

CBS BROADCASTING INC.

ISSUES AND PROGRAM REPORT

FOR

STATION KNCI FM AND HD1

First Quarter 2014

January 1, 2014 – March 31, 2014

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

1. Economy
2. Business
3. Public Safety
4. Environment
5. Agriculture
6. Charities
7. Religion
8. Government
9. Culture and the Arts
10. Recreation

The program content is determined by local events, consumer news features and community ascertainment conducted by this station. Community interviews are conducted to determine local and consumer issues in accordance with the FCC rules in the appendix of the Federal Register, Vol. 41 Number 4.

ISSUE ECONOMY

CBS PUBLIC AFFAIRS

January 5, 2014

6:00am – 7:00am

30 Minutes of a 60 Minute Program

Our guest was book author and motivational speaker Terry Murray who talked about creativity in business and how it can generate jobs. He says the key to more business and jobs is not more money from the government and the extension of jobless unemployment rates but through programs that stimulate more creative thinking. Locally hosted and produced by Walt Shaw.

CBS PUBLIC AFFAIRS

February 9, 2014

6:00am – 7:00am

10 Minutes of a 60 Minute Program

Our Guest was Kat Maudru Director of the multi counties job fair coming up next week in Sacramento. The job fair is designed to help people who are out of a job because of the economic downturn. She said about thirty businesses have signed up to offer positions from entry level to highly skilled workers. The job fair is being sponsored by the Job Journal and is locally hosted and produced by Walt Shaw.

CBS PUBLIC AFFAIRS

March 16, 2014

6:00 am – 7:00 am

30 Minutes of a 60 Minute Program

Our guest was Ted Bernstein an expert on mortgage matters and investing who operated a financial business and insurance agency talking about predatory lending and how to avoid it. He also talked about how to work out deals and strategies with private operators in the mortgage lending business. He also talked about what to do if you hit the jackpot on the lottery. Locally hosted and produced by Walt Shaw.

ISSUE BUSINESS

CBS PUBLIC AFFAIRS
February 23, 2014
6:00 am – 7:00 am
30 Minutes of a 60 Minute Program

Our guest was Ken Goldstein who talked about layoffs and jobs available in the current job market and how the administration has failed in trying to control it. Mr. Goldstein says the health care system is partly responsible and had some tips on what managers can do to try and correct the increasing number of people being laid off or reduced to part time jobs. Locally hosted and produced by Walt Shaw.

CBS PUBLIC AFFAIRS
March 9, 2014
6:00 am - 7:00 am
30 Minutes of a 60 Minute Program

Dick Mercer and Steve LaRosa travel writers joined the program to talk about how to select a travel agent and looked at full tours to Italy and other countries and compared them to doing it on your own. They also discussed partial tours, cruises and bus tours here and abroad. These gentlemen brought up how to travel on a budget and how to save on accommodations and food. Locally hosted and produced by Walt Shaw.

CBS PUBLIC AFFAIRS
March 16, 2014
6:00 am – 7:00 am
15 Minutes of a 60 Minute Program.

Our guest was Karen Conlon talking about home owners associations. Ms. Conlon is the President and Chief Executive Officer of the California Association of Community Managers and is responsible for hiring and management of the staff that regulates the State's Home Owners Associations. She explained how the regulation works and says every manager must be certified by the state. Locally hosted and produced by Walt Shaw.

BUSINESS CONTINUED.

CBS PUBLIC AFFAIRS

February 9, 2014

6:00 am – 7:00 am

10 Minutes of a 60 Minute Program

Our guest was Ron Ware talking about setting up programs so your business will be remembered, in other words setting up a legacy. He says a company needs to have a historian that saves everything including press releases, positive files, awards, etc. so your business looks good and facts about the business are recorded. He says this can also be applied to your personal life. He says often when a business closes it just goes away with no record. Locally hosted and produced by Walt Shaw.

