

**CUMULUS BROADCASTING**  
**ISSUES AND PROGRAMS REPORT**  
**FOR STATION KSKS**  
**FOURTH QUARTER 2020 OCTOBER 1 THROUGH DECEMBER 31**

PREPARED BY:

RUTH MICHAELS

## SAN JOAQUIN VALLEY ISSUES

### ADDRESSED IN RESPONSIVE PROGRAMMING IN THE FOURTH QUARTER 2020

1. **COVID-19** -- Ten Lessons for a Post-Pandemic World; American Crisis: Leadership Lessons from the COVID-19 Pandemic; The Profound and Enduring Impact of Coronavirus on the Way We Live.
2. **CLIMATE** – Polluting and Providing: The Dirty Energy Dilemma; Climate Ambition; a Feminist Climate Renaissance; Breaking Through: A Year of Climate Conversations.
3. **LATINX COMMUNITY** – Latino USA; Finding Latinx.
4. **SOCIAL JUSTICE** – Identity, Race and Justice in America.
5. **NATIONAL SECURITY** – Behind the Intelligence Scenes in Trump’s White House: Inside the CIA and the Fight For Intelligence.
6. **MONEY** – The True (and Wild) Story of Money.

## **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.

**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.

## **COVID-19**

**A TOTAL OF 3 HOURS DEVOTED TO THE TOPIC DURING THE 4<sup>th</sup> QUARTER.**

### **COMMONWEALTH CLUB**

**Sunday, November 8th, 2020**

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

#### **TEN LESSONS FOR A POST-PANDEMIC WORLD**

**Fareed Zakaria-Host, CNN's "Fareed Zakaria GPS"; Columnist, The Washington Post; Author, Ten Lessons for a Post-Pandemic World.**

**In Conversation with Reid Hoffman-Partner, Greylock; Co-Founder, LinkedIn.**

No one ever could have predicted the global impact of COVID-19. The pandemic is speeding up history, but how?

CNN host Fareed Zakaria will help us understand what our post-pandemic world will look like. Beyond the immediate effects, we must be prepared for political, social, technological and economic consequences that might take years to unfold.

### **COMMONWEALTH CLUB**

**Sunday, November 15<sup>th</sup>, 2020**

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

#### **LEADERSHIP DURING AN AMERICAN CRISIS**

**Andrew Cuomo-Governor of New York; Author, American Crisis: Leadership Lessons from the COVID-19 Pandemic.**

**In Conversation with Scott Z. Burns-Director, Producer, Playwright, and Screenwriter of Contagion.**

When COVID-19 besieged the United States, New York State emerged as the global “ground zero” for a deadly contagion that threatened the lives and livelihoods of millions. Quickly, Governor Andrew Cuomo provided the leadership to address the threat, becoming a standard-bearer of the organized response the country desperately needed. He unified people to rise to the challenge and was relentless in his pursuit of scientific facts and data. He quelled fear while implementing an extraordinary plan for flattening the curve of infection.

## **COVID-19 (CONT.)**

In his new book, *American Crisis: Leadership Lessons from the COVID-19 Pandemic*, Gov. Cuomo tells the riveting story of how he took charge in the fight against COVID-19, offering hard-won lessons in leadership and his vision for the path forward as the country continues to face the deadly pandemic. Taking readers beyond his candid daily briefings, Gov. Cuomo's new book provides a dramatic, day-by-day account of the catastrophe as it unfolded, providing an inside look at an unprecedented historical moment. In his own voice, Gov. Cuomo chronicles the ingenuity and sacrifice required of so many to fight the pandemic, sharing the decision-making that shaped his policy as well as his frank accounting and assessment of his interactions with the federal government, the White House, and other state and local political and health officials.

Please join us for an intimate discussion on Gov. Cuomo's view of what real leadership requires: clear communication, compassion for others, and a commitment to truth-telling—no matter how frightening the facts may be. It is a program you don't want to miss as the country continues to face a challenging fight against COVID-19.

