

KMAX-TV

Community of License

QUARTERLY ISSUES REPORT

1st Quarter 2024:

Quarterly Issues and Programs Report

Attached are the listings of broadcast segments and stories that reflect the station's most significant programming treatment of community issues during the 1st quarter of 2024.

Regularly Scheduled Programs

During the reported quarter, the station broadcast the following regularly scheduled programs that routinely address issues of importance to the station's community:

- CBS Mornings, CBS Saturday Morning, CBS Sunday Morning, CBS Evening News with Nora O'Donnell, CBS13 Mornings, Good Day Sacramento, Primetime Sacramento - Regularly scheduled news broadcasts focusing on current issues and events.
- 60 Minutes - Regularly scheduled one-hour weekly broadcast featuring in-depth interviews and reports of various lengths and topics. Sunday, 7 - 8 p.m.
- Face the Nation - Regularly scheduled half hour news broadcast featuring reports and interviews with government leaders, politicians, and international figures in the news. Sunday, 10:30 – 11 a.m.
- 48 Hours – Regularly scheduled news broadcast. Saturday, 10 - 11 p.m.
- “Health Watch” – features of varying lengths focusing on health-related issues, the latest in medical research and treatments, and other health related topics.
- “Money Watch” – features of varying lengths focusing on the latest in the economy along with tips and ways to save money.

Public Service Announcements – The station airs PSAs in rotation from various organizations that include topics such as, Suicide Prevention Month, Breast Cancer Awareness, and The Valarie Fund.

In addition, the station makes community responsive coverage available via CBS News Sacramento, a 24/7 direct-to-consumer service that streams anchored news coverage and live breaking news events of interest to viewers in the local market.

KMAX-TV Quarterly Issues and Programs List

Community of License: Sacramento/Stockton/Modesto DMA

Issue: Art & Culture: Examining issues related to local art and culture that are of importance to local viewers.

Program	Date of Broadcast	Time of Program	Duration of Story	Episode/Segment Description
Good Day Sacramento	01/27/24	9am	3:00	The Creative Space's 3rd Annual Lunar New Year Celebration is about to get underway! Good Day Sacramento checked out the small businesses joining the festivities ahead of the event. The celebration will include food, seasonal products, and performances to ring in the new year. This event is meant to be a celebration for good luck, fortune, and vibes in 2024.
Good Day Sacramento	01/30/24	8am	3:00	Solano Artists, Arts Educators, Arts in Education Advocates will be honored at inaugural Inspire Awards, celebrating excellence in the arts and arts education in Solano County. Local leaders from the world of art, music, dance, theater, books and more will be named by the public and saluted by their peers for their contributions to Solano's arts and culture.
Good Day Sacramento	02/18/24	8am	3:00	The Sacramento History Museum is hosting a compelling new exhibit titled "Tattooed & Tenacious: Inked Women in California's History." The visually exciting exhibit allows museum visitors to explore the world of tattoos and demonstrates why they are not just a recent trend or passing fad.

Good Day Sacramento	02/20/24	7am	3:00	The City of Rancho Cordova is looking for their 2nd annual Youth Poet Laureate. The Youth Poet Laureate program is a national program to support youth voices amplified at local and national levels. The YPL competition is coming to the City of Rancho Cordova, where youth ages 13-18 that live or go to school in Rancho Cordova are encouraged to participate. The winner will be awarded a \$500 scholarship to a writing conference, publish a chapbook of their work, receive 1-1 mentorship for a year with 916 Ink and participate in public speaking events, among other benefits.
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Issue: Community: Examining issues impacting communities across the DMA of importance to local viewers.

Program	Date of Broadcast	Time of Program	Duration of Story	Episode/Segment Description
Good Day Sacramento	01/22/24	10am	3:00	The Petal Connection is a group of volunteers who deliver joy to hospice patients and seniors in our community. Flowers are repurposed to create colorful bedside bouquets using flowers and vases that are donated from local grocers, florists, corporate events, weddings, and community members. Donated flowers are lovingly arranged into beautiful bouquets and delivered to those who need them the most!
Good Day Sacramento	01/29/24	8am	3:00	Local nonprofit ReCreate is hosting its Shine Bright fundraiser, a dynamic celebration of art, fashion, and community spirit with a special focus on sustainability. The event itself will have an array of creative reuse artists' work on display and a spectacular cosplay fashion show plus a silent auction with inspiring items.
Good Day Sacramento	02/19/24	7am	3:00	"Second Hand Glove," collects used softball gear from others who have outgrown or have no use for it anymore. The gear will be given back to the community for parents who can't afford or need gear for their children to play for free.

