

KCBL  
Fresno, CA  
Quarterly Issues/Programs List  
Second Quarter, 2015  
06/30/2015

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:

- Water/drought
  - Future of Fresno and downtown
  - Trust in police
  - Issues important to Fresno's black community
  - Safety in our neighborhoods
  - Concern over the release of prisoners
  - The need to donate blood
  - the realities of domestic violence
  - the problems with bullying in our schools
  - frank discussions on race relations
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**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
Mental health; privacy	CMT MTRS - pt 1 CONTINUUM OF CARE FRESNO MADERA	JODY KETCHESIDE BOARD CHAIR	CONTINUUM OF CARE FRESNO/MADE	04/04/2015 06:00 AM	009:21
Mental health; privacy	CMT MTRS - Part 2 PROP 63/MENTAL HEALTH SERVICES PART 2	MENTAL HEALTH INTERVIEW/RITA CLIENTPART 2	MENTAL HEALTH SERVICES ACCOUN	04/04/2015 06:09 AM	012:47
Equality; Employment	ViewPoints	Can and should Race be taught in school; Understanding interrogation techniques for job interviews.	Lawrence Blum, Todd Pittinsky; Maryann Karinch	04/04/2015 06:23 AM	027:55
MILITARY AND VETERANS	TA COM MTRXS - WOUNDED WARRIOR	RHONDA GILMORE	WOUNDED WARRIOR PROJECT	04/11/2015 06:00 AM	009:09
Community	TA COM MTRXS - MAILE MARTIN	ASIAN FEST	FRESNO COLLEGE	04/11/2015 06:09 AM	013:33
Safety; Family	ViewPoints	Cybercrime in business and in our homes is growing; Learning to incorporate your aspirations into your life	Marc Goodman, Adam Rouse; Nathan Gebhard	04/11/2015 06:23 AM	027:56
FUND RAISING/WALK	TA COM MTRXS - FOTINI ALFIRIS	MS SOCIETY - UPCOMING MS WALK	Multiple Sclerosis	04/18/2015 06:00 AM	012:01
Community Safety	Com Matters – Chris Cochran	Chris Cochran	Office of Traffic Safety	04/18/2015 06:12 AM	011:52

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
Recreation; Family	ViewPoints	Travel tips for saving money and aggravation; The Joy of Missing Out: Getting off the Internet	Chris McGinnis; Christina Crook	04/18/2015 06:24 AM	027:58
Mental health; privacy	CMT MTRS - pt 1 CONTINUUM OF CARE FRESNO MADERA	JODY KETCHESIDE BOARD CHAIR	CONTINUUM OF CARE FRESNO/MADE	04/25/2015 06:00 AM	009:21
Mental health; privacy	CMT MTRS - Part 2 PROP 63/MENTAL HEALTH SERVICES PART 2	MENTAL HEALTH INTERVIEW/RITA CLIENTPART 2	MENTAL HEALTH SERVICES ACCOUN	04/25/2015 06:09 AM	012:47
Science, Education; Education	ViewPoints	An astronaut talks about science and math education; Creativity in Technology and Art	Mark Kelly; Miranda July, Mark Barde	04/25/2015 06:23 AM	027:56
Children	TA COM MTRXS - ANGEL BABY WALK	ANGEL BABY WALK/HINDS HOSPICE	Hinds Hospice	05/02/2015 06:00 AM	010:04
Cancer Awarenes	TA COM MTRXS - TEAM IN TRAINING	BECKY BROWN AND LISA ANN	LEUKEMIA LYMPHOMA SOCIETY	05/02/2015 06:10 AM	011:33
History; Law/rights	ViewPoints	What makes a good baseball film? The Bill of Rights: New thoughts on its structure and meaning	Brother Gerry Molyneaux, Mark Donahue; Burt Neuborne	05/02/2015 06:22 AM	027:55
Teachers/Community	iHeart thank america's teachers	National Teachers appreciation week	Thanking America's Teachers	05/09/2015 06:00 AM	030:01
Technology; Science, Equality	ViewPoints	A look at the life of the Apple co-founder: Steve Jobs; The Noted Women of the Nuclear Age	Rick Tetzeli; Craig Nelson, Denise Kiernan	05/09/2015 06:30 AM	027:58
Animal Shelter	TA COM MTRXS NINA TONNU - VALLEY ANIMAL CENTER	SUPERADOPTION EVENT	Valley Animal	05/16/2015 06:00 AM	011:53

