

**CBS BROADCASTING INC.**  
**ISSUES AND PROGRAMS REPORT**  
**FOR**  
**STATION KZZO FM**  
**THIRD QUARTER 2014**  
**July 1<sup>st</sup> through September 30**

**Prepared by:**

**Walt Shaw**

**Public Affairs Director**

**CBS Radio Group Sacramento**

## **CBS PUBLIC AFFAIRS 6:00 AM TO 7:00 AM SUNDAY**

**The program content is determined by local events consumer interviews and community ascertainment. The interviews are with community leaders and focus on local and consumer issues in accordance with the FCC rules in the appendix of the Federal Register, Vol. 41 Number 4. The hour long broadcasts are non-commercial**

ISSUES OF CONCERN TO THE SACRAMENTO AREA  
AND THE RESPONSIVE  
PROGRAMMING IN THE THIRD QUARTER OF 2014

1. Health
2. Environment
3. Education
4. Handicapped Services
5. Youth Services
6. Military
7. Charities
8. Business Issues
9. Agriculture
10. Elderly Services
11. Culture and the Arts

ISSUE

HEALTH

CBS PUBLIC AFFAIRS

July 13, 2014

6:00 am – 7:00 am

30- Minutes of a 60 Minute Program

Our guest was Dr. Allan Somersall talking about the new developments in Stem Cell research and how a person can use their own stem cells to help stop illness. Dr. Somersall says we are on the verge of a health revolution showing stem cells can repair damaged tissue and says an algae can cause more stem cells can be released into the blood stream. Locally hosted and produced by Walt Shaw.

CBS PUBLIC AFFAIRS

July 20, 2014

6:00 am – 7:00 am

30 Minutes of a 60 Minute Program

Eye specialist John Monrow joined the program to talk about eye care especially in the summer months. Mr. Monrow talked about eye discomfort and the importance of using dark glasses in the summer to stop u-v rays. He also talked about what the eye doctor looks for when people go to the doctor for eye examinations. Locally hosted and produced by Walt Shaw. ‘

CBS PUBLIC AFFAIRS

July 20, 2014

6:00 am – 7:00 am

15 Minutes of a 60 Minute Program

Our guest was Michelle Johnston CEO of the Sacramento Alzheimer Association talking about new advances in research and the upcoming walk to cure Alzheimer's designed to raise money for continued research. One of the CBS radio personalities, Tom Mailey will be in the walk this year and help with the fund raising campaign. Locally hosted and produced by Walt Shaw.

## HEALTH CONTINUED

### CBS PUBLIC AFFAIRS

July 27, 2014

6:00 am – 7:00 am

30 Minutes of a 60 Minute Program

Our guest was Dr. Michael Fenster better known as Dr. Mike who talked about good nutrition and how it fights heart problems through culinary exercises. Dr. Fenster is a certified international cardiologist and is also an executive gourmet chef who combines food and nutrition to create good eating habits. Locally hosted and produced by Walt Shaw.

### CBS PUBLIC AFFAIRS

September 7, 2014

6:00 am – 7:00 am

15 Minutes of a 60 Minute Program

It gets very hot in Sacramento with many days over 100 degrees and heat stroke can be deadly. Dr. Walter Talamonti, the Medical Director of Clinical Operations for Ford joined the program and talked about ways to avoid heat stroke. He says never leave infants or children alone in parked cars or elderly people or animals. He described what happens to a person with heat stroke and how to combat it. Locally hosted and produced by Walt Shaw.

### CBS PUBLIC AFFAIRS

August 17, 2014

6:00 am – 7:00 am

15 Minutes of a 60 Minute Program.

Our guest was Bing Holinstein talking about back care and how to exercise properly to care for the back. He says many people with bad backs don't know how to sit, stand or sleep properly and had information how people could turn their lives around by taking care of their back. Locally hosted and produced by Walt Shaw.



## HEALTH CONTINUED

### CBS PUBLIC AFFAIRS

August 31, 2014

6:00 am – 7:00 am

30 Minutes of a 60 Minute Program

Our guest was Dr. John Osborn who talked about the many forms of plastic surgery. He says it is not just a cosmetic treatment. It is used to remove deadly facial tumors, repair club feet and other orthopedic deformities, fix cleft lips and cleft palates, surgical repair for young women injured in childbirth and other deformities of the skin. Locally hosted and produced by Walt Shaw.

