect children to services and support systems before it is too late. Others argue that community-based, non-incarceration solutions are more effective. With facilities such as San Francisco's juvenile hall closing by 2021, how can San Francisco and other communities address system-involved youth with mental health issues? What role should and must the justice system play? And how will their decisions impact society at large? Join us for an important panel discussion.

ANIMALS

TOTAL OF 55 MINUTES DEVOTED TO THE TOPIC DURING THE 1ST QUARTER.

KSKS MORNING SHOW

"Kiss Critters"

Humane Educator, CCSPCA

January 3rd, 2020-March 13th, 2020. 5 minute in-studio interview Friday mornings at 7:20am, 55 minutes of airtime total in the quarter.

A representative from the Central California SPCA brings in one of the shelters "adoptables" every Friday morning to introduce them to the Kiss audience and encourage people to save animals by adopting rather than buying their pets. The CCSPCA also offers valuable information to listeners on spaying, neutering, fostering animals, education and training classes and more. KSKS also features "Kiss Critters" on the Kiss website- ksks.com.

POLITICS/GOVERNMENT

A TOTAL OF 4 HOURS DEVOTED TO THE TOPIC DURING THE 1ST QUARTER.

COMMONWEALTH CLUB

Sunday, January 12th, 2020.

6am to 7am. 60 minutes of a 60-minute program. No commercials.

Christine Pelosi: The Nancy Pelosi Way

Christine Pelosi-Democratic Political Strategist; General Counsel, We Said Enough; Author, *The Nancy Pelosi Way: Advice on Success, Leadership, and Politics from America's Most Powerful Woman*

In Conversation with Marisa Lagos-Correspondent for California Politics and Government, KQED

Nancy Pelosi (D-CA) is one of the most successful leaders to ever wield the gavel as speaker of the United States House of Representatives. Under her leadership, Democrats passed the Affordable Care Act and are now championing a for the people agenda. People have spent a lifetime studying how Pelosi uses power and negotiation, but no one understands her better than her own daughter Christine Pelosi.

In her new book, *The Nancy Pelosi Way: Advice on Success, Leadership, and Politics from America's Most Powerful Woman*, Christine Pelosi teaches us the wisdom and advice she learned firsthand from the most powerful woman in American history. She examines how her mother rose through the ranks of government and extracts key lessons in leadership for us to apply to our own lives.

COMMONWEALTH CLUB

Sunday, February 23rd, 2020.

6am to 7am. 60 minutes of a 60-minute program. No commercials.

Ezra Klein: Why We're Polarized

Ezra Klein-Editor-at-Large and Co-Founder, Vox; Author, *Why We're Polarized*

In Conversation with Anna Sale-Host, WNYC's "Death, Sex & Money" Waitlist

Ezra Klein doesn't believe America's political system is broken. He argues that the truth is scarier: It's working exactly as designed. Over the past 50 years, our partisan identities have merged with our racial, religious, geographic, ideological and cultural identities. According to Klein, this merging has created a toxic system that is tearing at the bonds that hold this country together.

In his new book, *Why We're Polarized*, Klein shows how and why American politics polarized around identity in the 20th century and what that polarization did to the way we see the world and each other. The book provides a clear framework for understanding everything from Trump's rise to the Democratic Party's leftward shift to the politicization of everyday culture.

Join us for a conversation around how American politics became a gridlocked system, why we participate in it and what it means for our future.

POLITICS/GOVERNMENT (CONT.)

COMMONWEALTH CLUB

Sunday, March 22nd, 2020.

6am to 7am. 60 minutes of a 60-minute program. No commercials.

Rahm Emanuel: How Mayors Run the World

Rahm Emanuel-Former Mayor, City of Chicago; Former White House Chief of Staff for President Barack Obama; Author, *The Nation City: Why Mayors Are Now Running the World*

In Conversation with Dan Ashley-ABC7 TV News Anchor; Member, Commonwealth Club Board of Governors

At a time of anxiety about the effectiveness of our national government, Rahm Emanuel believes local government offers a clear vision, for both progressives and centrists, of how to get things done in America today.

