

KCBL  
Fresno, CA  
Quarterly Issues/Programs List  
Second Quarter, 2014  
07/02/2014

KCBL  
Quarterly Issues/Programs List

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KCBL provides its listeners with programming and public service announcements that address issues of concern to our local community. Among the issues determined to be of most concern to the community during the preceding calendar quarter were:

- **ADULT ABUSE:** GENELLE TAYLOR KUMPE / EXEC. DIRECTOR
- **Animal Shelter:** VALLEY ANIMAL CENTER
- **Children:** PATTY CRAVEN
- **Children; Safety, Health:** Hands-on Tinkering: How it can help kids get ahead; Adult Swimming important for safety and health
- **Community:** CLOVIS WEST BLOOD DRIVE
- **Community Involvement:** CHRIS COCHRAN
- **Crime:** RECRUITING OFFICER MARK EVANS
- **Discrimination, equality:** Discrimination and steps to take to finally bring equality for all.
- **Economy, Finances; Science:** Bitcoin: What it is and why we need to take it seriously; Women of the Atomic Age

- **Economy, Hunfer; Science:** The Foodshed & Urban Gardening; The Drunken Botanist: The plants behind popular spirits
- **Education:** ARTE AMERICAS
- **Education, Poverty; Veterans:** Making Education in Poor Areas Better and More Fair; An amazing story of heroism - by the enemy!
- **Family, alcoholism; pets:** A Son Remembers His Father, Jack Lemmon; Cat Care During the Dog Days of Summer
- **Family; Culture, education:** Michael Jordan: The Life; Creating a Consensus: Bringing diverse groups together
- **HANDICAP SPORTS:** FRANCK AND NIKKI CORNELL
- **Health:** SAMANTHA SHUH AND LAUREN NICKERSON
- **History; Family:** The Gun that Changed History: The Colt Revolver; Twin Loss and Bereavement
- **LITERACY:** ROBERT ISQUIERDO
- **Pet Adoption:** talking about pet adoption and adoption essay contest for kids
- **POVERTY:** REBECCA ABEL
- **Poverty / Shelter / Hunger:** CATHOLIC CHARITIES
- **Religion; consumerism:** Pope Francis: What changes can we expect in the Church?; The High Cost of Cheap Fashion.
- **Safety:** CHRIS COCHRAN

- **Veteran Support; Crime:** PTSD: What it is and how families can help sufferers; Kitty Genovese: The real story 50 years later

**Section I  
LOCAL PROGRAMMING**

Section I lists regularly-scheduled and special programs that represent the station's issue-responsive programming providing the most significant treatment of the issues listed above for the calendar quarter.

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
Health	TA COM MTRXS - HINDS HOSPICE	SAMANTHA SHUH AND LAUREN NICKERSON	Hinds Hospice	04/05/2014 06:00 AM	012:29
HANDICAP SPORTS	TA COM MTRXS - GHOSTRYDERZ - POWER SOCCER	FRANCK AND NIKKI CORNELL	GHOSTRIDERZ SOCCER/POWER WHEEL	04/05/2014 06:12 AM	014:48
Veteran Support; Crime	ViewPoints	PTSD: What it is and how families can help sufferers; Kitty Genovese: The real story 50 years later	Dr. Matthew J. Friedman, Laurie Anderson; Kevin Cook	04/05/2014 06:28 AM	027:58
Pet Adoption	TA COM MTRS - CCSPCA / ADOPTION AND ESSAY CONTEST	talking about pet adoption and adoption essay contest for kids	ccspca	04/12/2014 06:00 AM	014:31
Children	TA COM MTRXS - boys and girls club - game of life wise	boys and girls club	BOYS AND GIRLS CLUB OF FRESNO	04/12/2014 06:14 AM	013:50
Education; Security	ViewPoints	Post-High School Ed: Are we doing all we can?; Internet Privacy: How you can fight snooping online	Mike Rose; Julia Angwin, William Kling	04/12/2014 06:29 AM	027:58

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
Animals	TA COM MTRXS - CATHOUSE ON THE KINGS	BETH CAFFERY	Beth Cafferey	04/19/2014 06:00 AM	016:00
Traffic safety	Office of traffic safety	Distracted Driving Month	Bruce Hartzel	04/19/2014 06:16 AM	014:14
Children; Safety, Health	ViewPoints	Hands-on Tinkering: How it can help kids get ahead; Adult Swimming important for safety and health	Tim Shaw, Karen Wilkinson; Ro Tim Shaw, Karen Wilkinson; Rob Butcher	04/19/2014 06:31 AM	027:58
Health	TA COM MTRXS - HINDS HOSPICE	SAMANTHA SHUH AND LAUREN NICKERSON	Hinds Hospice	04/26/2014 06:00 AM	012:29
Community Involvement	TA COM MTRXS - DISTRACTED DRIVING OTS	CHRIS COCHRAN	Office of Traffic Safety	04/26/2014 06:12 AM	014:14
Economy, Finances; Science	ViewPoints	Bitcoin: What it is and why we need to take it seriously; Women of the Atomic Age	Peter Leeds, Joe Deaux; Craig Nelson, Denise Kiernan	04/26/2014 06:27 AM	027:57
Animal Shelter	TA COM MTRS - ROSIE VALLEY ANIMAL CENTER	VALLEY ANIMAL CENTER	Valley Animal C	05/03/2014 06:00 AM	016:39
Community	TA COM MTRXS - CENTRAL CAL BLOOD CENTER BLOOD DRIVE WIT	CLOVIS WEST BLOOD DRIVE	CA Blood Ctrs	05/03/2014 06:16 AM	013:31
History; Family	ViewPoints	The Gun that Changed History: The Colt Revolver; Twin Loss and Bereavement	Robert Lautner; Mary Rockefeller Morgan, Dr Nancy Segal	05/03/2014 06:31 AM	027:57