## **COMMONWEALTH CLUB**

**Sunday, December 13<sup>th</sup> 2020**

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

### **THE ENDURING IMPACT OF CORONAVIRUS**

**Nicholas Christakis-Sterling Professor of Social and Natural Science, Yale University; Author, *Apollo's Arrow: The Profound and Enduring Impact of Coronavirus on the Way We Live.***

**In Conversation with Dr. Vivek Murthy-Former U.S. Surgeon General; Author, *Together: The Healing Power of Human Connection in a Sometimes Lonely World.***

Nicholas Christakis is a physician and sociologist at Yale University who explores the ancient origins and modern implications of human nature. Christakis' research focuses on the social, mathematical and biological rules that form social networks as well as the implications of human connection that influences thoughts, feelings and behaviors.

In his new book *Apollo's Arrow*, Christakis explores the impact of the coronavirus pandemic in America and the implications that will follow in the coming years. Christakis uses a range of disciplines to unpack the effects of a modern pandemic, including historical epidemics, contemporary analyses and trailblazing scientific research. The coronavirus pandemic and the epidemics that have come before it, though mostly unknown territory to those alive today, is fundamental to the human biological experience.

## **CLIMATE**

**A TOTAL OF 4 HOURS DEVOTED TO THE TOPIC DURING THE 4<sup>th</sup> QUARTER.**

### **COMMONWEALTH CLUB**

**Sunday, October 4<sup>th</sup>, 2020**

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

### **POLLUTING AND PROVIDING: THE DIRTY ENERGY DILEMMA**

**Derrick Hollie-President, Reaching America**

**Jacqueline Patterson-Director, Environmental and Climate Justice, NAACP**

**Ivan Penn-Alternative Energy Reporter, The New York Times**

**Vien Truong-Director of Climate Justice, Tom Steyer PAC**

**Greg Dalton-Founder and Host, Climate One**

The cost and health burdens of electricity production have long been higher for low-income communities of color than for wealthy white ones. But when it comes to public engagement and trust, the oil and gas industry is often ahead of its clean energy competitors, presenting a friendly face to the same areas it supplies with jobs, tax dollars, and cheap energy. Is the industry an example of community leadership, manipulative greenwashing—or something in between? How can the renewable industry transform its model into one of diversity, equity and affordable energy for all?

### **COMMONWEALTH CLUB**

**Sunday, October 25<sup>th</sup>, 2020**

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

### **CLIMATE AMBITION**

**Annie Leonard-Executive Director, Greenpeace**

**Gina McCarthy-President & CEO, NRDC Action Fund**

**Tamara Toles O'Laughlin-North America Director, 350.org**

**Greg Dalton-Founder and Host, Climate One**

## **CLIMATE (CONT.)**

Groups such as the Natural Resources Defense Council (NRDC), 350.org and Greenpeace helped move climate onto the presidential agenda last year, pushing Joe Biden and other Democrats' stances on bold action. Now, organizers and advocates are backing recovery plans that bolster clean energy jobs, help strengthen communities and dismantle systems that exploit people and the planet. How enthusiastic are they about Joe Biden's \$2 trillion climate plan? Can activism finally bring America's political ambitions in line with climate science?

## **COMMONWEALTH CLUB**

**Sunday, November 22<sup>nd</sup>, 2020**

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

### **A FEMINIST CLIMATE RENAISSANCE**

**Katharine Wilkinson-Vice President, Project Drawdown**

**Ayana Elizabeth Johnson-Founder, the Urban Ocean Lab and the Ocean Collective**

**Christine Nieves Rodriguez-Co-founder and Executive Director, Emerge Puerto Rico**

**Sherri Mitchell - Weh'na Ha'mu Kwasset-Native American Attorney and Activist**

**Jainey Bavishi-Director, New York City Mayor's Office of Resiliency**

**Heather McTeer Toney-National Field Director, Moms Clean Air Force**

**Greg Dalton-Founder and Host, Climate One**

Some pathways for reducing carbon emissions include electrifying transportation and replacing fossil fuels with wind and solar power. But in this time of national reckoning on racial and economic disparities there is growing support for a more holistic approach. This view holds that the climate crisis won't be resolved until we first address the systemic imbalances that have fueled it—racism, capitalism, white supremacy and patriarchy. In their new book, *All We Can Save: Truth, Courage and Solutions for the Climate Crisis*, co-editors Katharine Wilkinson and Ayana Elizabeth Johnson bring together the voices of women artists, writers and changemakers who are at the forefront of climate action.

