

KCBL
Fresno, CA
Quarterly Issues/Programs List
First Quarter, 2014
03/31/2014

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:

- **Animal Shelter:** VALLEY ANIMAL CENTER
 - **Bullying; Economy:** Bullying and Hazing: dealing with the fallout; Long-Term Unemployed: Its more than just a financial
 - **Education; Family:** Projects that Make Learning Science Fun; Family Trees: What you can find; why it's important
 - **Environment; Culture:** Wildlife Encroachment & Encounters; Deadline Artists: How columnists define our culture
 - **Environment; government:** Drought and Water Conservation; George Washington and the Making of the Presidency
 - **Health:** PROMO A TEACHERS JOB FAIR FOR CUSD
 - **History; Health:** America's History Through Objects & Artifacts; New Year's Resolutions: How to make them to keep them
 - **Pet Adoption:** WALK A DOG A THON EVENT
 - **Poverty / Shelter / Hunger:** JODY HUDSON
 - **Poverty; Child development:** Dorothea Lange: Great Depression/Dust Bowl Photographer; How dark and gory books affect children
 - **Safety:** LYDIA SANTILLAN
 - **Safety; com involvement:** A SAFE PLACE/PEGGY AND JOE
-

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
ANIMALS	CMT MTRS	HEART OF THE HORSE THERAPY RANCH	GUY ADAMS/JACK HANNAH	01/04/2014 06:00 PM	014:35
History; Health	ViewPoints	America's History Through Objects & Artifacts;New Year's Resolutions: How to make them to keep them	Richard Kurin; Frank Farley, Paul McKenna	01/04/2014 06:15 AM	027:53
Animals	TA COM MTRS - VALLEY ANIMAL CENTER	ROSIE DAVENPORT	Valley Animal	01/11/2014 06:00 AM	014:26
Health	TA COM MTRS - TEAM IN TRAINING!	BECKY BROWN AND CORRINA MENDOZA LEUKEMIA LYMPHOMA SOCIETY	Team In Trainin	01/11/2014 06:14 AM	015:40
Poverty; Child development	ViewPoints	Dorothea Lange: Great Depression/Dust Bowl Photographer; How dark and gory books affect children	Elizabeth Partridge; Adam Gidwitz, Anthony Horowitz	01/11/2014 06:30 AM	027:55
Health	TA COM MTRXS - KELLY AVANTS	PROMO A TEACHERS JOB FAIR FOR CUSD	CLOVIS UNIFIED SCHOOL DIST.	01/18/2014 06:00 AM	012:00
Poverty / Shelter / Hunger	TA COM MTRXS - JODY HUDSON CATHOLIC CHARITIES	JODY HUDSON	CATHOLIC CHARITIES	01/18/2014 06:12 AM	013:25
Environment; Culture	Viewpoints	Wildlife Encroachment & Encounters; Deadline Artists: How columnists define our culture	Ben Kilham; Errol Louis and John Avlon	01/18/2014 06:26 AM	027:59
Community kids	TA COM MTRXS - JOE PROADO	Junior league of fresno	Joe proado	01/25/2014 06:00 AM	024:54
Children;	ViewPoints	Technology: Too much tech	Anne Katherine,	01/25/2014	027:58

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
Mental Health		for our kids?; Goodman discusses her childhood with her artist father and how his life and hers changed after he contracted early-onset Alzheimer's.	Rob Weiss; Tanya Ward Goodman	06:25 AM	
Animal Shelter	TA COM MTRXS - BETH CAFFEREY	CAT ADOPTION EVENT	CAT HOUSE ON THE KINGS	02/01/2014 06:00 AM	014:07
Health	TA COM MTRS - TEAM IN TRAINING!	BECKY BROWN AND CORRINA MENDOZA LEUKEMIA LYMPHOMA SOCIETY	Team In Trainin	02/01/2014 06:14 AM	015:40
Employment; mental health	ViewPoints	Resumes and Digital Interviews: What you need to know; Phobias: Living in a fearful world	Amy Kristof-Brown, Paul J. Bailo; Dr. Dean McKay, Dr. David Tolin	02/01/2014 06:30 AM	027:57
Health	TA COM MTRXS - GO RED FASHION SHOW	GO RED FOR HEART DISEASE/AMERICAN HEART ASSOCIATION	AMERICAN HEART ASSOCIATION	02/08/2014 06:00 AM	017:40
Health	TA COM MTRXS - CENTRAL CAL BLOOD CENTER BLOOD DRIVE WIT	CLOVIS WEST HIGH BLOOD DRIVE FOR CAL BLOOD CENTER	CA Blood Ctrs	02/08/2014 06:17 AM	013:31
Education; Family	ViewPoints	Projects that Make Learning Science Fun; Family Trees: What you can find; why it's important	Stephen Voltz and Fritz Grobe; Ori Soen, David Lask	02/08/2014 06:32 AM	027:57
SAFETY	CMTY MTRS	DRUNK/DISTRACTED DRIVING HOLIDAYS	CHRIS COCHRAN	02/15/2014 06:00 AM	014:07
Health	TA COM MTRXS - CENTRAL CAL BLOOD CENTER BLOOD DRIVE WIT	CLOVIS WEST HIGH BLOOD DRIVE FOR CAL BLOOD CENTER	CA Blood Ctrs	02/15/2014 06:14 AM	013:31

