

**CBS BROADCASTING INC.**

**ISSUES AND PROGRAM REPORT**

**FOR**

**STATION KNCI FM AND HD1**

**Second Quarter 2014**

**April 1, 2014 – June 30, 2014**

**Prepared by:**

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**CBS Radio Group Sacramento**

**WEEKLY PUBLIC AFFAIRS PROGRAMS**

**THAT ADDRESS**

**COMMUNITY ISSUES AND COMMUNITY TOPICS**

These programs are locally hosted and produced by Walt Shaw with no commercial interruption. All programs are local interview features that deal with area community topics, consumer news and varied subjects of general interest.

The program content is determined by local events, consumer news, and community interviews. The station also determines programs through community ascertainment conducted by the CBS stations. The programs follow the FCC rules in the appendix of the Federal Register, Vol. 41 Number 4 based on the twenty categories recommend by the FCC.

**ISSUES OF CONCERN TO THE SACRAMENTO AREA  
ADDRESSED IN RESPONSIVE  
PROGRAMMING IN THE SECOND QUARTER OF 2014**

1. Health
2. Environment
3. Education
4. Public Safety
5. Business
6. Youth Services
7. Senior Issues
8. Government
9. Agriculture
10. Charities
11. Recreation
12. Religion

ISSUE            HEALTH

CBS PUBLIC AFFAIRS

May 11, 2014

6:00 am – 7:00 am

30 Minutes of a 60 Minute Program

Our guest was Kat Maudru, public affairs director for the Me-One-Foundation, a cancer camp for adults and family. Many family members of people with cancer can attend at no cost and are able to share in games and family sharing with others with the same illness. The Me-One Foundation is a recreation facility supported by community donations. Locally produced and hosted by Walt Shaw.

CBS PUBLIC AFFAIRS

June 29, 2014

6:00 am – 7:00 am

15 Minutes of a 60 Minute Program

Ann Rosenstein is a fitness professional and mother of two and is certified by ACE, AFAA and AEA and talked about the importance of exercise especially water exercise for patients suffering from Osteoarthritis, Fibromyalgia and Rheumatoid Arthritis. She says water exercise can also help people with Parkinson's to maintain balance and strength. Locally hosted and produced by Walt Shaw.

ISSUE                      ENVIRONMENT

CBS PUBLIC AFFAIRS

April 13, 2014

6:00 am – 7:00 am

30 Minutes of a 60 Minute Program

Because of this year's lack of rain and snow in the mountains there is concern about the available water later this summer and the reduction of electric power because of reduced hydroelectric production. This program featured Larry and Tony Hamilton Northern Sacramento Valley Renewable Energy Specialists talking about wind and solar contractors and how to produced renewable energy. They pointed out the importance of working with PG&E and SMUD contractors and with the state's Certified Green Builders. Locally hosted and produced by Walt Shaw.

CBS PUBLIC AFFAIRS

May 4, 2014

6:00 am – 7:00 am

15 Minutes of a 60 Minute Program

Our guest was Michael Watley of the National Geographic Society talking about the Keystone Pipeline and the problems getting it built. Mr. Watley says the majority of people in the United States would like to see it built to reduce gas prices and increase supplies but much of the objection is coming from people in other countries. The president was expected to make a decision on the pipeline by the end of May. Locally hosted and produced by Walt Shaw.

CBS PUBLIC AFFAIRS

May 11, 2014

6:00 am – 7:00 am

30 Minutes of a 60 Minute Program

Our guest was John Cain, Conservation Director for the California Floodplain Management for Rivers. He says the San Joaquin River is number one on the list of California's most endangered rivers. He talked about the importance of the San Joaquin River to the Central Valley Flood Protection and its ecosystem function for the Sacramento/San Joaquin Delta and how it affects the San Francisco Bay-Delta Watershed. Locally hosted and produced by Walt Shaw.

