

KCBL
Fresno, CA
Quarterly Issues/Programs List
Fourth Quarter, 2016
01/05/2017

KCBL
Quarterly Issues/Programs List

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:

- **Activism; Mental Health:** Remembering the Activism of Tom Hayden; Brain Briefs: How our minds perceive the world
- **Adoption:** ADOPTION AND HELP
- **ADULT ABUSE:** MARJAREE MASON CENTER
- **Air Polution:** VALLEY AIR DISTRICT
- **Animal Shelter:** VALLEY ANIMAL CENTER FALL FRENZY
- **Cancer Awarenes:** CAROL FARRIS DISCOVERY SHOP MANAGER
- **Children:** PROGRAM MANAGER
- **Children; Safety, Health:** MARISSA WHEELLOCK
- **Community; Bullying:** Supporting Libraries; Dealing with Shame and Bullying
- **Crime; Phycology:** Solving crimes with new technology; What we love about time travel
- **DISTRACTED DRIVING:** CHRIS COCHRAN

- **Economics; Politics:** Closing the Wage Gap: Two diverse opinions; Henry Clay The great American statesman you should know
- **Education; Nutrition:** Does Where You Go To College Matter?; Holiday Cooking Without Fear
- **HANDICAP SERVICES:** SHELENA HEBER - DIRECTOR OF OPERATIONS
- **History; Children:** Women in the Civil War; Value of Face-to-Face Communication for Kids
- **History; Health:** The Gatekeeper: Missy LeHand and FDR; Urban Farming: Helping people do more than eat healthy
- **History; Psychology:** Christmas at the Battle of the Bulge; Using The Voices in Your Head
- **Involvement; Environment:** Anyone can find a science project they can help advance; Helping Animals Weather Natural Disasters
- **Mental health; privacy:** Dealing With Holiday Stress; Internet Privacy: How You Can Fight Snooping Online
- **Mental hlth; education:** Dealing With Fear in Life; Teaching Kids to Read by Expanding Their World
- **MILITARY AND VETERANS:** RHONDA GILMORE AND CHRIS
- **Poverty / Shelter / Hunger:** FOOD DRIVE
- **Recreation; Family:** Atlas Obscura: Celebrating Unique Destinations; : Raising Human Beings: Dealing with kids
- **UNITED WAY:** LINDSAY CALLAHAN

**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
HANDICAP SERVICES	COMMUNITY MATTERS - VALLEY CENTER FOR THE BLIND	SHELLENA HEBER - DIRECTOR OF OPERATIONS	SHELLENA HEBER	10/01/2016 06:00 AM	014:18
Air Pollution	COMMUNITY MATTERS - VALLEY AIR DISTRICT	HEATHER HEINKS	HEATHER HEINKS VALLEY AIR DIS	10/01/2016 06:14 AM	014:26
History; Health	Viewpoints	The Gatekeeper: Missy LeHand and FDR; Urban Farming: Helping people do more than eat healthy	Kathryn Smith; Michael Ableman, Deirdre Bradley-Turner	10/01/2016 06:29 AM	027:57
Cancer Awareness	COMMUNITY MATTERS - AMERICAN CANCER SOCIETY	CAROL FARRIS DISCOVERY SHOP MANAGER	CAROL FARRIS	10/08/2016 06:00 AM	014:56
Animal Shelter	COMMUNITY MATTERS - VALLEY ANIMAL CENTER	VALLEY ANIMAL CENTER FALL FRENZY	NINA TONNU	10/08/2016 06:15 AM	014:42
Involvement; Environment	Viewpoints	Anyone can find a science project they can help advance; Helping Animals Weather Natural Disasters	Mary Ellen Hannibal, Geoff LeBaron; Jeff Dorson	10/08/2016 06:30 AM	027:58
Animal Shelter	COMMUNITY MATTERS - PINKY PAWS	KRYSTAL RIVIERA PINKY PAWS	Krystal Riviera	10/15/2016 06:00 AM	014:44
Public Safety	COMMUNITY MATTERS - EARTHQUAKE	CHRIS NANCE EARTHQUAKE AUTHORITY	CHRIS NANCE	10/15/2016 06:14 AM	014:08
Mental hlth; education	Viewpoints	Dealing With Fear in Life; Teaching Kids to Read by Expanding Their World	Brad and Kasey Willis; Robert Pondiscio	10/15/2016 06:29 AM	027:55
Children; Safety, Health	COMMUNITY MATTERS - RONALD MCDONALD	RONALD MCDONALD House	MARISSA WHEELock	10/22/2016 06:00 AM	013:36
DISTRACTED	COMMUNITY MATTERS -	HALLOWEEN Traffic Safety	CHRIS COCHRAN	10/22/2016	015:38