## **CLIMATE (CONT.)**

### **COMMONWEALTH CLUB**

**Sunday, December 27<sup>th</sup> 2020**

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

### **BREAKING THROUGH: A YEAR OF CLIMATE CONVERSATIONS**

**Saul Griffith-Founder and Chief Scientist, Otherlab**

**Amy Jaffe-Director, Program on Energy Security and Climate Change, Council on Foreign Relations**

**Gina McCarthy-President, NRDC Action Fund; Former Administrator, U.S. Environmental Protection Agency**

**Tamara Toles O’Laughlin-North America Director, 350.org**

**Katharine Wilkinson-Vice President, Project Drawdown**

**Greg Dalton-Founder and Host, Climate One**

This radio program featuring a climate recap of 2020 was assembled from Climate One programs produced between January and November of 2020.

*Unprecedented* is one of the most overused words of 2020, but it reflects the superstorm of disruption brought on by an overlapping pandemic, racial justice awakening, and presidential election.

For the first time ever, climate change helped galvanize a record number of voters to elect Joe Biden to the Presidency. How has the focus on climate shifted in a year shaped by multiple social and economic crises? Join us for a look back on a year of climate conversations like no other. This program includes excerpts from Climate One interviews held between January and November of 2020.

*The speakers listed on this page are just a few of the special guests you’ll hear from in this program.*





## **LATINX COMMUNITY**

**A TOTAL OF 2 HOURS DEVOTED TO THE TOPIC DURING THE 4<sup>th</sup> QUARTER.**

### **COMMONWEALTH CLUB**

**Sunday, November 1<sup>st</sup>, 2020**

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

#### **LATINO USA**

**Maria Hinojosa-Founder, President and CEO, Futuro Media Group; Anchor and Executive Producer, NPR's "Latino USA"; Author, *Once I Was You: A Memoir of Love and Hate in a Torn America***

**Jacqueline Martinez Garcel-CEO, Latino Community Foundation—Moderator**

Discussions of immigration can feel not just deeply impersonal, particularly at the national level, but even negligent of the human cost of harsh immigration policies. In her new book, *Once I Was You: A Memoir of Love and Hate in America*, journalist Maria Hinojosa shares a personal account of America's greater immigration crisis. Hinojosa discusses her perspective through her upbringing on Chicago's South Side, her early reporting on immigration detention camps and her varied experiences as the host of NPR's "Latino USA" radio program.

### **COMMONWEALTH CLUB**

**Sunday, November 29<sup>th</sup>, 2020**

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

#### **FINDING LATINX**

**Paola Ramos-Contributor, MSNBC; Contributor, Telemundo; Host and Correspondent, Vice News; Author, *Finding Latinx: In Search of the Voices Redefining Latino Identity***

**Amanda Renteria-CEO, Code for America—Moderator**

America's Latinx population is diverse, complex and has plenty of untold stories to share. Paola Ramos, a correspondent for Vice and former deputy director of Hispanic media for Hillary Clinton's 2016 presidential campaign, has spent the past 2 years exploring the changing nature of Latinx identity. In her first book, *Finding Latinx: In Search of the Voices Redefining Latino Identity*, Paola presents a travelogue with stories from Latinx community members across America that will move, empower and enrage you.