ISSUE PUBLIC SAFETY

CBS PUBLIC AFFAIRS

February 2, 2014

6:00am – 7:00am

30 Minutes of a 60 Minute Program

Our guest was Douglas Richards talking about scamming and the tricks used to get people to send money. Mr. Richards has a long history of working with law enforcement in this and other related departments and says the elderly are the scammed the most because they like to talk about themselves and are the most trustworthy. He says so much is done on the phone he advises people to buy an answering machine and only return calls to people you know. Locally hosted and produced by Walt Shaw.

CBS PUBLIC AFFAIRS

March 30, 2014

6:00 am – 7:00 am

30 Minutes of a 60 Minute Program

Barney Dorman joined the program to talk about cyber terror and through electronics can disrupt the economic system in the United States. He outlined several examples of what could happen if we lost all of government and business transfers that could affect everything from store purchases to government payments from Social Security to bank transactions. Locally hosted and produced by Walt Shaw.

ISSUE HEALTH

CBS PUBLIC AFFAIRS

January 19, 2014

6:00 am – 7:00 am

15 Minutes of a 60 Minute Program

Pam Marlow joined the program to talk about the interaction of certain medications. Ms. Marlow is a community pharmacist and says prescription drugs often cause side effects and sometimes make people seem worse than the illness. She says you need to watch for dry mouth and any changes in the body, read the warning that comes with the medication and tell your doctor if you notice any changes. Locally hosted and produced by Walt Shaw.

CBS PUBLIC AFFAIRS

January 19, 2014

6:00 am – 7:00 am

30 Minutes of a 60 Minute Program

Our first guest was Dr. Christine Horner a nationally known surgeon, author and professional speaker who joined the program to talk about breast cancer. For over a decade she has worked with the American Cancer Society in San Diego and talked about breast reconstructive surgery following a mastectomy. She is also responsible for several laws regarding breast cancer. Locally hosted and produced by Walt Shaw.

CBS PUBLIC AFFAIRS

February 16, 2014

6:00am – 7:00am

30 Minutes of a 60 minute program

We had two guests on today's program talking about Albie Aware, the history of the program, how it is funded and why it was created. Our guests were Doug and Melinda Carson CEO and director of the charity designed to raise funds to help the family members of women who have died from cancer. It is a financial program that is free to family members who can't pay the doctor and hospital bills and picks up where insurance stops. Two events are scheduled, one on February 23 called Albie Bowling for Life and the Survivor of the Year expected to generate over \$100,000. Locally hosted and produced by Walt Shaw.

HEALTH CONTINUED

CBS PUBLIC AFFAIRS

March 2, 2014

6:00 am – 7:00 am

30 Minutes of a 60 Minute program

Our guest was Dr. Rajesh Khanna an eye surgeon who talked about the importance of eye care and outlined eye exercises and overall care. He also talked about the different types of glasses and contacts and the types of surgery that can restore sight. Dr. Khanna talked about the cost factor, how to select a good doctor and medications for better eye sight. Locally hosted and produced by Walt Shaw.

CBS PUBLIC AFFAIRS

March 16, 2014

6:00 am – 7:00 am

15 Minutes of a 60 Minute Program

Dr. Ron Cummins joined the program to talk about skin care and how to take care of your skin both during the summer and winter months. He talked about the proper way to clean the skin and methods to prevent or reduce dryness, sunburn and even skin cancer. He talked about the different types of ointments to use on the skin and talked about what to look for when using over the counter skin products. Locally hosted and produced by Walt Shaw.

ISSUE

ENVIRONMENT

CBS PUBLIC AFFAIRS

March 9, 2014

6:00 am – 7:00 am

30 Minutes of a 60 Minute Program

Karen Moreau a spokesperson for the American Petroleum Institute was on the program to talk about the benefits of oil fracking and pointed out it was safe and time tested. She says the drilling technology is in part responsible for the dramatic increases in U.S. oil and natural gas production. She explained how fracking works and says it is a cost effective way to lift our economy out of the ditch we are in and how it can become an infusion of tax revenue for schools and public services. Locally hosted and produced by Walt Shaw.