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
Poverty / Shelter / Hunger	TA COM MTRXS POVERELLO HOUSE	CRUIZ AVILA - POVERELLO HOUSE	Poverello House	05/16/2015 06:11 AM	015:42
Education; Health	ViewPoints	The Importance of Letters; Healthier Ethnic Cooking and Sweets	Shaun Usher; Caroline Randall Williams, Leah Koenig, Joanne Chang,	05/16/2015 06:28 AM	027:56
MILITARY AND VETERANS	COMM MATTERS - BLUE STAR MOMS	Rhonda Gilmore	Blue Star Moms	05/23/2015 06:00 AM	011:30
Health	COMM MATTERS - HINDS HOSPICE	Samantha Schuh	Hinds Hospice	05/23/2015 06:11 AM	014:51
Quality of life; elderly	ViewPoints	Getting Things Done: It's all in the planning; Eldercare: Challenges for the Future	David Allen; Ai-Jen Poo	05/23/2015 06:27 AM	027:56
Community Involvement	COMM MATTERS - SERBIAN FEST	COMMUNITY FESTIVAL	ST GEORGE GREEK ORTHODOX CHUR	05/30/2015 06:00 AM	013:52
Poverty / Shelter / Hunger	WEST CARE SHAWN AND GABBY	Alzheimer/Dementia Care	WEST CARE NON PROFIT	05/30/2015 06:14 AM	012:00
Education; environment	ViewPoints	How choosing a college can affect your life in school and after; The unusual side of gardening.	Rick Tetzeli; Craig Nelson, Denise Kiernan	05/30/2015 06:26 AM	027:58
Air Polution	COMM MATTERS - VALLEY CAN	Event to help those in need get their cars smogged	valley air district	06/06/2015 06:00 AM	012:02
SENIOR CITIZENS	TERIANN - S.A.F.E. PEGGY TRUEBLOOD	Fall prevention for seniors	S.A.F.E. - FALL PREVENTION	06/06/2015 06:12 AM	012:26
Environment; Family	ViewPoints	The Psychology of Climate Change; The Empty Nest: How to cope when the kids leave for good	Per Espen Stoknes, Wendy Aronsson	06/06/2015 06:25 AM	027:57
Technology; Science, Equality	COMM MATTERS - CETF EDUARDO	Using internet – funding for poor	CALIFORNIA EMERGING TECHNOLOG	06/13/2015 06:00 AM	016:14

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
	GONZALEZ - BENEFITS				
Animal Shelter	COMM MATTERS - VALLEY OAK SPCA	Patricia Chambers	VALLEY OAK SPCA	06/13/2015 06:16 AM	012:19
Finances; Safety	ViewPoints	How Social Security can be funded and expanded; Boating & Water Safety	Eric J. Kingson; Lt. Andrew Perodeau, Mike Baron	06/13/2015 06:29 AM	027:57
Children	COMM MATTERS - BRUCE BATTI STORYLAND PLAYLAND	Funding Storyland	ROTARY PLAYLAND/STORYLAND	06/20/2015 06:00 AM	012:25
MILITARY AND VETERANS	COMM MATTERS - HEART OF THE HORSE THERAPY	Veteran's home	HEART OF THE HORSE THERAPY RA	06/20/2015 06:12 AM	012:04
Environment; Community	ViewPoints	A New Look at Invasive Species; The Great Fire: An unsung hero who save thousands.	Fred Pearce, Tao Orion; Lou Ureneck	06/20/2015 06:25 AM	027:58
DISTRACTED DRIVING	COMM MATTERS CHRIS COCHRAN	OFFICE OF TRAFFIC SAFETY	Office of Traffic Safety	06/27/2015 06:00 AM	011:42
Community	COMM MATTERS CHRIS SORENSEN / YVONNE KROLL	AMERICAN PRIDE BLOOD DRIVE	Cen CA Blood Ct	06/27/2015 06:11 AM	010:18
Violence; family	ViewPoints	Domestic Violence: Why it happens and how it affects the family; Paternity and Family Leave	Shannon Karl, Dr. Jay Richards; Josh Levs	06/27/2015 06:22 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
BULLYING	Stopbullying.gov	000:30	158
Children; society	BOYS AND GIRLS CLUB OF FRESNO	000:30	146
Community	United Way	000:30	152
Crime	Nat. Crime Prevention Council	000:30	134
DUI	Nat. Hwy. Traffic Safety Adm.	001:00	441
DUI	R.A.D.D.	000:30	160
Education	FARMERS INSURANCE	030:01	001
Education	Teach.org	001:00	443
Education	US Army	001:00	435
Employment / Unemployment	Goodwill	000:30	162
Environment / Air / Water	US Dept. of Energy	000:59	437
Environment / Air / Water	US Dept. of Energy	001:00	443

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
Environment / Air / Water	US Dept. of Energy	001:02	869
Environment / Air / Water	US Dept. of Energy	001:03	231
Environment / Air / Water	US Forest Service	000:59	385
Environment / Air / Water	US Forest Service	001:00	437
Health	Am Parkinson's Disease Assoc	000:30	154
Health	AMERICAN HEART ASSOCIATION	000:29	162
Health	AMERICAN STROKE ASSOCIATION	000:30	158
Health	Asthma and Allergy Fndtn	000:30	146
Health	Autism Speaks	000:59	438
Hunger Prevention	Feeding America	000:30	317
Hunger Prevention	Feeding America	001:00	447
MILITARY AND VETERANS	Dept. of Defense	000:30	155
MILITARY AND VETERANS	E.S.G.R.	000:30	158
MILITARY AND VETERANS	Paralyzed Veterans of America	000:15	133
MILITARY AND VETERANS	Realwarriors.net	000:29	195
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:28	006
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:30	003
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:31	027
MILITARY AND VETERANS	US Army	000:30	156
Nutritional Education	USDA	000:30	153

<b>ISSUE</b>	<b>ORGANIZATION OR TITLE</b>	<b>DURATION</b>	<b>RUNS</b>
Nutritional Education	USDA	001:00	440
Recycling	Keep America Beautiful	000:30	041
Safety	Center for Internet Security	000:56	492
Safety	Center for Internet Security	000:58	460
Safety	Nat. Hwy. Traffic Safety Adm.	000:15	131
Safety	Nat. Hwy. Traffic Safety Adm.	000:30	317
Veteran Support; Crime	FISHER HOUSE	001:01	441
Veteran Support; Crime	SHOW YOUR STRIPES	000:30	141