

KCBL  
Fresno, CA  
Quarterly Issues/Programs List  
Third Quarter, 2016  
10/03/2016

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:

- **Adoption:** FOSTER KIDS / CASA FRESNO
- **Air Pollution:** TOM KNOX VALLEY CAN
- **ALZHEIMER'S DISEASE:** ALZHEIMERS WALK
- **AMERICAN CANCER SOCIETY:** MAKING STRIDES AGAINST BREAST CANCER WALK
- **Animal Shelter:** ANIMAL SHELTER
- **BETH CAFFEREY:** ANIMAL DISASTER TEAM
- **Children; Gender Equality:** The Power of Introverts; Men, Women and Equality
- **Children; Safety, Health:** MARISSA WHEELLOCK
- **Community Involvement:** LARCS MARY HOWARD
- **Crime; Environment:** Cyber Security and Restoring Reputations; The Benefits of Forest Fires
- **Disabled; Genocide:** Intellectually-challenged men in servitude; A Young Boy Remembers the Holocaust

- **DISTRACTED DRIVING:** OFFICE TRAFFIC SAFETY 0812 0815
- **DRUG ABUSE AND RECOVERY:** PARENTS & ADDICTS IN NEED
- **END OF LIFE CARE AND COUNSELING:** JILL MCCARTHY - COMMUNITY OUTREACH LIASON
- **Environment; Pshchology:** The Climate Change Mindset; Fashion: How It Affects Body Image, Health, and the Environment
- **Finances; Animals:** Financial Anxiety: What it is and how to alleviate it; Measuring Animal Intelligence
- **Health; Communication:** The End of Water as We Know It: Making water safe; People Skills: Getting what you want from others
- **History; Preparedness:** Robert Kennedy: Remembering a fallen icon; Disaster Response: Strategies for an emergency
- **Homelessness, health:** CATHOLIC CHARITIES 0805 0811
- **Mental health; elderly:** Emotional Agility: The key to getting things done; Eldercare: Who will take care of all the boomers?
- **MILITARY AND VETERANS:** MILITARY SUPPORT BOXES/APCAL
- **Pet Adoption:** BETH CAFFERY
- **POLICE RELATIONS:** NEIGHBORHOOD WATCH
- **Politics; culture:** Trump Bubbles: High-conflict politicians; The Importance of Names
- **Politics; Health:** Women Running for President; Kids and Nutrition
- **POVERTY:** POVERELLO HOUSE
- **Social issues; Health:** Making public discourse less toxic; Healthier Eating: It doesn't have to be boring or bland

- **TEACH:** YOUTH FOR CHRIST
- **VETERAN SUPPORT SERVICES:** COMBAT VETERANS HOPE

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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
POVERTY	Community Matters - POVERELLO HOUSE	POVERELLO HOUSE	Cruz Avila	07/02/2016 06:00 AM	015:08
BETH CAFFEREY	Community Matters - ANIMAL DISASTER TEAM	ANIMAL DISASTER TEAM	CENTRAL CAL ANIMAL DISASTER	07/02/2016 06:15 AM	014:26
Social issues; Health	Viewpoints	Making public discourse less toxic; Healthier Eating: It doesn't have to be boring or bland	James Hoggan; Diane Morgan, Jessica Goldman Foung, Allyson Kramer	07/02/2016 06:30 AM	027:56
END OF LIFE CARE AND COUNSEL	Community Matters - HINDS HOSPICE	JILL MCCARTHY - COMMUNITY OUTREACH LIASON	JILL MCCARTHY	07/09/2016 06:00 AM	014:24
Air Pollution	Community Matters - VALLEY AIR	HEATHER HEINKS	HEATHER HEINKS VALLEY AIR DIS	07/09/2016 06:14 AM	015:28
Children; Gender Equality	Viewpoints	The Power of Introverts; Men, Women and Equality	Susan Cain; Jeffery Tobias Halter, Jack Myer	07/09/2016 06:30 AM	027:56
Animal Shelter	Community Matters - VALLEY ANIMAL	ANIMAL SHELTER	NINA TONNU	07/16/2016 06:00 AM	015:05
ALZHEIMER'S	Community Matters -	ALZHEIMER'S WALK	TRACIE SCISNEROS	07/16/2016	014:46