## **SOCIAL JUSTICE**

**A TOTAL OF 1 HOUR DEVOTED TO THE TOPIC DURING THE 4<sup>th</sup> QUARTER**

### **COMMONWEALTH CLUB**

**Sunday, October 18<sup>th</sup>, 2020**

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

### **IDENTITY, RACE AND JUSTICE IN AMERICA**

**Sunny Hostin-Co-Host, "The View"; Author, I Am These Truths: A Memoir of Identity, Justice, and Living Between Worlds.**

**In Conversation with Don Lemon-Ancor, "CNN Tonight with Don Lemon".**

“What are you?” That’s a question that has followed Sunny Hostin throughout her life as a half Puerto Rican and half African-American woman.

"The View" co-host chronicles her journey from growing up in a South Bronx housing project to becoming an assistant U.S. attorney and Emmy Award-winning legal journalist. Hostin was one of the first national reporters to cover Trayvon Martin’s death.

Hostin continues to use her platform to advocate for social justice and give a voice to the marginalized. Hear more on how we can address identity, intolerance and injustice during this pivotal time in our country.

## **NATIONAL SECURITY**

**A TOTAL OF 2 HOURS DEVOTED TO THE TOPIC DURING THE 4<sup>th</sup> QUARTER**

### **COMMONWEALTH CLUB**

**Sunday, October 11<sup>th</sup>, 2020**

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

### **BEHIND THE INTELLIGENCE SCENES IN TRUMP'S WHITE HOUSE**

**Peter Strzok-Former FBI Agent; Author, *Compromised: Counterintelligence and the Threat of Donald J. Trump*.**

**In Conversation with Adam Lashinsky-Executive Editor, *Fortune*.**

**Lt. General H.R. McMaster-U.S. Army (Retired); Former National Security Advisor; Fouad and Michelle Ajami Senior Fellow, Hoover Institution; Author, *Battlegrounds: The Fight to Defend the Free World*.**

### **In Conversation with Brian Fishman**

On August 10, 2018, veteran FBI agent Peter Strzok was fired after personal text messages from 2016 disparaging then-candidate Donald Trump were released. Strzok's story is anything but straightforward. He led the FBI's investigation into both Hillary Clinton's private email server and Russia's interference in the 2016 election, drawing the ire of conservative allies of the president. When his text messages were released, they provided ammunition for the conspiracy theory of a "deep state" out to undermine Trump's presidency.

H.R. McMaster is one of the most celebrated modern military leaders in America. His achievements include serving as a captain during the Gulf War, being responsible for fighting the Iraqi insurgency during the war in Iraq, writing the widely-read book *Dereliction of Duty*, and most recently serving as national security advisor under President Donald Trump. Join us for a conversation with Lt. General H.R. McMaster as he calls for Americans and citizens of the free world to transcend the vitriol of partisan political discourse, better educate themselves about the most significant challenges to national and international security and work together to secure peace and prosperity for future generations.

### **COMMONWEALTH CLUB**

**Sunday, December 20<sup>th</sup> 2020**

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

### **INSIDE THE CIA AND THE FIGHT FOR INTELLIGENCE**

## **NATIONAL SECURITY (CONT.)**

**John Brennan**-Former Director, CIA; Author, *Undaunted: My Fight Against America's Enemies, at Home and Abroad*.

**In Conversation with Ellen Nakashima**-National Security Reporter, *The Washington Post*.

John Brennan, former director of the Central Intelligence Agency, has spent years making quick decisions on complex issues to protect the national security of the United States. With 25 years of experience in intelligence, Brennan has served as a Near East and South Asian security analyst, as the CEO of The Analysis Corporation, and as the assistant to the president for homeland security under the Obama Administration. Brennan is often applauded for his strong integrity when it comes to security issues, going as far to criticize President Trump on several occasions before his security clearance was ultimately revoked.

In his new book *Undaunted: My Fight Against America's Enemies, at Home and Abroad*, Brennan describes his life from a young CIA recruit to the crucial moments that have shaped American history, including the U.S. invasion of Iraq, the assassination of Osama bin Laden, and the Russian interference in the 2016 presidential election. He demystifies the inner workings of the CIA and highlights the selfless work of the people involved in national security. Brennan offers a rare and insightful look at the concealed world of national security, the intelligence profession and Washington's chaotic political environment. He also offers a portrait of a man striving for integrity—for himself, for the CIA and for his country.