## ENVIRONMENT CONTINUED

### CBS PUBLIC AFFAIRS

June 29, 2014

6:00 am – 7:00 am

30 Minutes of a 60 Minute Program

Last year changes were made in fishing regulations for both sport fishing and commercial salmon fishing to try and preserve the diminishing number of fish. According to David Goldenberg, President of the California Salmon Council fishing for the most part has returned to normal along the Northern California Coast. Mr. Goldenberg talked about what was done to restore the salmon and the changes in river management to help the fish. Locally hosted and produced by Walt Shaw.

ISSUE            EDUCATION

CBS PUBLIC AFFAIRS

May 18, 2014

6:00 am – 7:00 am

30 Minutes of 60 Minute Program

George Minkoff, a teacher and historian of early U.S. History joined the program to talk about the education system in local schools and how early U.S. History is not being properly taught. He says the plight of the Indians in the early days of the U.S. is not depicted properly and in more modern times the history of World War II is played down for political correctness. Locally hosted and produced by Walt Shaw.

CBS PUBLIC AFFAIRS

May 25, 2014

6:00 am – 7:00 am

30 Minutes of a 60 Minute Program

Our guest was David Porter a designer of food service units on college campuses. He was one of the designers of the student food service locations at U.C. Davis which is open and used by the general public as well as students. He was also the designer at both Cal-Poly locations in Central California and Southern California. He says good food and well designed restaurants are important to good nutrition and better learning for students in college. Locally hosted and produced by Walt Shaw.

CBS PUBLIC AFFAIRS

May 25, 2014

6:00 am – 7:00 am

30 Minutes of a 60 Minute Program

Our guest was Nicholas Barr, a professor of Public Economics at the European Institute commenting on the welfare state of the United States. He also talked about social insurance, pensions, health finance; higher education and the post communist transition. Dr. Barr says we are in a dangerous transformation of international games with other countries and need leaders who understand economics to turn the U.S. around. Locally hosted and produced by Walt Shaw.

ISSUE            PUBLIC SAFETY

CBS PUBLIC AFFAIRS

April 27, 2014

6:00 am – 7:00 am

30 Minutes of a 60 Minute Program

Terry Johnson Director of the Oak Park Street Festival joined the program to talk about the reduction of crime in the Oak Park district of Sacramento and how an improvement committee helped change the area. Mr. Johnson says the people who live in the area hired private police to help and started a program to include street festivals, the arts and after school recreational activity for young people. Locally hosted and produced by Walt Shaw.

CBS PUBLIC AFFAIRS

June 1, 2014

6:00 am – 7:00 am

30 Minutes of a 60 Minute Program

Lus Maria Rodrigues joined the program to talk about the danger of West Nile Virus and mosquito diseases in general. Lus Maria is the Public Information Director of the Sacramento – Yolo Counties Vector Control District. She says the best thing to do is keep covered up when outside during the morning and evening hours, drain water around the house, keep weeds cleared out and spray frequently. She also talked about the types of mosquitoes and using mosquito fish. Locally hosted and produced by Walt Shaw.



ISSUE

BUSINESS

CBS PUBLIC AFFAIRS

April 27, 2014

6:00 am – 7:00 am

30 Minutes of a 60 Minute Program

Our guest was Doug Varaman book author and business developer who talked about how to achieve business capitol and use money wisely to develop new business. He talked about the money available through grants and federal loans. He says one restaurant in Sacramento started that way and has now expanded to six. Locally hosted and produced by Walt Shaw.

CBS PUBLIC AFFAIRS

June 22, 2014

6:00 am – 7:00 am

30 Minutes of a 60 Minutes Program

Our guest was John Nelson, Manager of the Job Journal talking about the upcoming Job Fair in Sacramento to help out of work people find jobs with free seminars on applying for jobs. Applicants will have help from employers with a wide range of opportunities and salaries from entry level to the executive status. The Job Fair will run all day and will present many aspects of employment. Locally hosted and produced by Walt Shaw.

