

KCBL  
Fresno, CA  
Quarterly Issues/Programs List  
Third Quarter, 2015  
10/06/2015

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
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ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
Animal Shelter	COMM MATTERS cathouse on the kings	Rescue and adoption	Beth Cafferey	07/04/2015 06:00 AM	011:11
Technology; Science, Equality	COMM MATTERS - CETF EDUARDO GONZALEZ - BENEFITS	Eduardo Gonzalez CALIFORNIA EMERGING TECHNOLOG	Eduardo Gonzalez	07/04/2015 06:11 AM	016:14
Culture; Parenting	ViewPoints	Comedy and Comedians: How do they get so funny?; Over-involved Parents	Joe Randazzo; William Joyce, Mary Jo Rapini	07/04/2015 06:28 AM	027:58
Family, health; mental health	COMM MATTERS ALZHEIMER'S WALK	BARBAR TANIMOTO AND LORI SHARP	ALZHEIMER'S ASSOCIATION	07/11/2015 06:00 AM	011:53
POVERTY	COMM MATTERS VISALIA EMERGENCY AIDE COUNCIL	LIZ WINN	VISALIA EMERGENCY AID COUNCIL	07/11/2015 06:12 AM	008:48
Crime; Community Involvement	ViewPoints	Human Trafficking: What are the costs in ruined lives and heartbreak? Philanthropy: Even small donations can have a BIG impact	Melysa Sperber, Kay Buck; Carrie Morgridge	07/11/2015 06:21 AM	027:58
Domestic violence	COMM MATTERS MARJAREE MASON CENTER	GENELLE TAYLOR KUMPE - RAE PARDINI	MARJOREE MASON CENTER	07/18/2015 06:00 AM	012:37
Community	COMM MATTERS SALV ARMY SCOOP EVENT	CAPTAIN DWAYNE BRAEZILLE	SALVATION ARMY	07/18/2015 06:12 AM	010:45
Racism; Crime	ViewPoints	THE LIFE AND MUSIC OF JAZZ LEGEND SHEILA JORDAN; THE ANATOMY OF A CRIME NOVEL	Sheila Jordan, Ellen Johnson; Patricia Cornwell	07/18/2015 06:24 AM	027:54
Adoption	COMM MATTERS TULARE KING APRILS	APRIL KESTERSON - DIRECTOR	TULARE KINGS RIGHT TO LIFE	07/25/2015 06:00 AM	013:52
Children	COMM MATTERS	Court Appointed Advocates For Children	CASA of Fresno	07/25/2015	010:58

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
	CASA			06:14 AM	
Health; Government	ViewPoints	Happiness: What is it? How do we find it?; George Washington	Tim Bono, Frederic Lenoir; Harlow Giles Unger	07/25/2015 06:25 AM	027:55
Poverty / hunger	COMM MATTERS CATHOLIC CHARITIES	Needs increasing with kids going back to school	Kelly Lilles	08/01/2015 06:00 AM	011:50
Children	COMM MATTERS ASSISTANCE LEAGUE	MARY JANE SEWILL	ASSISTANCE LEAGUE OF FRESNO	08/01/2015 06:12 AM	014:04
Mental Health; Abortion	ViewPoints	The Psychopath Inside: Not all psychopaths are dangerous criminals; Talking About Abortion and Other Touchy Topics in a New Way	Scott Lilienfeld, James Fallon; Aspen Baker	08/01/2015 06:26 AM	027:58
Animal Shelter	CATHOUSE ON THE KINGS	Animal rescue with the fires and evacuations	Beth Cafferey	08/08/2015 06:00 AM	013:57
Health	COMM MATTERS CENTRAL CAL BLOOD CNTR	CHRIS SORENSON	Cen CA Blood Ct	08/08/2015 06:14 AM	012:33
Crime, rehabilitation	ViewPoints	Women in Prison: Changed lives for the better	Lt. Brad Gray, Stacie Brown; Kelly Patterson	08/08/2015 06:27 AM	027:58
Air Polution	COMM MATTERS HEATHER HEINKS VALLEY AIR	HEATHER HEINKS VALLEY AIR	valley air district	08/15/2015 06:00 AM	014:26
ALZHEIMER'S DISEASE	ALZHEIMERS UPDATE FOR 8/16	KRISTEN HOWE EVENT CO CHAIR	ALZHEIMER'S ASSOCIATION	08/15/2015 06:14 AM	015:22
History; Finances	ViewPoints	What lists tells us about the famous and the infamous; Kids and Financial Intelligence	Shaun Usher; Dean Obenauer, Jeff Reeves	08/15/2015 06:30 AM	027:57
Animal Shelter	COMM MATTERS VALLY OAK SPCA	Event of Wine & Wags Gala	Patricia Chambers	08/22/2015 06:00 AM	014:45