ISSUE AGRICULTURE

CBS PUBLIC AFFAIRS

January 26, 2014

6:00 am – 7:00 am

30 Minutes of a 60 Minute Program

Our guest was Scott Ungerman, the Brew Master at Anheuser Bush in Fairfield just east of Sacramento. He talked about the history of the company and the agriculture products used in the making of beer. He focused on the rice and hops industry in the Sacramento Valley and said the Budweiser plant is one of 12 in the United States. Locally hosted and produced by Walt Shaw.

CBS PUBLIC AFFAIRS

March 23, 2014

6:00 am – 7:00 am

15 Minutes of a 60 minute program

A report on the progress on Citrus Greening research with Ron Schrick a scientist with the Orange Research Commission, who says the disease has already established itself in Florida and efforts being made to keep it out of California. He says the disease was first introduced in the U.S. by imported fruit from another country and has been found in Southern California. Locally hosted and produced by Walt Shaw.

CBS PUBLIC AFFAIRS

March 30, 2014

6:00 am – 7:00 am

15 Minutes of a 60 Minute Program

Carrie Majeske a developer of Ford joined the program to talk about the many agricultural products used in the building of cars. She pointed to the Sacramento Valley as the hub of automotive development using products from the ground in including rice hulls, leather and vegetable products. She says even waste products are ground up and used in everything from rubber to the car's interior. Locally hosted and produced by Walt Shaw

ISSUE CHARITIES

CBS PUBLIC AFFAIRS
January 26, 2014
6:00 am – 7:00 am
30 Minutes of a 60 Minute Program

A visit with Steve John, CEO of the Monterey Peninsula Foundation a nonprofit organization that stages the annual AT&T Pebble Beach National Pro-Am charity that helps support local hospitals, youth organizations and several philanthropy programs including the environmental programs for the Monterey Peninsula. Other charities include the Boys and Girls Clubs, Community Hospital Foundation, Literacy Campaign, Hartnell College and others. Locally hosted and produced by Walt Shaw.

CBS PUBLIC AFFAIRS
February 2, 2014
6:00 am – 7:00 am
30 Minutes of a 60 Minute Program

Our guest was Ron Cunningham Director of the Sacramento Ballet who talked about the history of the Ballet, the performances over the year and the many stars that got their start in Sacramento. He also talked about the money troubles the Ballet is having and the fund raising efforts to help the Ballet. Mr. Cunningham also talked about the 2014 entertainment schedule for the Ballet. Locally hosted and produced by Walt Shaw.

CBS PUBLIC AFFAIRS
February 16, 2014
6:00 am – 7:00 am
30 Minutes of a 60 Minute Program

Our guests were Gary Novak CEO of the local Easter Seals Chapter and Paul Robins a Fox 40 TV anchor talking about the many services Easter Seals provides. Both men also talked about an upcoming fund raising event and outlined the work that the Sacramento Chapter does and how many people are served. The facility is large covering several county blocks and provides services to hundreds of people including the handicapped and disabled. Locally hosted and produced by Walt Shaw

CBS PUBLIC AFFAIRS
February 23, 2014
6:00 am – 7:00 am
30 Minutes of a 60 Minute Program

Our guests were Kathleen Weis, CEO of the American Red Cross Capital Region and Jordan Scott, Communication Director who talked about the services provided to the Sacramento area and world -wide. Our guests pointed out that the Red Cross provides disaster services, training and services throughout Northern California and talked about the special programs lined up for March which is Red Cross Month. Locally hosted and produced by Walt Shaw.

ISSUE

RELIGION

CBS PUBLIC AFFAIRS

March 23, 2014

6:00am – 7:00am

15 minutes of a 60 Minute Program

Wade Franson a former minister of the World Wide Church of God joined the program to talk about his experience with the organization and his conflict with the ideal of the church. He says the church was opposed to most of the traditional religion and required donating 10 percent of a person's income before taxes to the church, plus another 10 percent to special funds every third year. He said he was discharged when he complained about the charges to the church leaders. Locally hosted and produced by Walt Shaw.