In his new book, *The Nation City*, Emanuel, the former two-term mayor of Chicago and President Obama's first White House chief of staff, offers a firsthand account of how cities, rather than the federal government, stand at the center of innovation and effective governance. Drawing on his own experiences in Chicago, and on his relationships with other mayors around America, Emanuel shows how cities are improving education, infrastructure, job conditions and environmental policy at a local level.

COMMONWEALTH CLUB

Sunday, March 29th, 2020.

6am to 7am. 60 minutes of a 60 minute program. No commercials.

David Plouffe: How to Beat Donald Trump

David Plouffe-Senior Adviser to the President Under Barack Obama; Head of Policy and Advocacy, Chan Zuckerberg Initiative; Author, *A Citizen's Guide to Beating Donald Trump*

In Conversation with Buffy Wicks-California State Assemblywoman, 15th District

David Plouffe is one of the leading Democratic political strategists around. He led Barack Obama to victory in 2008 and remains one of his most trusted advisers. Following his public service, he worked for Uber as the senior vice president of policy and strategy before joining the Chan Zuckerberg Initiative in 2017.

A Citizen's Guide to Beating Donald Trump is Plouffe's guide for the 2020 voter on how to make a difference. Plouffe draws on decades' worth of experience to coach voters on what they can do every day, from the comfort of their homes, to ensure Donald Trump's defeat. His advice is simple: Change will only happen from action and direct dialogue from citizen to citizen. For those invested, Plouffe argues that the time to start is now.

Join political strategist David Plouffe as he gives us a pragmatic and motivational guide on how to tackle the electoral road ahead.

TECH

A TOTAL OF 2 HOURS DEVOTED TO THE TOPIC DURING THE 1ST QUARTER.

COMMONWEALTH CLUB

Sunday, January 5th, 2020.

6am to 7am. 60 minutes of a 60-minute program. No commercials.

The Promise and Peril of the Digital Age

Brad Smith-President, Microsoft; Author, **Tools and Weapons: The Promise and Peril of the Digital Age**

In Conversation with Molly Wood-Host and Senior Editor, "Marketplace Tech"

As Microsoft's president, Brad Smith leads a team of more than 1,400 business, legal and corporate affairs professionals working in 56 countries. He plays a key role in spearheading the company's work on critical issues involving the intersection of technology and society, including cybersecurity, privacy, artificial intelligence, human rights, immigration, philanthropy and environmental sustainability.

While sweeping digital transformation holds great promise, Smith says we have reached an inflection point, and the world has turned information technology into both a powerful tool and a formidable weapon.

Come hear his view that new approaches are needed to manage an era defined by even more powerful inventions like artificial intelligence. Companies that create technology must accept greater responsibility for the future, he says, and governments will need to regulate technology by moving faster and catching up with the pace of innovation.

COMMONWEALTH CLUB

Sunday, March 8th, 2020.

6am to 7am. 60 minutes of a 60-minute program. No commercials.

Finding the Humanity in AI with Rumman Chowdhury

Rumman Chowdhury-Ph.D., Responsible AI Lead, Accenture; Data and Social Scientist; RSA Fellow

Moira Weigel-Junior Fellow, Harvard University; Founding Editor, Logic Magazine

As technology becomes more embedded in our lives, the fear of a big data takeover is becoming even more tangible. As a practicing data scientist and AI developer since 2013, Rumman Chowdhury is no stranger to the problems with tech. However, her optimism about the good it can do—in identifying cancer cells, for example, or helping you clean your apartment—has led her to focus her career on bringing humanity to data and including everyone in the process. Instead of sitting on the sidelines as bystanders to the techpocalypse, Chowdhury encourages both companies and consumers to take an active role in recognizing the real-world problems that perpetuate bad algorithms, instilling a moral compass in our tech.

Chowdhury has been recognized as one of Silicon Valley's 40 under 40, one of the BBC's 100 Women and is a fellow at the Royal Society of the Arts. She is currently the global lead for responsible AI at Accenture Applied Intelligence.

Rumman Chowdhury joins INFORUM to break down how we can all work to shape AI for the better.

ECONOMY

A TOTAL OF 2 HOURS DEVOTED TO THE TOPIC DURING THE 1ST QUARTER.