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
LITERACY	TA COM MTRXS - LIBRARY FOR LONDON	ROBERT ISQUIERDO	LIBRARY FOR LONDON, CALIFORNI	05/10/2014 06:00 AM	016:15
Education	COM MTRS - JUSTIN ARTE AMERICAS	ARTE AMERICAS	HUMANICS AT FRESNO STATE	05/10/2014 06:16 AM	011:16
Economy, Hunfer; Science	ViewPoints	The Foodshed & Urban Gardening; The Drunken Botanist: The plants behind popular spirits	Philip Ackerman-Leist, Eric T Philip Ackerman-Leist, Eric Toensmeier; Amy Stewart	05/10/2014 06:28 AM	027:56
POVERTY	TA COM MTRXS DIAPER DRIVE	REBECCA ABEL	St. Agnes Women	05/17/2014 06:00 AM	013:09
Safety	TA COM MTRXS - DISTRACTED DRIVING OTS/REPLAY	CHRIS COCHRAN	Office of Traffic Safety	05/17/2014 06:13 AM	013:40
Community Involvement	ViewPoints	How a social progam can start small and grow; Sustainable Fishing: Is farming the answer?	Adam Braun; Meriel Brooks, Ri Adam Braun; Meriel Brooks, Rick Moonen	05/17/2014 06:27 AM	027:58
Veterens	Blue Star Moms	Services for families of military members	Rhonda Gilmore	05/24/2014 06:00 AM	009:50
Veterans	Wounded Warrior Project	Support for wounded veterans	Rhonda Gilmore	05/24/2014 06:10 AM	011:52
Education, Poverty; Veterans	ViewPoints	Making Education in Poor Areas Better and More Fair; An amazing story of heroism - by the enemy!	Greg Duncan, John Kuhn; Adam Makos	05/24/2014 06:22 AM	027:58
Animal Shelter	TA COM MTRXS - CATHOUSE ON THE KINGS	CAT HOUSE ON THE KINGS	CAT HOUSE ON THE KINGS	05/31/2014 06:00 AM	015:40

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
Public safety	California Department of Insurance	Uninsured motorists – Low cost insurance	Alice Lopez	05/31/2014 06:15 AM	009:09
History, Government; Family	ViewPoints	We'll talk to a biographer, and a historian about Madison, his presidency, personal life and how his contributions to our founding are still being discussed today; Baby Names: Why and how parents choose them.	Lynne Cheney, Kenneth C. Davis; Jennifer Griffin, Jonah Berger	05/31/2014 06:25 AM	027:57
Crime	TA COM MTRXS - DEPT. OF CORRECTIONS	RECRUITING OFFICER MARK EVANS	DEPT. OF CORRECTIONS	06/07/2014 06:00 AM	011:16
Children	TERI COMM MATTERS NANCY CONWAY BIG SIS/BIG BROS.	Becoming a big brother big sister	Nancy conway	06/07/2014 06:11 AM	014:09
Family, alcoholism; pets	ViewPoints	A Son Remembers His Father, Jack Lemmon; Cat Care During the Dog Days of Summer	Chris Lemmon; Dr. Marty Becker, Jackson Galaxy	06/07/2014 06:26 AM	027:58
ADULT ABUSE	TA COM MTRXS - MARJOREE MASON CENTER	GENELLE TAYLOR KUMPE / EXEC. DIRECTOR	MARJOREE MASON CENTER	06/14/2014 06:00 AM	012:52
Poverty / Shelter / Hunger	TA COM MTRXS - CATHOLIC CHARITIES FALL HARVEST	CATHOLIC CHARITIES	CATHOLIC CHARITIES	06/14/2014 06:13 AM	014:25
Religion; consumerism	ViewPoints	Pope Francis: What changes can we expect in the Church?; The High Cost of Cheap Fashion.	John Thavis, Dr. Joe Wenke; Elizabeth L. Cline	06/14/2014 06:28 AM	027:58
community	California Blood center	American Pride Blood Drive	Yvonne Knox	06/21/2014 06:00 AM	013:35
poverty	Meals Program for the	Feeding the homeless and hungry	Justin Komimoto	06/21/2014	014:43