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
DRIVING	HALLOWEEN OTS			06:13 AM	
Recreation; Family	Viewpoints	Atlas Obscura: Celebrating Unique Destinations; : Raising Human Beings: Dealing with kids	Dylan Thuras; Dr. Ross Greene	10/22/2016 06:30 AM	027:54
Adoption	COMMUNITY MATTERS - INFANT OF PRAGUE	ADOPTION AND HELP	DEBBIE MEULLER	10/29/2016 06:00 AM	016:12
MILITARY AND VETERANS	COMMUNITY MATTERS - BLUE STAR MOMS	BLUE STAR MOMS RHONDA GILMORE AND CHRIS	RHONDA GILMORE	10/29/2016 06:16 AM	013:51
History; Children	Viewpoints	Women in the Civil War; Value of Face-to-Face Communication for Kids	Karen Abbott; Patricia Greenfield, Susan Pinker	10/29/2016 06:30 AM	027:58
Poverty / Shelter / Hunger	COMMUNITY MATTERS - CATHOLIC CHARITIES	FOOD DRIVE	Jody Hudson	11/05/2016 06:00 AM	016:28
UNITED WAY	COMMUNITY MATTERS - UNITED WAY	UNITED WAY LINDSAY CALLAHAN	LINDSAY CALLAHAN	11/05/2016 06:16 AM	013:14
Community; Bullying	Viewpoints	Supporting Libraries; Dealing with Shame and Bullying	Dr. Timothy Crist, Karin Slaughter; Dr. Frank Farley, Liz Pryor	11/05/2016 06:30 AM	027:58
Senior Care	COMMUNITY MATTERS - VALLEY CAREGIVER RESOURCE CENTER	Alzheimer's Care	David Reed	11/12/2016 06:00 AM	011:22
Animal Shelter	COMMUNITY MATTERS - ANIMAL SAFETY - BETH CAFFEREY	Animal Safety BETH CAFFEREY	BETH CAFFEREY	11/12/2016 06:11 AM	018:09
Activism; Mental Health	Viewpoints	Remembering the Activism of Tom Hayden; Brain Briefs: How our minds perceive the world	Tom Hayden; Bob Duke	11/12/2016 06:30 AM	027:55
Cancer awareness	COMMUNITY MATTERS - Fundraiser for Cancer	Jingle Bell Run	Nancy Talley & Mike Herman	11/19/2016 06:00 AM	014:00

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
Homeless	COMMUNITY MATTERS - Fresnos meals	Blanket drive for homeless	Justin Kamimoto	11/19/2016 06:14 AM	014:57
Military veterans; Mental Health	Viewpoints	Fighter Pilot: The Jimmy Stewart You Didn't Know; Advice for success in making resolutions	Robert Matzen; M.J. Ryan	11/19/2016 06:29 AM	027:55
Youth	COMMUNITY MATTERS - Trinity Development Center	Underserved youth	Karissa Aston	11/26/2016 06:00 AM	014:12
poverty	COMMUNITY MATTERS - Salvation Army	Bell ringing for holidays	Major Carol Abella	11/26/2016 06:14 AM	014:45
Education, Science	Viewpoints	THE ICK FACTOR: TEACHING KIDS SCIENCE; TEACHING KIDS TO GIVE BACK	Chris Martine, Jessica Garrett; Sarah Linden and Tyler Knott Gregson	11/26/2016 06:29 AM	027:58
Animal Shelter	COMMUNITY MATTERS - BRIDGETTE BOOTHE	FRESNO BULLY RESCUE	BRIDGETTE BOOTHE	12/03/2016 06:00 AM	016:53
Air Pollution	COMMUNITY MATTERS - VALLEY AIR DISTRICT	VALLEY AIR DISTRICT	ANA STONE - VALLEY AIR DISTRI	12/03/2016 06:17 AM	013:21
Education; Nutrition	Viewpoints	Does Where You Go To College Matter?; Holiday Cooking Without Fear	Frank Bruni, Joshua Steckel; Julia Turshen	12/03/2016 06:31 AM	027:58
Community health	COMMUNITY MATTERS - Central CA Blood Center	Desperate need for blood	Leslie Botos	12/10/2016 06:00 AM	013:31
Poverty	COMMUNITY MATTERS - Poverello House	Donations for those in need	Cruz Avila	12/10/2016 06:13 AM	015:55
Economics; Politics	Viewpoints	Closing the Wage Gap: Two diverse opinions; Henry Clay The great American statesman you should know	Chuck Collins, Kyle Hauptman; Harlow Giles Unger	12/10/2016 06:30 AM	027:59
Public Safety	COMMUNITY MATTERS - OTS HOLIDAY DRIVING	Holiday Driving/Distracted Driving	Chris Cochran	12/17/2016 06:00 AM	015:07

