

SEATTLE SPORTS (KIRO AM)
SEATTLE, WASHINGTON
QUARTERLY ISSUES/PROGRAMMING REPORT FOR:
APRIL 1 TO JUNE 30, 2023

EACH QUARTER, SEATTLE SPORTS (KIRO AM) PLACES IN ITS PUBLIC INSPECTION FILE A LIST OF WHAT IT CONSIDERS TO HAVE BEEN SIGNIFICANT PROGRAMMING IN CATEGORIES THAT IT HAS DEEMED OF IMPORTANCE TO THE COMMUNITY.

THE ATTACHED QUARTERLY LISTING OF PROBLEMS AND NEEDS IS BEING FILED IN THE PUBLIC INSPECTION FILE OF KIRO AM IN ACCORDANCE WITH THE FCC REQUIREMENTS FOR THE THREE-MONTH PERIOD OF JANUARY 1 TO MARCH 31, 2023.

WHILE THIS LIST CONTAINS A BRIEF OVERVIEW OF SEATTLE SPORTS (KIRO AM) TYPICAL TALK SHOW BROADCASTING, IT DOES NOT INCLUDE ALL ITEMS BROADCAST BY THE STATION DURING THE THREE MONTH PERIOD.

SEATTLE SPORTS (KIRO AM) – PROGRAMMING

SEATTLE SPORTS (KIRO AM) TALK PROGRAMMING TACKLES ISSUES THAT MATTER MOST TO THE PEOPLE OF THE NORTHWEST. LOCAL TALK SHOWS FOCUS ON NEWS STORIES OF THE DAY AND OTHER TOPICS DEEMED IMPORTANT TO THE LISTENING AUDIENCE. SEATTLE SPORT'S INFORMATIVE AND ENGAGING HOSTS PROVIDE THE COMMUNITY WITH AN OUTLET TO EXPRESS THEIR OWN PERSONAL VIEWS, WHILE GIVING THE PUBLIC A CHANCE TO DISCUSS WHAT MATTERS TO THEM. IN ADDITION TO NEWS AND TALK PROGRAMMING, SEATTLE SPORTS (KIRO AM) IS ALSO THE FLAGSHIP STATION FOR THE SEATTLE SEAHAWKS FOOTBALL TEAM AND THE SEATTLE MARINERS BASEBALL TEAM.

SEATTLE SPORTS (KIRO AM) QUARTERLY ISSUES ARE LISTED BY CATEGORIES DETERMINED TO BE IMPORTANT TO THE LISTENING AUDIENCE. THESE CATEGORIES ARE AS FOLLOWS:

1. SAFETY – INCLUDES ISSUES SUCH AS POLICE/COMMUNITY RELATIONS, LAW ENFORCEMENT, GUN CONTROL, NATURAL DISASTERS, HUMAN WELFARE, DRUG ABUSE/PREVENTION, THE JUDICIAL SYSTEM, AND ALL OTHER ISSUES PERTAINING TO GENERAL SAFETY AND SAFETY PREVENTION.

2. EDUCATION AND CULTURE – INCLUDES ISSUES SUCH AS CHILDHOOD EDUCATION, PUBLIC EDUCATION, REFORM EFFORTS, SCHOOL VIOLENCE/DISCIPLINE, HIGHER EDUCATION, TEACHING, AND OTHER ARTS, LITERATURE AND COMMUNICATION-RELATED ISSUES THAT PERTAIN TO EDUCATION. IT ALSO INCLUDES ITEMS OF CULTURAL EDUCATION AND CULTURAL APPRECIATION.

3. BUSINESS AND TECHNOLOGY – INCLUDES ISSUES SUCH AS THE ECONOMY, BUSINESS PRACTICES, NEW TECHNOLOGY PRODUCTS, INDUSTRY IN THE PUGET SOUND REGION, JOB TRAINING AND EMPLOYMENT.

4. INTEGRITY – INCLUDES ISSUES OF MORAL AND ETHICAL DECISION MAKING, ISSUES FACED BY THE ELDERLY, MINORITIES AND OTHER GENDER-SPECIFIC ISSUES. THE INTEGRITY CATEGORY ALSO INCLUDES COVERAGE OF RELIGIOUS GROUPS, THE LGBTQ+ COMMUNITY AND THE HOMELESS, AS WELL AS LOCAL AND NATIONAL GOVERNMENTAL POLICIES THAT AFFECT THESE GROUPS.