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
DISEASE	ALZHIEMERS WALK			06:15 AM	
Health; Communication	Viewpoints	The End of Water as We Know It: Making water safe; People Skills: Getting what you want from others	Seth Darling; Dave Kerpen, Daniel Shapiro	07/16/2016 06:30 AM	027:58
POLICE RELATIONS	Community Matters - NATIONAL NIGHT OUT	NEIGHBORHOOD WATCH	ROSELYN CLARK	07/23/2016 06:00 AM	014:33
Children; Safety, Health	Community Matters - THE RONALD MCDONALD HOUSE	MARISSA WHEELock	MAREESA WHEELock	07/23/2016 06:14 AM	015:09
Finances; Animals	Viewpoints	Financial Anxiety: What it is and how to alleviate it; Measuring Animal Intelligence	Rebekah Barsch, Michael Kay; Frans de Waal	07/23/2016 06:30 AM	027:56
Air Polution	Community Matters - VALLEY AIR DISTRICT	AIR POLLUTION / CASSANDRA AND MARICELA GUESTS	HEATHER HEINKS VALLEY AIR DIS	07/30/2016 06:00 AM	013:15
MILITARY AND VETERANS	Community Matters - BLUE STAR MOMS	MILITARY SUPPORT BOXES/APCAL	RHONDA GILMORE	07/30/2016 06:13 AM	015:47
Protests; Media	Viewpoints	Serious Plays: Performing as protest; A veteran reporter talks about his life at Life magazine	Larry Bogad; Gerald Moore	07/30/2016 06:29 AM	027:58
HANDICAP SERVICES	Community Matters - GUY ADAMS NEEDS	HEART OF THE HORSE THERAPY	GUY ADAMS	08/06/2016 06:00 AM	013:50
Animal Shelter	Community Matters - CATHOUSE KINGS	ANIMAL SHELTER/EVENT FUNDRAISER	BETH CAFFEREY	08/06/2016 06:14 AM	017:31
Crime/laws; Philanthropy	Viewpoints	Gun Violence and Gun Control; Philanthropy: Finding a good fit and making an impact	Pamela Haag, Stephanie Soechtig; Carrie Morgridge	08/06/2016 06:30 AM	026:24
Homelessness, health	Community Matters - KELLY LILLES	CATHOLIC CHARITIES 0805 0811	KELLY LILLES	08/13/2016 06:00 AM	013:45

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
DISTRACTED DRIVING	Community Matters - CHRIS COCHRAN	OFFICE TRAFFIC SAFETY 0812 0815	CHRIS COCHRAN	08/13/2016 06:14 AM	015:15
Disabled; Genocide	Viewpoints	Intellectually-challenged men in servitude; A Young Boy Remembers the Holocaust	Dan Barry; Michael Gruenbaum	08/13/2016 06:29 AM	027:56
Adoption	Community Matters - CASA FRESNO	FOSTER KIDS / CASA FRESNO	NATHAN LEE	08/20/2016 06:00 AM	014:29
Education	Community Matters - DEBBIE READ FOR LIFE	TULARE PUBLIC LIBRARY - DEBBIE LAGO - MARSINO AND ANN FALMER	Debbie Lago	08/20/2016 06:14 AM	014:22
Politics; culture	Viewpoints	Trump Bubbles: High-conflict politicians; The Importance of Names	Bill Eddy, Mark Smith, Lauren A. Wright PhD; Dr. Mavis Himes	08/20/2016 06:29 AM	027:57
Adoption	Community Matters - CASA FRESNO	FOSTER KIDS / CASA FRESNO	NATHAN LEE	08/27/2016 06:00 AM	014:29
TEACH	Community Matters - LOWELL NEIGHBORHOOD BACK TO SCHOOL	YOUTH FOR CHRIST	ALONDRA WILLIAMS	08/27/2016 06:14 AM	017:49
Politics; Health	Viewpoints	Women Running for President; Kids and Nutrition	Ellen Fitzpatrick, Cynthia Levinson; Allison Childress, Sonoko Sak	08/27/2016 06:33 AM	027:57
VETERAN SUPPORT SERVICES	Community Matters - COMBAT VETERANS HOPE	COMBAT VETERANS HOPE	RHONDA GILMORE	09/03/2016 06:00 AM	016:34
Air Pollution	Community Matters - VALLEY CAN	TOM KNOX VALLEY CAN	TOM KNOX	09/03/2016 06:16 AM	013:02
Environment; Psychology	Viewpoints	The Climate Change Mindset; Fashion: How It Affects Body Image, Health, and the Environment	Per Espen Stoknes; Dr. Caroly	09/03/2016 06:30 AM	027:55