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
Environment; government	ViewPoints	Drought and Water Conservation; George Washington and the Making of the Presidency	Dr. Mark LeChevallier, John RogersHarlow Giles Unger	02/15/2014 06:28 AM	027:59
SAFETY	CMTY MTRS	DRUNK/DISTRACTED DRIVING HOLIDAYS	CHRIS COCHRAN	02/22/2014 06:00 AM	014:07
Animal Shelter	TA COM MTRS - ROSIE VALLEY ANIMAL CENTER	VALLEY ANIMAL CENTER	Valley Animal	02/22/2014 06:14 AM	016:39
Environment; Health	ViewPoints	Maple Syrup: There's more to it than you might think; A former teacher who is battling brain cancer and who traveled around the country to find out if his students thought he made a difference in their lives.	Dr. Michael Farrell, Douglas Whynott; David Menasche	02/22/2014 06:31 AM	027:58
Pet Adoption	TA COM MTRXS - VALLEY OAK SPCA - WALK A DOG A THON	WALK A DOG A THON EVENT	VALLEY OAK SPCA	03/01/2014 06:00 AM	013:00
Children	TA COM MTRS - HEART OF THE HORSE THERAPY RANCH	CONCERT TO BENEFIT HEART OF THE HORSE	HEART OF THE HORSE THERAPY RA	03/01/2014 06:13 AM	014:35
Family, Science	ViewPoints	Secrets and Lies: How they can change our lives; History of Physics: Why it's important and fun to learn	Dr. Robert Feldman, Jane Isay; Tom Jackson	03/01/2014 06:28 AM	027:58
Community health	TA COM MTRXS -	MS AWARENESS AN WALK	FOTINI ALFIERIS	03/08/2014 06:00 AM	014:27
Community support	TA COM MTRXS - POVERELLO HOUSE	Poor impoverished	KATHRYN WEAKLAND	03/08/2014 06:14 AM	017:20
Family,	ViewPoints	Adventures in manhood and	Joel Stein; Susan	03/08/2014	027:58

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
Employment		about what he learned from the experiences and the men who schooled him.; How to Work a Room: Navigating business and social events	RoAne	06:32 AM	
Safety	TA COM MTRXS - CTAP HEALTH FAIR	LYDIA SANTILLAN	CALIFORNIA TELEPHONE ACCESS P	03/15/2014 06:00 AM	016:15
Safety; com involvement	TA COM MTRXS - YOUTH OUT REACH SAFE PLACE	A SAFE PLACE/PEGGY AND JOE	EEOC/A SAFE PLACE	03/15/2014 06:16 AM	017:57
Bullying; Economy	ViewPoints	Bullying and Hazing: dealing with the fallout; Long-Term Unemployed: Its more than just a financial	Jodee Blanco, Dr. Nadine Kaslow; Ofer Sharone	03/15/2014 06:35 AM	027:54
Income Tax	TA COM MTRXS - CTEC GRETA ZEIMATZ - BOARD OF DIRECTORS	CALIFORNIA TAX EDUCATION COUNCIL	CTEC	03/22/2014 06:00 AM	012:01
government	TA COM MTRXS - AUGIE BLANCAS - WE CONNEC	obamacare	AUGIE BLANCAS	03/22/2014 06:12 AM	015:48
Employment; Education, crime	ViewPoints	Choosing the Boss: What makes a great CEO?; Pranksters: How pranks, hoaxes & cons affect us and our world	Bill Pasmore, Adam Bryant; Kembrew McLeod	03/22/2014 06:28 AM	027:58
Income Tax	TA COM MTRXS - CTEC GRETA ZEIMATZ - BOARD OF DIRECTORS	CALIFORNIA TAX EDUCATION COUNCIL	CTEC	03/29/2014 06:00 AM	012:01