ISSUE GOVERNMENT

CBS PUBLIC AFFAIRS
January 5, 2014
6:00 am – 7:00am
30 Minutes of a 60 Minute Program

Our guest was Col. Garland Williams who talked about the VA benefits of education through the Sacramento area Veterans Resource Center which is funded to provide a long list of services including transitional housing, behavioral health treatment, employment, education, counseling, training and financial Assistance. Col. Garland says many returning veterans don't know about these services. Locally hosted and produced by Walt Shaw.

CBS PUBLIC AFFAIRS
January 12, 2014
6:00 am – 7:00 am
30 Minutes of a 60 Minute Program

Insurance expert John Geotz joined the program to talk about the government's new health care program sometimes called Obamacare. He talked about the problems with the computer system, how the costs will vary and the fact that some health care programs are not participating in the program. He also talked about the deadlines and what to do if you can't get into the system. Locally hosted and produced by Walt Shaw.

CBS PUBLIC AFFAIRS
January 12, 2014
6:00am – 7:00am
30 Minutes of a 30 Minute Program

John Horvat visited the program to talk about big government and how mid level income earners are being harmed by new regulations and taxes. Mr. Horvat is a retired economic researcher with the Federal Government and listed several examples where the general population is being harmed by government rules. Locally hosted and produced by Walt Shaw.

GOVERNMENT CONTINUED

CBS PUBLIC AFFAIRS

March 23, 2014

6:00 am – 7:00 am

30 Minutes of a 60 Minute Program

Our guest was Ben Frank an expert on U.S. Russia Relations talking about the current problems with Russia and gave a historical look at the our dealings with Russia over the past 100 years or so. He says our president should be looking at the history books to get a better insight into what Russia is doing. He thinks the administration is taking the wrong approach with Russia and says the solution may be found in the history of the two countries. Locally hosted and produced by Walt Shaw.

ISSUE CULTURE AND THE ARTS

CBS PUBLIC AFFAIRS

January 19, 2014

6:00 am – 7:00 am

15 Minutes of a 60 Minute Program

Our guest was Donald Jordan talking about how to leave a legacy with art and the written word. He says people should pursue their dream work and write everything down to help remember the important and no so important things of life. He says many of us have everything we need to leave a lasting legacy but don't know how to do it or don't realize it. Locally hosted and produced by Walt Shaw

CBS PUBLIC AFFAIRS

February 9, 2014

6:00 am – 7:00 am

10 Minutes of a 60 Minute Program

Our guest was Taylor Firth the star of the Disney on Ice show coming to Sacramento. She talked about her life on the road and what is necessary to put on a major ice show. She talked about her own background and how she started when she was six, her education, help from her parents and the help she received from follow skaters. Locally hosted and produced by Walt Shaw.

ISSUE RECREATION

CBS PUBLIC AFFAIRS

March 2, 2014

6:00 am – 7:00 am

30 Minutes of a 60 Minute Program

Our guest was former NASCAR driver John Havick who talked about the history of NASCAR from the early days to the present time. Mr. Havick is an older driver in his late 70's and outlined the changes that have taken place over the years. He said NASCAR came to California in the later years after a long history in the Southern States and has evolved into a national recreational sport. Locally hosted and produced by Walt Shaw.

CBS PUBLIC AFFAIRS

February 9, 2014

6:00 am – 7:00 am

30 Minutes of a 60 Minute Program

Our guest was Graham Jenkson the inventor of a new boat car that travels up to 35 miles an hour on land or water that is being used by the military for use as a shore boat for the Navy and Coast Guard but is also being promoted as a recreational vehicle. Mr. Jenkson talked about the cost for the vehicles and how the various designs will be used both on land and in harbor use. He is competing with a man in Fountain Valley who has also invented a boat car and test drove it from his shop in Fountain Valley to Santa Catalina Island. Locally hosted and produced by Walt Shaw.