5. HEALTH – INCLUDES NUTRITION, PHYSICAL FITNESS, MENTAL AND PREVENTATIVE HEALTH, GOVERNMENT HEALTHCARE POLICIES, LOCAL AND NATIONAL REFORM EFFORTS, AS WELL AS THE EFFECTS OF THE ENVIRONMENT ON COMMUNITY’S WELL-BEING.

6. GROWTH – INCLUDES ISSUES REFLECTING POPULATION, TRAFFIC, TRANSPORTATION, INFLATION, THE ECONOMY, TRADE, CONSUMER ISSUES, TAX REFORM, THE POPULATION’S EFFECTS ON THE ENVIRONMENT, AIR AND WATER POLLUTION, ALTERNATIVE ENERGY AND LEGISLATION INVOLVING LOCAL AND NATIONAL GROWTH.

7. POLITICS AND GLOBAL ISSUES – INCLUDES ISSUES PERTAINING TO THE GOVERNMENT, LEGISLATION, LOCAL AND NATIONAL ELECTIONS, TAXES, WAR, TERRORISM, ANTI-TERRORISM EFFORTS, POLITICAL DEBATE, LOCAL AND NATIONAL CAMPAIGNS, LAWS AND LAW REFORM, ALL BRANCHES OF THE MILITARY, ISSUES FACED BY LOCAL MILITARY FAMILIES, VOTING AND ALL OTHER REFORM EFFORTS.

SEATTLE SPORTS (KIRO AM) STRIVES TO DISCUSS OUR QUARTERLY ASCERTAINMENT ISSUES THROUGH OUR VARIOUS TALK PROGRAMMING. THE FOLLOWING ARE EXAMPLES OF SEATTLE SPORTS (KIRO AM) PROGRAMMING FOR APRIL 1 TO JUNE 30, 2023 THAT REPRESENT THESE ISSUES.

KIRO (AM) QUARTERLY ISSUES/PROGRAMS LIST

Issue	Title	Description	Date	Time	Duration
Safety	Brock & Salk	Discussion on the hesitation to draft Jalen Carter following his arrest for reckless driving while racing a teammate. The teammate and a Georgia staffer died in the resulting crash.	4/13	7:30 am	15:00
Safety	Wyman & Bob	Two Cleveland Browns players robbed at gunpoint. What can the league do to protect its players?	6/6	2:20 PM	3:00
Safety	Wyman & Bob	College baseball postseason game ends due to poor lighting on the field.	6/13	5:00 PM	5:00
Education & Culture	Brock & Salk	What is going on with WSU and the cutbacks/freezes made in their athletic department?	5/24	7:50 am	4:00
Business & Technology	Brock & Salk	Brady Henderson explains that the Seahawks are tight against the cap and also strapped for cash. We explore how NFL and MLB situations differ when it comes to spending.	4/6	8:01 am	9:00
Business & Technology	Wyman & Bob	Collective frustration of trying to watch Apple TV+ MLB broadcasts as the U.S. moves heavier into streaming content.	6/9	2:45 PM	9:00
Integrity	Brock & Salk	Brock and Salk discuss the LIV Golf/PGA tour merger	6/6	9:01 am	9:00
Integrity	Wyman & Bob	PGA merges with LIV Golf, players who stayed loyal to PGA essentially thrown under the bus.	6/6	2:45 PM	8:00
Health	Brock & Salk	We discuss our participation in the Seattle MS walk to honor the memory of our co-worker John Clayton.	4/24	6:50 am	4:00
Health	Wyman & Bob	The importance of mental health coaches, and mental health, for baseball players in MLB.	6/14	3:15 PM	7:00
Growth	Brock & Salk	The Oakland A's are struggling to get a deal done with the	6/6	6:21 am	3:00

		city of Las Vegas to move their team there.			
<i>Growth</i>	Wyman & Bob	The Mariners need to add significant pieces to their lineup in order to make a playoff run.	6/1	4:05 PM	18:00
<i>Politics & Global Issues</i>	Brock & Salk	Andrew Brandt discusses the fallout of the LIV Golf/PGA merger and the potential that the Saudis can purchase more professional sports leagues here in the future.	6/12	9:30 am	15:00
<i>Politics & Global Issues</i>	Wyman & Bob	The ramifications of PGA and LIV golf merger and Saudi Arabian involvement.	6/6	5:00 PM	14:00