COMMONWEALTH CLUB

Sunday, February 9th, 2020.

6am to 7am. 60 minutes of a 60-minute program. No commercials.

Bank of America/Merrill Lynch Walter E. Hoadley Annual Economic Forecast

Keith Hennessey-Lecturer in Economics, Stanford University School of Business; Senior White House Economic Adviser to President George W. Bush

Christina Romer-Professor of Economics, UC Berkeley; Chair, Council of Economic Advisers for President Obama

Evelyn Dilsaver-Chair, Commonwealth Club Board of Governors; Former Executive Vice President, Charles Schwab; Former President and CEO, Charles Schwab Investment—Moderator

With an election year looming, trade wars with China and other countries impeding economic progress, health care remaining in flux, housing problems and governmental gridlock continuing on, what does all of this mean for your business, your investments and the overall economy for 2020?

A lively discussion on where the U.S. and global economies are headed and what should be done to keep them on track.

COMMONWEALTH CLUB

Sunday, February 16th, 2020.

6am to 7am. 60 minutes of a 60-minute program. No commercials.

An Evening with Nicholas Kristof and Sheryl WuDunn

Nicholas Kristof-Op-Ed Columnist, The New York Times, Co-Author, *Tightrope: Americans Reaching for Hope*

Sheryl WuDunn-Co-Author, *Tightrope: Americans Reaching for Hope*

In Conversation with Lenny Mendonca-Chief Economic and Business Adviser and Director of the Office of Business and Economic Development, State of California; Member, Commonwealth Club Board of Governors

Acclaimed *New York Times* op-ed columnist Nicholas Kristof and entrepreneur Sheryl WuDunn are the Pulitzer Prize-winning authors behind countless best-selling books. In their newest work, *Tightrope: Americans Reaching for Hope*, Kristof and WuDunn turn their focus inward to the crisis in working-class America. Kristof, who grew up in rural Oregon, discovered one-quarter of the kids on his school bus growing up died in adulthood from drugs, alcohol, suicide or reckless accidents.

While shocking to many, Kristof and WuDunn argue stories like this are representative of everyone from the Dakotas and Oklahoma to New York and Virginia. But along with tragedy, they tell stories of resurgence: recovery from opioid addiction, adults devoting their lives to helping teenagers navigate the reality of poverty and other inspiring journeys.

CLIMATE CHANGE

A TOTAL OF 1 HOUR DEVOTED TO THE TOPIC DURING THE 1ST QUARTER

COMMONWEALTH CLUB

Sunday, January 19th, 2020.

6am to 7am. 60 minutes of a 60-minute program. No commercials.

The Stephen Schneider Award for Outstanding Climate Science Communication

Robert Bullard, Ph.D.-Distinguished Professor of Urban Planning and Environmental Policy, Texas Southern University

Adrianna Quintero-Director of Diversity, Equity and Inclusion, Energy Foundation

Greg Dalton-Founder and Host, Climate One

Join Climate One for a special evening honoring Robert Bullard with the ninth annual Stephen Schneider Award for Outstanding Climate Science Communications. Often described as the father of environmental justice, Bullard has written several seminal books on the subject and is known for his work highlighting pollution on minority communities and speaking up against environmental racism in the 1970s–1980s.

Established in honor of Stephen H. Schneider, one of the founding fathers of climatology, the \$15,000 Schneider Award recognizes a natural or social scientist who has made extraordinary scientific contributions and communicated that knowledge to a broad public in a clear, compelling fashion.

Robert Bullard will be joined by fellow equity expert Adrianna Quintero, director of diversity, equity and inclusion at the Energy Foundation. They will be in conversation on communicating climate change in an engaging and inclusive manner.

EQUALITY

A TOTAL OF 1 HOUR DEVOTED TO THE TOPIC DURING THE 1ST QUARTER

COMMONWEALTH CLUB

Sunday, February 2nd, 2020.

6am to 7am. 60 minutes of a 60-minute program. No commercials.