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
Animal Shelter	COMMUNITY MATTERS - VALLEY ANIMAL CENTER	Holiday events and fundraisers	Nina Tonnu	12/17/2016 06:15 AM	013:18
History; Psychology	Viewpoints	Christmas at the Battle of the Bulge; Using The Voices in Your Head	Stanley Weintraub; : Dr. Charles Fernyhough; Dr. Ethan Kross	12/17/2016 06:29 AM	027:58
Environment	COMMUNITY MATTERS - LEE AYERS	Planting Drought Tolerant trees / community involvement	Lee Ayers	12/24/2016 06:00 AM	013:48
Poverty	COMMUNITY MATTERS -	Food donations for holidays	Andy Souza	12/24/2016 06:14 AM	014:59
Mental health; privacy	Viewpoints	Dealing With Holiday Stress; Internet Privacy: How You Can Fight Snooping Online	Dr. Mary Lamia, Paul Huljich; Julia Angwin; William Kling	12/24/2016 06:29 AM	027:58
Children	COMMUNITY MATTERS - UNITED WAY ASHLEY MCBRIDE	PROGRAM MANAGER	UNITED WAY/ASHLEY MCBRIDE	12/31/2016 06:00 AM	013:56
ADULT ABUSE	COMMUNITY MATTERS - MARJAREE MASON	MARJAREE MASON CENTER	MARJAREE MASON CNTR	12/31/2016 06:14 AM	015:17
Crime; Phycology	Viewpoints	Solving crimes with new technology; What we love about time travel	Lee Reiber, Jerry Ropelator, Patricia Cornwell; Dr. Travis Langley	12/31/2016 06:30 AM	027:57

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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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
BULLYING	Stopbullying.gov	000:30	113
Buzzed Driving Prevention	Nat. Hwy. Traffic Safety Adm.	001:00	099
Child Dental Health	2min2x.org	000:30	038
Child Dental Health	2min2x.org	001:00	091
Children; society	BOYS AND GIRLS CLUB OF FRESNO	000:30	095
Community Involvement	Goodwill	001:00	114
Community Involvement	SMALL BUSINESS SATURDAY	000:30	004
Crime	Nat. Crime Prevention Council	000:30	103
DUI	Nat. Hwy. Traffic Safety Adm.	001:00	223
DUI	R.A.D.D.	000:30	113
Education; environment	Dept. Of Forestry	001:00	117
Education; Family	Liveunited.org	000:15	079
Education; Family	Liveunited.org	000:30	038
Employment / Unemployment	Goodwill	000:30	094

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
Environment / Air / Water	US Dept. of Energy	001:00	269
Environment / Air / Water	US Forest Service	000:59	546
Health	Am Parkinson's Disease Assoc	000:30	098
Health	AMERICAN HEART ASSOCIATION	000:29	100
Health	AMERICAN STROKE ASSOCIATION	000:30	112
Health	Asthma and Allergy Fndtn	000:30	111
Health	Prediabetes.org	001:00	112
Health	Strokeawareness.org	001:00	066
HEALTH AND FITNESS	iHEART RED	000:31	001
HEALTH AND FITNESS	UNITED	000:30	040
Health; Communication	Liveunited.org	000:15	076
Health; Communication	Liveunited.org	000:30	043
High School Equivalency	Dollar General Literacy Fnd.	000:30	065
High School Equivalency	Dollar General Literacy Fndn.	000:30	066
High School Equivalency	Dollar General Literacy Fndn.	001:00	152
Homelessness, health	Liveunited.org	000:15	069
Homelessness, health	Liveunited.org	001:00	115
Learning & Attention Issues	Understood.org	000:15	093
Learning & Attention Issues	Understood.org	000:30	061
Learning & Attention Issues	Understood.org	001:00	105

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
MILITARY AND VETERANS	BOB WOODRUFF FOUNDATION	000:30	009
MILITARY AND VETERANS	Dept. of Defense	000:30	113
MILITARY AND VETERANS	E.S.G.R.	000:30	114
MILITARY AND VETERANS	Paralyzed Veterans of America	000:15	319
MILITARY AND VETERANS	Realwarriors.net	000:29	148
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:30	018
MILITARY AND VETERANS	US Army	000:30	108
Pet Adoption	ShelterPetProject.org	001:00	112
Recreation; Family	Dept. Of Forestry	000:29	041
Recreation; Family	Dept. Of Forestry	000:30	045
Recreation; Family	Dept. Of Forestry	000:59	120
SAFE DRIVING	Nat. Hwy. Traffic Safety Adm.	001:00	113
Safety	Center for Internet Security	000:56	313
Safety	Nat. Hwy. Traffic Safety Adm.	000:30	113
Safety; Health	R.A.D.D.	000:30	041
Veteran Support; Crime	FISHER HOUSE	001:01	224
Veteran Support; Crime	SHOW YOUR STRIPES	000:30	088
Wildfire Prevention	US Forest Service	000:30	044
Wildfire Prevention	US Forest Service	001:00	090