### CBS PUBLIC AFFAIRS

September 14, 2014

6:00 am – 7:00 am

30 Minutes of a 60 Minute Program

Our guest was Michell Anapolski who talked about Pancreatic Cancer and what can be done to arrest it. She says that Pancreatic cancer is one of the most dangerous forms and can quickly spread to other parts of the body. The first symptom is the yellowing of the skin and abdominal pain. She also says research has uncovered several risk forms such as being overweight or having diabetes and having had pancreatitis is also a risk. Locally hosted and produced by Walt Shaw.

ISSUE            ENVIRONMENT

CBS PUBLIC AFFAIRS

July 27, 2014

6:00 am – 7:00am

30 Minutes of a 60 Minute Program

On this program we looked at how technology is affecting the environment with guest Jeb Taylor who says putting off today's environmental problems for future generations to solve is immoral. He says we need an effective global organization to address things like GMO's, over population and how high tech is destroying the environment. Locally hosted and produced by Walt Shaw.

CBS PUBLIC AFFAIRS

August 10, 2014

6:00 am – 7:00 am

30 Minutes of a 60 Minute Program

Our guest was Greg Kozera who talked about oil and gas fracking and the safety of it. He says it is safe and won't cause earthquakes and says the media has turned it into something unnatural but most people don't know that oil and gas fracking has been used for many years, in fact since 1947. Mr. Kozera says 90 percent of oil and gas drilling has used hydro fracking. Locally hosted and produced by Walt Shaw.

CBS PUBLIC AFFAIRS

September 28, 2014

6:00 am – 7:00 am

30 Minutes of a 60 Minute Program

Burt Wilson, Editor and Publisher of the Public Water News joined the program to talk about the water problems in California. He says the current situation should have been addressed years ago way before the drought came along. He says a team of public relations people were hired to cover up the deficiencies with a "ball of lies" and have not addressed the real solutions to the problems. He says the Governor wants to send more water to Southern Calif. for votes, big business and big oil. Locally hosted and produced by Walt Shaw.

ISSUE            EDUCATION

CBS PUBLIC AFFAIRS

July 6, 2014

6:00 am – 7:00 am

30 Minutes of a 60 Minute Program

Our guest was Dr. Daniel Wicks, a former university professor now retired who talked about social media and how it is used. He cited Face Book as an example and said college students are heavy users. He says to be quotable social media has become a source of interchange of ideas and thoughts and everyone needs to keep a record of what they say and do. Locally hosted and produced by Walt Shaw.

CBS PUBLIC AFFAIRS

August 17, 2014

6:00 am – 7:00 am

15 Minutes of a 60 Minute Program

Our guest was Dave Richards an avid student of American History with two master degrees one in the Russian language and literature and one in Slavic and East European literatures from George Washington University and Ohio State. He just finished a book on the Newburg Conspiracy and pointed to the similarities between today and 1782 when the Revolution was about to be won. He says the political climate in Washington today is unnecessarily divisive. Locally hosted and produced by Walt Shaw.

CBS PUBLIC AFFAIRS

August 24, 2014

6:00 am – 7:00 am

30 Minutes of a 60 Minute Program

My guest was Michael Neumann the artistic director and conductor for the Sacramento Youth Symphony who talked about music education in the local schools and the upcoming concerts. One of note is the Symphony of a Thousand made up of what he hopes will be a thousand students and anyone who can play and read music to participate in the Symphony No. 8, nicknamed the Symphony of a Thousand to be performed at the Memorial Auditorium October 12. He says about 500 have signed up already. Mr. Neumann is a long time music teacher and performer in Sacramento at the high school and college level. Locally hosted and produced by Walt Shaw.



## EDUCATION CONTINUED

### CBS PUBLIC AFFAIRS

September 7, 2014

6:00 am – 7:00 am

15 Minute of a 60 Minute Program

Our guest was educator and author David Richard talking about U.S. History and what young students should know about the Constitution and how and why it was written. Mr. Richard pointed out the debates and arguments our Founding Fathers had in developing the text of the Constitution and some of the reasons provisions of it are overlooked today. Locally hosted and produced by Walt Shaw.