CBS PUBLIC AFFAIRS

June 22, 2014

6:00 am – 7:00 am

30 Minutes of a 60 Minute Program

Mark Faust was our guest talking about the economy and how the government has hurt business, the economy and jobs. He says there would have been a depression if it was not for the government pay outs to people out of work which included food stamps, and other hand outs that He says that during the depression of the 30's the government didn't provide these services but did have the work labor camps where workers built bridges , restored trails and even built the freeway between L.A. and Pasadena. Locally hosted and produced by Walt Shaw.

ISSUE SERVICES FOR YOUTH

CBS PUBLIC AFFAIRS

April 6, 2014

6:00 am – 7:00 am

30 Minutes of a 60 Minute Program

Our guest was Theresa Rodques of the Elk Grove Youth Sports Foundation talking about a fund raising activity called the Sports Foundation Fun Run. The Elk Grove Youth Sports Foundation raises money for young people who can not afford sports equipment for various youth sporting activities. Locally hosted and produced by Walt Shaw.

CBS PUBLIC AFFAIRS

June 15, 2014

6:00 am – 7:00 am

30 Minutes of a 60 Minute Program

Our guest was Jeff Demello director of the local Drum and Bugle Corps Music Enrichment program for youth. He says the program is only in the summer and features student teams who compete in musical events mostly at schools. The finals this year will be held at Sacramento City College and often attract up to 2,000 people to watch the events. The Drum and Bugle Corps is self supporting through its own fund raising activities and audience attendance. Locally hosted and produced by Walt Shaw.

CBS PUBLIC AFFAIRS

June 29, 2014

6:00 am – 7:00 am

15 Minutes of a 60 Minute Program

Economics teacher Gabe Albarian at USC was our guest talking about student credit cards and what high school and college need to know about using them. This SC graduate student at the Marshall School of Business is the author of Financial Swagger and helps students from all major interests in writing and finance and had tips for students on how to use credit cards, how to apply and the risks. Locally hosted and produced by Walt Shaw.

## SENIOR ISSUES

### CBS PUBLIC AFFAIRS

May 18, 2014

6:00 am – 7:00 am

30 Minutes of a 60 Minute Program

Our guests were Rick Reed and Coy Cross talking about care giving and how it can affect the care giver and patient. The discussion was about the costs involved both in time and money and how becoming a care giver for a senior loved one can be a challenge that will change the caregiver forever. Mr. Cross says he faced a crisis in his own life taking care of his wife while she fought for her own life. Locally hosted and produced by Walt Shaw.

### CBS PUBLIC AFFAIRS

June 8, 2014

6:00 am 7:00 am

30 Minutes of a 60 Minute Program

Our guest was eye expert John Monrow who is a member of a team that developed a machine to detect eye problems that is being used by eye doctors and hospitals. He also talked about the types of eye problems and exercises that can help older people with glaucoma, cataracts, diabetic retinopathy, retinal detachment, blurry vision and floaters. He also talked about the eye problems that affect people as they age and talked about how testing for senior citizens is very important. Locally hosted and produced by Walt Shaw.

### CBS PUBLIC AFFAIRS

June 1, 2014

6:00 am – 7:00 am

30 Minutes of a 60 Minute Program

Curt Whipple, Certified Estate Planer talked about the economic meltdown and how it will affect seniors. He talked about a retirement plan, how to develop a diverse portfolio and keep the government away from your savings. He also had an outline for people reaching retirement age to protect your income when you reach the social security age. Locally hosted and produced by Walt Shaw.

ISSUE

GOVERNMENT

CBS PUBLIC AFFAIRS

April 6, 2014

6:00 am – 7:00 am

30 Minutes of a 60 Minute Program

Our Guest was Ben Frank a historian talking about the situation in Russia and his views whether it will turn into a full scale war. Mr. Frank is from Russia and says the people there are not interested in a conflict of this type. He also offered some solutions to the problem. Locally hosted and produced by Walt Shaw.