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
Health	COMM MATTERS CENTRAL CAL BLOOD CNTR	CHRIS SORENSON	Cen CA Blood Ct	08/22/2015 06:14 AM	012:33
Inventions; Government	ViewPoints	The Genius of Instant Photography; Social Media and the Presidential Election	Ronald K. Fierstein; Matthew McGregor, Aria Juliet Cast	08/22/2015 06:28 AM	027:58
Blood donations	COMM MTRS CENTRAL CAL BLOOD CNTR	Blood donations with the State Fair	Dean Eller	08/29/2015 06:00 AM	015:17
Family; Ethics	ViewPoints	Cohabitation and the Law; Intelligent Disobedience: Knowing when and how to say no	Martha Ertman; Ira Chaleff	08/29/2015 06:16 AM	027:58
Safety	OPERATION LIFESAVER	NANCY SHEEHAN MCCULLOCH / STATE COORDINATOR	OPERATION LIFESAVER	09/05/2015 06:00 AM	015:19
children	Casa Crab Feed Nathan	Fundraiser	Casa Fresno	09/05/2015 06:15 AM	012:44
Environment; Employment	ViewPoints	Hunting and Poaching Wild Animals: The good and the bad sides of the practice; Digital Job Search: The new look and sound of resumes and interviews	Dr. Samuel Richards, Keith Norris, Mike Hoffmann; Amy Kristof-Brown, Paul J. Bailo	09/05/2015 06:29 AM	027:58
Cancer Awarenes	COMM MATTERS - American Cancer Society	Breast Cancer Awareness and walk coming up	Kory Tincup - survivor	09/12/2015 06:00 AM	016:07
LGBT	COMM MATTERS - REEL PRIDE	LGBT Film Festival	Augie Blancas	09/12/2015 06:16 AM	012:37
Employment; History	ViewPoints	Negotiating in the new workplace; What Does It Mean to Be From Somewhere?	Margaret Neale, Thomas Lys; Allan Johnson	09/12/2015 06:29 AM	027:57
Air pollution	COMM MATTERS HEATHER HEINKS VALLEY AIR	Polluted air in the Central Valley / Fires	Heather Heinks	09/19/2015 06:00 AM	014:26

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
Employment; Equality	ViewPoints	Long-term Unemployed: What they need to succeed; Two women who blazed their own trails	Victor Tan Chen; Emily Bingham, Victoria Shorr	09/19/2015 06:15 AM	027:57
Community Event	COMM MATTERS SCOTT SMITH DOWNTOWN VISALIANS	SCOTT SMITH DOWNTOWN VISALIANS	Scott Smith	09/26/2015 06:00 AM	014:00
Community Support	ART OF LIFE GARDEN	Art Of Life Garden for cancer survivors and families	Janelle Higton and Valerie Kellie	09/26/2015 06:14 AM	015:15
Family, children	ViewPoints	How can we make Foster Care it better for everyone involved?; The Challenges of Co-Parenting	Howard Talenfeld, Christine Spudeas; Karen Bonnell	09/26/2015 06:30 AM	027:56

**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
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ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
BULLYING	Stopbullying.gov	000:30	110
Children; society	BOYS AND GIRLS CLUB OF FRESNO	000:30	108
Community	United Way	000:30	115
Community	WOUNDED WARRIOR PROJECT	000:33	002
Community Involvement	9/11 NATIONAL DAY OF SERVICE	000:30	011
Crime	Nat. Crime Prevention Council	000:30	101
DUI	Nat. Hwy. Traffic Safety Adm.	001:00	260
DUI	R.A.D.D.	000:30	108
Education	Teach.org	001:00	259
Education	US Army	001:00	271
Employment / Unemployment	Goodwill	000:30	099
Environment / Air / Water	US Dept. of Energy	000:59	255
Environment / Air / Water	US Dept. of Energy	001:00	264
Environment / Air / Water	US Dept. of Energy	001:02	2901
Environment / Air / Water	US Dept. of Energy	001:03	872
Environment / Air / Water	US Forest Service	000:59	266
Environment / Air / Water	US Forest Service	001:00	273
Health	Am Parkinson's Disease Assoc	000:30	104
Health	AMERICAN HEART ASSOCIATION	000:29	101
Health	AMERICAN STROKE ASSOCIATION	000:30	103

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
Health	Asthma and Allergy Fndtn	000:30	108
Health	Autism Speaks	000:59	268
Hunger Prevention	Feeding America	000:30	221
Hunger Prevention	Feeding America	001:00	275
MILITARY AND VETERANS	Dept. of Defense	000:30	111
MILITARY AND VETERANS	E.S.G.R.	000:30	106
MILITARY AND VETERANS	Paralyzed Veterans of America	000:15	291
MILITARY AND VETERANS	Realwarriors.net	000:29	131
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:30	037
MILITARY AND VETERANS	US Army	000:30	103
Nutritional Education	USDA	000:30	105
Nutritional Education	USDA	001:00	265
Safety	Center for Internet Security	000:56	342
Safety	Center for Internet Security	000:58	297
Safety	Nat. Hwy. Traffic Safety Adm.	000:15	265
Safety	Nat. Hwy. Traffic Safety Adm.	000:17	005
Safety	Nat. Hwy. Traffic Safety Adm.	000:30	221
Veteran Support; Crime	FISHER HOUSE	001:01	265
Veteran Support; Crime	SHOW YOUR STRIPES	000:30	101