### CBS PUBLIC AFFAIRS

September 7, 2014

6:00 am – 7:00 am

30 Minutes of a 60 Minute Program

Our guest was Jodi Okun the former financial advisor for students at Occidental University and Pitzer college talking about financial aid for college students. She outlined a plan of financial aid that can be applied for by any student and talked about where to get help with free money from grants to aid some businesses are offering. Locally hosted and produced by Walt Shaw.

ISSUE

HANDICAPPED SERVICES

CBS PUBLIC AFFAIRS

August 10, 2014

6:00 am – 7:00 am

15 Minutes of a 60 Minute Program

Our guests were Judy Goldbar manager of the Sacramento Convention Center and Jason Spenser Marketing Manager for Wish Upon a Wedding talking about free weddings for people who are handicapped or projected to die soon. The Wish Upon a Wedding program was started in 2010 and now has 13 chapters. A demonstration of what people can expect will be held at the Memorial Auditorium on August 17. Locally hosted and produced by Walt Shaw.

CBS PUBLIC AFFAIRS

September 14, 2014

6:00 am – 7:00 am

30 Minutes of a 60 Minute Program

A report on Hippotherapy, a fun way to help children and adults with disabilities. The sessions are conducted by Dr. Kris Corn who says that patients who participate in therapeutic riding on horses can experience physical, emotional and mental rewards. She says horseback riding gently and rhythmically moves the rider's body in a manner similar to the human gate. She says the rider often shows improvement in flexibility, balance and muscle strength. Locally hosted and produced by Walt Shaw.

ISSUE            CHARITIES

CBS PUBLIC AFFAIRS

July 20, 2014

6:00 am – 7:00 am

15 Minutes of a 60 Minute Program

Our CBS Radio Station Group is involved in the upcoming Alzheimer's Walk to raise money for Alzheimer's research and our program included Alzheimer Board Director Michell Johnston who talked about the disease and the efforts and research to arrest it and in the future find a cure. The program also included KNCI's Tom Mailey who has the CBS listener team to participate in the program. Locally hosted and produced by Walt Shaw.

CBS PUBLIC AFFAIRS

August 31, 2014

6:00 am – 7:00 am

30 Minutes of a 60 Minute Program

Our guest was Stephanie Bray CEO of the Sacramento Area United Way who talked about the upcoming United Way fund raising drive to raise money for the counties area around Sacramento and the many businesses involved. The United Way started as the Community Chest and has developed into a major fund raising effort for Sacramento area charities. Locally hosted and produced by Walt Shaw.

ISSUES

BUSINESS

CBS PUBLIC AFFAIRS

August 3, 2014

6:00 am – 7:00 am

30 Minutes of a 60 Minute Program

Our guest was Matt Shafer talking about how to invest and save for the future. Mr. Shafer says most wealthy people worked hard for their money and talks about years of wealth building. Mr. Shafer offered insights for those who advise doing everything on their own and not taking the advice of a money manager who can help you insure your investments will not be taxed to levels to a level of a venture of utility. Locally hosted and produced by Walt Shaw.

CBS PUBLIC AFFAIRS

August 17, 2014

6:00 am – 7:00 am

30 Minutes of a 60 Minute Program

There has been rapid development in the Oak Park area in Sacramento thanks to the Oak Park Business Association and our two guests Terry Johnson, CEO and Steve LaRosa Public Information of the Association. At one time Oak Park was Sacramento's center of activity, entertainment and commerce but over time turned into a slum area of the city. The area has now experienced a renaissance with new mixed use construction, an entrance sign at Alhambra and Broadway, branding a Triangle District Logo with street banners and a Thursday night Street Fair. Locally hosted and produced by Walt Shaw.



ISSUE

MILITARY

CBS PUBLIC AFFAIRS

August 24, 2014

6:00 am – 7:00 am

30 Minutes of a 60 Minute Program

Col. Garland Williams a professor at the University of Phoenix heads the program to help veterans returning to college to either get a degree or continue education to better fit into today's society. He says a seminar for Vets will be held at the University's Sacramento campus on August 27, to outline the procedures for going back to college. He will outline the requirements including past education, the cost and federal money available for veterans returning to school. Locally hosted and produced by Walt Shaw.