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
Community health-	TA COM MTRXS - LLS - BETHANIE MILLS AND	Advances in studies on blood cancers and support for community	BETHANIE MILLS	03/29/2014 06:12 AM	013:31
Crime; Mental Health	ViewPoints	Human Trafficking and Its Toll; how research into brain function is opening up new areas of understanding the mind and its possibilities	Melysa Sperber; Kay Buck; Dr. Michio Kaku	03/29/2014 06:26 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
-------	-----------------	-------------	-----------	----------

(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
Kids	CC PSA - Rotary Storyland - KCBL	000:30	028
Drunk Driving	CC PSA MADD - MOTHERS AGAINST DRUNK DRIVING	000:31	014
Safety	Fire Adapted Community	001:00	001
BULLYING	Stopbullying.gov	000:30	067
Cancer Awarenes	L and L Society	000:30	034
Community	Fresno Flood Co	000:31	041
Community	Multiple Sclerosis	000:31	032
Community	United Way	000:30	050

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
Community	valley air district	000:26	036
Community Involvement	L and L Society	000:31	040
Community Involvement	United Way	001:00	412
Community Involvement	valley air district	000:31	041
DUI	Nat. Hwy. Traffic Safety Adm.	000:30	064
DUI	R.A.D.D.	000:30	059
Economy/Education.	Amer. Institute of CPA's	000:30	066
Economy/Education.	FeedThePig.org	000:30	118
Economy/Education.	FeedThePig.org	000:59	829
Education	EveryoneOn.org	000:30	045
Education	Teach.org	000:15	041
Education	Teach.org	000:30	120
Education	Teach.org	001:00	815
Education	US Army	000:15	018
Education	US Army	000:30	067
Education	US Army	001:00	406
Emergency Preparedness	www.ready.gov	001:00	818
Environment / Air / Water	Keep America Beautiful	000:20	001
Environment / Air / Water	Keep America Beautiful	000:30	061
Environment / Air / Water	Keep America Beautiful	001:00	412
Environment / Air / Water	US Dept. of Energy	000:15	058
Environment / Air / Water	US Dept. of Energy	000:30	168
Environment / Air / Water	US Dept. of Energy	000:59	402
Environment / Air / Water	US Dept. of Energy	001:00	1249
Environment / Air / Water	US Forest Service	000:59	807
Environment / Air / Water	US Forest Service	001:00	402
Health	AMERICAN STROKE ASSOCIATION	000:30	058
Health	Autism Speaks	000:59	415
Health	Environmental Protection Agy.	000:20	004

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
Health	Health Mouths Health Lives	000:30	070
HEALTH AND FITNESS	AMERICAN HEART ASSOCIATION	000:30	030
Homelessness, Shelter, Abuse	Poverello House	000:30	108
Homelessness, Shelter, Abuse	Poverello House	000:31	209
Hunger Prevention	Feeding America	000:30	122
Hunger Prevention	Feeding America	001:00	415
MILITARY AND VETERANS	Dept. of Defense	000:30	054
MILITARY AND VETERANS	E.S.G.R.	000:30	068
MILITARY AND VETERANS	Paralyzed Veterans of America	000:15	019
MILITARY AND VETERANS	Realwarriors.net	000:29	040
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:29	124
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:30	271
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:31	060
MILITARY AND VETERANS	US AIR FORCE	000:30	063
MILITARY AND VETERANS	US Army	000:30	062
Nutritional Education	USDA	000:30	060
Nutritional Education	USDA	001:00	404
Organ Donation	MatchingDonors	000:31	017
Recycling	Keep America Beautiful	000:30	064
Safety	Center for Internet Security	000:56	441
Safety	Nat. Hwy. Traffic Safety Adm.	000:15	023
Safety	Nat. Hwy. Traffic Safety Adm.	000:30	126
Safety	YMCA	000:30	061

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
Safety, Environment	FireAdapted.org	000:15	039
Safety, Environment	FireAdapted.org	000:30	288
Safety, Environment	FireAdapted.org	001:00	1228
SELF ESTEEM	Robert R. McCormick Foundatio	000:30	071