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
	hungry and homeless			06:13 AM	
Family; Culture, education	ViewPoints	Michael Jordan: The Life; Creating a Consensus: Bringing diverse groups together	Roland Lazenby; Betsy Leondar-Wright	06/21/2014 06:29 AM	027:57
Pet Adoption	TA COM MTRXS - VALLEY OAK SPCA	PATRICIA CHAMBERS	VALLEY OAK SPCA	06/28/2014 06:00 AM	013:57
Children	TA COM MTRXS - GIRL SCOUTS	PATTY CRAVEN	Girl Scouts	06/28/2014 06:14 AM	015:52
Discrimination, equality	ViewPoints	Discrimination and steps to take to finally bring equality for all.	F. Michael Higginbotham, Suzanna Walters, Ellen Bravo	06/28/2014 06:30 AM	027:58

**Section II  
NETWORK (and/or SYNDICATED) PROGRAMMING**

Section II lists the network-provided (and/or syndicated) programming that the station broadcast during the preceding calendar quarter that addresses community issues.

ISSUE	PROGRAM / TITLE	DESCRIPTION	DATE/TIME	DURATION
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(Insert network and/or syndicator-provided programs lists here.)

**Section III  
PUBLIC SERVICE ANNOUNCEMENTS**

Section III lists public service announcements that the station broadcast during the preceding calendar quarter that address community issues.

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
Air Polution	valley air district	000:30	041
Animal Shelter	Valley Animal	000:31	040
BULLYING	Stopbullying.gov	000:30	079
Cancer Awarenes	LEUKEMIA LYMPHOMA SOCIETY	000:31	038
Children	Big Brothers	000:30	042
Community	United Way	000:30	046
Community Involvement	POLICE WEEK	000:33	007
Community Involvement	United Way	001:00	377
DUI	Nat. Hwy. Traffic Safety Adm.	000:30	067
DUI	R.A.D.D.	000:30	074
Economy/Education.	Amer. Institute of CPA's	000:30	075
Economy/Education.	FeedThePig.org	000:30	135
Economy/Education.	FeedThePig.org	000:59	738
Education	EveryoneOn.org	000:30	059
Education	Teach.org	000:15	103
Education	Teach.org	000:30	142
Education	Teach.org	001:00	709
Education	US Army	000:15	047
Education	US Army	000:30	062



ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
Education	US Army	001:00	361
Emergency Preparedness	www.ready.gov	001:00	720
Environment / Air / Water	Keep America Beautiful	000:20	038
Environment / Air / Water	Keep America Beautiful	000:30	068
Environment / Air / Water	Keep America Beautiful	001:00	370
Environment / Air / Water	US Dept. of Energy	000:15	137
Environment / Air / Water	US Dept. of Energy	000:30	198
Environment / Air / Water	US Dept. of Energy	000:59	367
Environment / Air / Water	US Dept. of Energy	001:00	1075
Environment / Air / Water	US Forest Service	000:59	727
Environment / Air / Water	US Forest Service	001:00	367
Family	Hinds Hospice	000:31	037
Health	AMERICAN LUNG ASSOCIATION	000:30	039
Health	AMERICAN STROKE ASSOCIATION	000:30	071
Health	Autism Speaks	000:59	362
Health	Environmental Protection Agy.	000:20	043
Health	Health Mouths Health Lives	000:30	074
Health	Team In Trainin	000:30	039
Homelessness, Shelter, Abuse	Poverello House	000:30	101

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
Homelessness, Shelter, Abuse	Poverello House	000:31	232
Hunger Prevention	Feeding America	000:30	149
Hunger Prevention	Feeding America	001:00	367
MILITARY AND VETERANS	Dept. of Defense	000:30	058
MILITARY AND VETERANS	E.S.G.R.	000:30	073
MILITARY AND VETERANS	Paralyzed Veterans of America	000:15	057
MILITARY AND VETERANS	Realwarriors.net	000:29	079
MILITARY AND VETERANS	SAFE SUMMER DRIVING	000:27	004
MILITARY AND VETERANS	SAFE SUMMER DRIVING	000:28	008
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:26	025
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:30	044
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:31	218
MILITARY AND VETERANS	US AIR FORCE	000:30	074
MILITARY AND VETERANS	US Army	000:30	062
MILITARY AND VETERANS	Visalia Ave. of flags Vets.	000:31	004
Nutritional Education	USDA	000:30	072
Nutritional Education	USDA	001:00	365
Organ Donation	MatchingDonors	000:31	018
POVERTY	St. Agnes Women	000:30	040

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
Recycling	Keep America Beautiful	000:30	070
Safety	Center for Internet Security	000:56	425
Safety	Nat. Hwy. Traffic Safety Adm.	000:15	046
Safety	Nat. Hwy. Traffic Safety Adm.	000:30	153
Safety	YMCA	000:30	065
Safety, Environment	FireAdapted.org	000:15	070
Safety, Environment	FireAdapted.org	000:30	244
Safety, Environment	FireAdapted.org	001:00	834
SELF ESTEEM	Robert R. McCormick Foundatio	000:30	076