Good Day Sacramento	02/26/24	9am	3:00	Salon Cuvee stylists are coming into the hospital to provide "CAREcuts" (free haircuts at bedside for patients in need). These are typically long-term care patients, who have not been able to get a haircut because they have been in the hospital for 6 months to a year. CAREcuts can create a sense of normalcy and comfort in the sometimes-stressful hospital environment. The CARE Project works with local volunteer licensed barbers/cosmetologists and staff members to provide haircuts at the bedside, helping our patients look and feel like themselves again.
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Issue: Consumer: Examining issues impacting viewers financial health & well-being.

Program	Date of Broadcast	Time of Program	Duration of Story	Episode/Segment Description
CBS13 Mornings	01/05/24	6am	2:00	The Federal Government just released the December employment report. CBS13 Mornings turned to CBS Business Analyst Jill Schlesinger to discuss the results and what it means for viewers.
CSB13 Mornings	01/17/24	6am	2:00	After more than three years, the Department of Education has unveiled its updated Free Application for Federal Student Aid – or "FAFSA" form. The roll-out has been bumpy, but CBS News Business Analyst Jill Schlesinger helps us guide viewers though the process.
CBS13 Mornings	02/13/24	6am	2:00	The government just released a report on inflation... CBS News Business Analyst Jill Schlesinger helps us explain what it means for viewers' wallets.

CBS13 Mornings	02/29/24	6am	2:00	The government just released a report on Personal Income and Spending...CBS News Business Analyst, Jill Schlesinger helps us break down the results for viewers and why the Federal Reserve prefers this report, when it comes to inflation.
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Issue: Health & Safety: Examining issues related to healthcare, health, and well-being of importance to local viewers.

Program	Date of Broadcast	Time of Program	Duration of Story	Episode/Segment Description
Good Day Sacramento	01/27/24	7am	3:00	Many are kicking off 2024 with a pledge to their health with registration for St. Joseph's Fun Run/Walk for Wellness, presented by Pacific Homecare Services! They're joining the excitement at St. Joseph's 15th annual Fun Run/Walk for Wellness. It's a fantastic family-friendly community event. By participating, viewers hope to make a positive impact by supporting St. Joseph's Cancer Institute.
Good Day Sacramento	01/28/24	8am	3:00	The Boys & Girls Clubs of Manteca and Lathrop have served the Manteca community since 1982. Along with many other programs, they are now offering Taekwondo classes. Many are now getting ready to embark on a journey of self-discovery, discipline, and skill development. These classes are not just about martial arts but about building character, fostering teamwork, and empowering individuals to reach their full potential.
Good Day Sacramento	02/15/24	9am	3:00	Submissions for the "Don't Buy the Lie," anti-smoking / anti-vaping education program are open. Good Day Sacramento spoke with a previous winner and lets viewers know how they can participate.

Good Day Sacramento	02/22/24	7am	3:00	ROWSist offers cancer survivors the opportunity to rebuild strength and mental focus through the sport of rowing. There are around twenty survivor rowing programs in the nation. ROWsist is the only such program west of Illinois that offers a community where survivors can reclaim their body and find a new normal. Survivors enjoy teamwork and the beauty of rowing on the water.
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Issue: Youth: Examining issues related to the youth in the community including their well-being and activities.

Program	Date of Broadcast	Time of Program	Duration of Story	Episode/Segment Description
Good Day Sacramento	01/22/24	8am	3:00	American River College's Dusty Baker Center provides advising, counseling, leadership, and more for all student-athletes. The Center was named in honor of Baker, who started his glorious baseball career at American River College. Dusty later came back and provided the funding to build this resource center for student athletes.
Good Day Sacramento	01/26/24	8am	3:00	The Elk Grove High School Varsity soccer team is celebrating a solid season. The Herd is continuing their CIF SJS playoff chase for their first time since 2006-2007. It's been more than 15 years! Seniors on this team have stuck through some painful seasons and Good Day Sacramento was there ahead of senior night!
Good Day Sacramento	02/21/24	8am	3:00	Organized by Fashion Week Sacramento in collaboration with the Student Fashion Association at Sacramento State, The Fashion Forum aims to delve into the fascinating intersection of fashion and technology, particularly focusing on the growing influence of Artificial Intelligence (AI) in the industry. The Student Fashion Association is entirely student-run, providing members with valuable opportunities for involvement and leadership development. The Fashion Forum was initiated by DMR as a platform for members to engage with the production and contribute to organizing a day during fashion week.

Good Day Sacramento	02/26/24	9am	3:00	26 adorable kindergarteners at Quail Glen Elementary are in for a big surprise! HDR, a local engineering and architecture firm, is donating 26 brand new learn-to-ride bikes, 26 helmets, two storage racks, a teacher bike, and online training for the teacher to know how to show students how to ride a bike.
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