Ayesha and Stephen Curry: The Commonwealth Club Equality Series

**Ayesha Curry-Restaurateur; Chef; Author, *The Seasoned Life*; Host, "Fempire",
Ellentube; Co-founder, Eat. Learn. Play. Foundation**

**Stephen Curry-Point Guard, Golden State Warriors; Founder, Unanimous Media; Co-
founder, Eat. Learn. Play. Foundation**

**Michelle Meow-Producer and Host, "The Michelle Meow Show" on Radio and
KBCW/KPIX TV; Member, Commonwealth Club Board of Governors—Moderator**

Three-time NBA champion and two-time MVP Stephen Curry and entrepreneur, host and best-selling author Ayesha Curry want to make sure that everyone has a chance to succeed. That's the mission of their new Eat. Learn. Play. Foundation, which focuses on youth in underserved communities and works to ensure every child has access to nutritious food, a quality education, and a healthy and active lifestyle.

The Currys join us for a unique Equality Series program, in which they discuss their work, their lives, and their efforts to improve the lives of children in the Bay Area and beyond.

Ayesha Curry is a renowned restaurateur, chef, *New York Times* best-selling author, television host and producer. She has been on *Forbes'* 30 Under 30 List, one of the faces of Covergirl cosmetics, a frequent guest on "The Rachael Ray Show" and "Good Morning America," a columnist for *Woman's Day* magazine, and a popular lifestyle expert in the media. This fall, Curry teamed up with Ellen DeGeneres for a new Ellentube digital series, "Fempire," in which she uses her wisdom and business savvy to help female entrepreneurs of any age achieve the goal of building their own "fempire."

Stephen Curry's on and off court legacy is marked by transformation and innovation. His nine-year career in the NBA with the Golden State Warriors is marked by many firsts. He was the first person to be named Most Valuable Player by unanimous vote in NBA history and one of a select

few to win MVP awards two years in a row. He holds five NBA all-star selections and three NBA championships. Off the court, he is an emerging figure in the tech space with direct investments in companies such as Pinterest and TSM, an eSports organization. He is also the founder of the film and television company Unanimous Media, specializing in faith, family and sports content in tandem with Sony Studios

BUSINESS

A TOTAL OF 1 HOUR DEVOTED TO THE TOPIC DURING THE 1ST QUARTER

COMMONWEALTH CLUB

Sunday, March 15, 2020.

6am to 7am. 60 minutes of a 60 minute program. No commercials.

Uber Whistleblower Susan Fowler

Susan Fowler-Writer; Engineer; Author, *Whistleblower: My Journey to Silicon Valley and Fight for Justice at Uber* (Forthcoming)

Mina Kim-Anchor and Host of Forum, KQED—Moderator

Revelations about misconduct at the biggest startups and tech companies seem to saturate today's news cycle—but it wasn't always this way. In 2017, when penning her now famous 2,900-word blog post about the pervasive culture of sexual harassment at Uber, soon-to-be whistleblower Susan Fowler was stepping into uncharted territory. Her decision to share a blog post about her “very, very strange year at Uber” with the public would open the floodgates for women to share similar experiences of systematic sexual harassment in Silicon Valley and beyond. Fowler's open letter not only led to the CEO's ouster but it also caused a complete disruption of the status quo of workplaces, culminating in mass movements for women's empowerment launched worldwide.

In her new memoir, *Whistleblower: My Journey to Silicon Valley and Fight for Justice at Uber*, Fowler details how this courageous act was entirely consistent with her life so far—a life characterized by extraordinary determination, a refusal to accept things as they are, and the desire to do what is good and right. Since taking her leave from Uber, Fowler, along with other “silence breakers,” was named *Time*'s 2017 Person of the Year and in 2018 was brought on as an opinion editor at *The New York Times*.

THE ARTS

A TOTAL OF 1 HOUR DEVOTED TO THE TOPIC DURING THE 1ST QUARTER.

COMMONWEALTH CLUB

Sunday, January 26th, 2020.

6am to 7am. 60 minutes of a 60 minute program. No commercials.