## MONEY

**A TOTAL OF 1 HOUR DEVOTED TO THE TOPIC DURING THE 4<sup>th</sup> QUARTER**

### COMMONWEALTH CLUB

**Sunday, December 6<sup>th</sup>, 2020**

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

### THE TRUE (AND WILD) STORY OF MONEY

**Jacob Goldstein-Co-Host, NPR's "Planet Money"; Author, *Money: The True Story of a Made-Up Thing***

**In Conversation with Molly Wood-Host and Senior Editor, "Marketplace Tech"; Co-Host, "Make Me Smart with Kai and Molly"**

Join us in conversation with Jacob Goldstein, co-host of the NPR show "Planet Money," as he talks with Molly Wood from "Marketplace Tech" about the irreverent concept of money and its evolution over time. In his new book, *Money: The True Story of a Made-Up Thing*, Goldstein illustrates the use of money and how it has been an important factor in society for thousands of years.

But what is money? Goldstein asserts that the concept of money only works because we as a globe have all collectively agreed to believe in it. He provides a detailed history of money from the rise of coins in ancient Greece to the emergence of shadow banking in the 21st century. The book follows the stories of the fringe leaders who first saw money as a viable system to exchange goods. The various thinkers presented in the book quickly learned that money is nothing more than a concept, only solidified by the choices we make.

He says that these choices we decide on affect who gets more money and who gets less, who gets to take risks when times are good, and who gets screwed when things go bad. Join us to learn the story of the choices that gave us money as we know it today.

**CUMULUS BROADCASTING STATIONS**

**QUARTERLY PSA ACTIVITY REPORT**

**FOURTH QUARTER 2020**

**STATION: KSKS FRESNO**

1. :30 SPOT-84 TIMES---NO KILL ANIMAL SHELTER
2. :30 SPOT-18 TIMES---AL ANON
3. :30 SPOT-28 TIMES---CENTRAL CALIFORNIA FOOD BANK
4. :30 SPOT-16 TIMES---ARMED SERVICES EMERGENCY RELIEF
5. :30 SPOT-32 TIMES---CENTRAL CA BLOOD CENTER
6. :30 SPOT 28 TIMES—CATHOLIC CHARITIES
7. :30 SPOT 16 TIMES—FIRST FIVE CALIFORNIA
8. :30 SPOT-32 TIMES---AMA THREE SIMPLE STEPS COVID-19
9. :30 SPOT 24 TIMES---FRESNO GREEKFEST TO-GO
10. :30 SPOT-16 TIMES---DOCTORS WITHOUT BORDERS
11. :30 SPOT-12---BETTER BUSINESS BUREAU-MEDICARE FRAUD
12. :30 SPOT- 18 TIMES---FRESNO PACIFIC UNIVERSITY-GIVE
13. :30 SPOT-32 TIMES---RED CROSS
14. :30 SPOT-28 TIMES---AMERICAN LUNG ASSOC-COVID 19
15. :30 SPOT-16 TIMES---INTERNATIONAL CULTURAL EXCHANGE SERVICES
16. :30 SPOT-38 TIMES---FRESNO COUNTY DEPT OF HEALTH-COVID-19
17. :30 SPOT-14 TIMES---BREATHE CALIFORNIA WORLD COPD DAY EVENT

**SEVENTEEN--:30 LIVE & RECORDED PUBLIC SERVICE ANNOUNCEMENTS RAN A TOTAL OF 452 TIMES DURING THE MONTHS OF OCTOBER, NOVEMBER AND DECEMBER.**

**TOTAL ESTIMATED AIRTIME VALUE FOR THIS QUARTER: \$20,340.**



## **POLITICAL COVERAGE**

THE ONLY POLITICAL COVERAGE OUTSIDE OF REGULARLY SCHEDULED  
NEWSCASTS ON **KSKS** DURING THE 4<sup>th</sup> QUARTER OF 2020 WAS CONTAINED IN  
**THE COMMONWEALTH CLUB. SEE POLITICS.**