CBS PUBLIC AFFAIRS

June 8, 2014

6:00 am – 7:00 am

30 Minutes of a 60 Minute Program

Karolyn Rogers was our guest who talked about the military death of her father, Pfc. Tom T. Wilmeth who was killed in battle and during his military he received several decorations and a Purple Heart. She says the government would not divulge details of his death and told the family not to speak out about his death because he was in a secret third army. Mrs. Rogers says after reading his letters, interviewing veterans and even hiring investigators she found enough information to write the book "When Daddy Comes Home". She said this goes back to WW II so the current deception of the military is nothing new. Locally hosted and produced by Walt Shaw.

ISSUE            AGRICULTURE

CBS PUBLIC AFFAIRS

April 13, 2014

6:00 am – 7:00 am

30 Minutes of a 60 Minute Program

Leo Pearlstein was our guest talking about the food supply for Easter and the best buys. Mr. Pearlstein is director of the Western Research Kitchen in Los Angeles a company that supplies media information about holiday food. He also talked about the food grown in the Central Valley of California. Locally hosted and produced by Walt Shaw.

CBS PUBLIC AFFAIRS

May 4, 2014

6:00 am – 7:00 am

15 Minutes of a 60 Minute Program

The State of California is investigating farm labor violations in the workplace and to talk about that our guest was Laura A. Fortman, the Principal Deputy Administrator for the Wage and Hour Division of the Department of Labor. She says many agricultural workers are vulnerable to workplace violations in the fields and the state and federal government will be investigating throughout the summer. Locally hosted and produced by Walt Shaw.

CBS PUBLIC AFFAIRS

June 15, 2014

6:00 am – 7:00 am

30 Minutes of a 60 Minute Program

Our guests were Ken, Beth and Molly Watkins of Ag Fest who started the program after the closing of the San Joaquin County Fair. Ag Fest was started by students in 4-H and FFA to present their vocational projects, showing and selling their livestock, horse exhibition and competition. There will also be farm to fork cooking demonstrations. The students have their own board and do all of the promotion themselves. This is the third year of the event and each year becomes more successful. Locally hosted and produced by Walt Shaw

ISSUE

CHARITIES

CBS PUBLIC AFFAIRS

May 4, 2014

6:00 am – 7:00 am

30 Minutes of a 60 Minute Program

Linda Cutler and Luis Sosa joined the program to talk about the Sacramento Region Community Foundation. The Sacramento region will join hundreds of community foundations in a 24 hour giving challenge called Give Local America to bring awareness to nonprofit organizations and the work they do in the community. The event held on May 6 will involve nearly 400 nonprofit organizations and provide training and detail portraits of the organizations. Locally hosted and produced by Walt Shaw.

ISSUE

RECREATION

CBS PUBLIC AFFAIRS

April 20, 2014

6:00 am – 7:00 am

30 Minutes of a 60 Minute Program

Our guest was Dana Michales, director of publicity for the Woodland Scottish Games who talked about the history of the Scottish Community in the Sacramento Area and how the games help people experience the culture of the old country. The two day event also features food, culture demonstrations and exhibits relating to Scotland. Locally hosted and produced by Walt Shaw.

ISSUE            RELIGION

CBS PUBLIC AFFAIRS

April 20, 2014

6:00 am – 7:00 am

30 Minutes of a 60 Minute Program

Bermesola Dyer was our guest talking about how religion can help develop self esteem especially with black women. She says sometimes ladies can be their worst enemy because of the pressure to be accepted. Bermesola who is also a black woman said she found a way to work through her own struggles and start a new path with the help of prayer and religious convections. Locally hosted and produced by Walt Shaw.

CBS PUBLIC AFFAIRS

May 25, 2014

6:00 am – 7:00 am

15 Minutes of a 60 Minute Program

My guest was Fiorella Dandekar, Author and actor who said she had a spiritual experience as a child with Pio of Pietrelcina who became famous for bearing the stigmata which generated much interest that led to his beatification in 1999 and sainthood in 2002. Mrs. Dandekar said she prayed to him and was granted special favors so in his honor she wrote a book about her childhood experiences with Father Pio. Locally hosted and produced by Walt Shaw.