ISSUE        YOUTH SERVICES

CBS PUBLIC AFFAIRS

July 6, 2014

6:00am – 7:00am

20 Minutes of a 60 Minute Program

Our guests were Jamai Demery and Jennifer Haulman, founders of the “Mommy’s Movement Foundation” a non profit organization for mothers and children providing information and guidance for raising children, parenting and exercising parental rights in lost custody battles. Locally hosted and produced by Walt Shaw

CBS PUBLIC AFFAIRS

August 10, 2014

6:00 am – 7:00 am

15 Minutes of a 60 Minute Program

A report on teen driving safety and what is in the schools and what is not being part of driving instruction. Our guest was Michael Yee a State Farm Agent who talked about a new program available in the schools and on line to help students with driving training and passing the written tests. Locally hosted and produced by Walt Shaw.

BUSINESS CONTINUED

CBS PUBLIC AFFAIRS

September 21, 2014

6:00 am – 7:00 am

30 Minutes of a 60 Minute Program

John Hovart joined the program to talk about the coming cultural storm in the United States and how it might lead to more complex relationships in government and business. Mr. Hovart heads the Tradition Family and Property Commission on American Studies and is a scholar, researcher, international speaker and author. He also talked about the monolithic, Freudian theories. Locally hosted and produced by Walt Shaw.

ISSUE            AGRICULTURE

CBS PUBLIC AFFAIRS

July 6, 2014

6:00 am – 7:00 am

10 Minutes of a 60 Minute program

An interview with Ira Brill of Foster Farms on chicken food safety because of the recent food safety problems at the Modesto plant and how it has been corrected. Mr. Brill says a cockroach was discovered at the plant causing it to be closed and sanitized before any food production could be started again. He says the plant is now in operation again and any food safety problems corrected. Locally hosted and produced by Walt Shaw.

CBS PUBLIC AFFAIRS

July 13, 2014

6:00 am – 7:00 am

30 Minutes of a 60 Minute Program

This program was recorded at the State Fair Farm and our guest was Nancy Kotch manager of the State Fair Farm. She talked about the development of the farm from the days it was moved to its current Cal Expo location and the work to make it a full time learning center for K through High School. The State Fair Farm is in use all year to teach young students about agriculture and everything that is harvested goes to the Sacramento Food Bank. Locally hosted and produced by Walt Shaw.

CBS PUBLIC AFFAIRS

September 21 2014

6:00 am – 7:00 am

30 Minutes of a 60 Minute Program

We had two guests on this program, Gail Kautz owner of the Iron Stone Winery and Wayne Craig race car driver and vehicle expert talking about the Iron Stone Concours d'Elegance a fund raising event for Northern California 4-H, FFA and the State Fair Ag Education program. Last year the show brought in a million dollars for both 4-H and FFA programs for students. The checks were presented at the Ironstone show. Locally hosted and produced by Walt Shaw.



ISSUE

ELDERLY SERVICES

CBS PUBLIC AFFAIRS

August 3, 2014

6:00 am – 7:00pm

30 Minutes of a 60 Minute Program

A look to the past with Jay Fogel who talked about the inner child in all of us and especially senior citizens who because of age often live in the past and can recall children memories better than events that occurred just a week ago. Children of older folks might find it to their advantage to write down some of the thoughts of old folks for historical reasons. Locally hosted and produced by Walt Shaw.

ISSUE            CULTURE AND THE ARTS

CBS PUBLIC AFFAIRS

August 17, 2014

6:00 am – 7:00 am

30 Minutes of a 60 Minute Program

Our guest was Brent Barrett whose Broadway credits include Chicago and Annie Get Your Gun, and who is also known for her role as Capt. Hook in the National Tour of Peter Pan, Hannibal Lecter in Silence and spent two years in Las Vegas at the Venetian Hotel playing the Phantom in Phantom of the Opera. He talked about the show La Cage aux Folles opening next week at the Music Circus a non- profit theatre arts company in Sacramento that attracts sell out crowds at most of the performances. Locally hosted and produced by Walt Shaw.

CBS PUBLIC AFFAIRS

September 28, 2014

6:00 am – 7:00 am

30 Minutes of a 60 Minute Program

Luis R. Tijerina better known as Chief Watching Wolf joined the program to talk about the many aspects of American Indian Culture and how it has affected life in the United States. He talked about Indian cooking, art and even about the early days of conflict involving U. S. Pioneers. Locally hosted and produced by Walt Shaw.