An Evening with Michael Eric Dyson

Michael Eric Dyson-Ph.D., Op-Ed Columnist, The New York Times; Professor of Sociology, Georgetown University; Author, JAY-Z: Made in America

Davey D-Professor; Journalist; Hip-Hop Historian—Moderator

Michael Eric Dyson is known for his many talents. He is an outspoken academic and sociologist, social critic, best-selling author, a popular figure in political news media, an ordained Baptist minister and, in his own words, one of the country's leading "hip-hop intellectuals." Often in Dyson's work, these concepts all intersect to reflect a well-rounded picture of black life in America. Now Dyson has set his analytical sights on someone who, he argues, is one of the greatest American poets of all time: Jay-Z.

Join INFORUM and Dyson for an evening of all things *Hova*—from Jay-Z's humble beginnings as a hustler in 1980s New York City to his meteoric rise to fame and his eventual recognition as one of the greatest rappers of all time. Dyson will explore how Jay-Z's 30-year career has changed not just hip-hop but also the music industry, business, politics and social justice. Join us for an exploration of the life of a great literary figure and learn how he provided the blueprint.

CUMULUS MEDIA FRESNO STATIONS
QUARTERLY PSA ACTIVITY REPORT
FIRST QUARTER 2020

STATION: KSKS FRESNO

- 1) :30 SPOTS-78 TIMES---NO-KILL VALLEY COALITION
- 2) :30 SPOTS-35 TIMES---GO RED FOR WOMEN
- 3) :30 SPOTS-27 TIMES---POLAR PLUNGE
- 4) :30 SPOTS-30 TIMES---BOYS AND GIRLS CLUB
- 5) :30 SPOT-16 TIMES---CCSPCA
- 6) :30 SPOT-18 TIMES---GIRL SCOUT COOKIE SALE
- 7) :30 SPOT-28 TIMES---COMMUNITY FOOD BANK
- 8) :30 SPOT-12 TIMES---AQUARIUS AQUARIUM
- 9) :30 SPOT-16 TIMES---UNITED CEREBRAL PALSY
- 10) :30 SPOT-8 TIMES---SUNMAID KENNEL CLUB DOG SHOW
- 11) :30 SPOT-16 TIMES---PARKINSON'S MOVING DAY
- 12) :30 SPOT-12 TIMES---FIRST FIVE CALIFORNIA
- 13) :30 SPOT-12 TIMES---SALVATION ARMY-COVID 19
- 14) :30 SPOT-16 TIMES---MADE FOR THEM HUMAN TRAFFICKING FUNDRAISER
- 15) :30 SPOT-12 TIMES---KNIGHTS OF COLUMBUS VALENTINE'S DANCE
- 16) :30 SPOT-6 TIMES---THE PI SHOP ENTREPRENEUR WORKSHOP
- 17) :30 SPOT-16 TIMES---PROJECT HOPE
- 18) :30 SPOT-8 TIMES---FRESNO COUNTY SPORTSMENS CLUB FUNDRAISER
- 19) :30 SPOT-12 TIMES---CENTRAL VALLEY REGIONAL CENTER'S CHAMPION AWARDS
- 20) :30 SPOT-24 TIMES---CATHOLIC CHARITIES
- 21) :30 SPOT--8 TIMES---CAGLIA POLITICAL SIGN DISPOSAL
- 22) :30 SPOT-12 TIMES---FRESNO MAYOR LEE BRAND SHELTER-IN-PLACE
- 23) :30 SPOT-18 TIMES---ALANON
- 24) :30 SPOT-12 TIMES---COVID-19
- 25) :30 SPOT-12 TIMES---GIFT OF LIFE BONE MARROW REGISTRY

25-:30 RECORDED PUBLIC SERVICE ANNOUNCEMENTS WERE SCHEDULED TO RUN A TOTAL OF 464 TIMES DURING THE MONTHS OF JANUARY, FEBRUARY AND MARCH.

TOTAL ESTIMATED AIRTIME VALUE FOR THIS QUARTER: \$20,890.

POLITICAL COVERAGE

THE ONLY POLITICAL COVERAGE OUTSIDE OF REGULARLY SCHEDULED
NEWSCASTS ON **KSKS** DURING THE 1ST QUARTER OF 2020 WAS CONTAINED IN
THE COMMONWEALTH CLUB. SEE POLITICS.