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
ALZHEIMER'S DISEASE	Community Matters - ALZHEIMERS	ALZHEIMERS WALK	TRACIE SCISNEROS	09/10/2016 06:00 AM	015:52
Community Involvement	Community Matters - LARCS	LARCS MARY HOWARD	MARY HOWARD	09/10/2016 06:16 AM	012:08
Crime; Environment	Viewpoints	Cyber Security and Restoring Reputations; The Benefits of Forest Fires	Adam Levin, Joseph Finder; Dr. Nancy French, Dominick DellaSala	09/10/2016 06:28 AM	027:57
DRUG ABUSE AND RECOVERY	Community Matters - PAIN - PART 1	PARENTS & ADDICTS IN NEED	FLINT ANDERSON	09/17/2016 06:00 AM	014:27
DRUG ABUSE AND RECOVERY	Community Matters - PAIN - PART 2	PARENTS & ADDICTS IN NEED	FOTINI ALFIERIS	09/17/2016 06:14 AM	014:14
Mental health; elderly	Viewpoints	Emotional Agility: The key to getting things done; Eldercare: Who will take care of all the boomers?	Dr. Susan David; Ai-Jen Po	09/17/2016 06:29 AM	027:58
AMERICAN CANCER SOCIETY	Community Matters - MSAB	MAKING STRIDES AGAINST BREAST CANCER WALK	KORI TINCUP	09/24/2016 06:00 AM	014:23
Pet Adoption	Community Matters - CCADT AND CATHOUSE ON THE KINGS	BETH CAFFERY	BETH CAFFEREY	09/24/2016 06:14 AM	014:16
History; Preparedness	Viewpoints	Robert Kennedy: Remembering a fallen icon; Disaster Response: Strategies for an emergency	Larry Tye; Peter Duncanson, Dr. Joseph Alton	09/24/2016 06:29 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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(Insert network and/or syndicator-provided programs lists here.)

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**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
Poverty	CC PSA MEALS ON WHEELS	000:30	038
BULLYING	Stopbullying.gov	000:30	079
Buzzed Driving Prevention	Nat. Hwy. Traffic Safety Adm.	000:30	031
Buzzed Driving Prevention	Nat. Hwy. Traffic Safety Adm.	001:00	087
Child Dental Health	2min2x.org	000:30	161
Child Dental Health	2min2x.org	001:00	416
Children; society	BOYS AND GIRLS CLUB OF FRESNO	000:30	071
Crime	Nat. Crime Prevention Council	000:30	069
DUI	Nat. Hwy. Traffic Safety Adm.	001:00	208
DUI	R.A.D.D.	000:30	085
Education	GLOBAL CITIZEN FESTIVAL	000:31	002
Education	SUMMER LEARNING	000:31	024
Emergency Preparedness	FEMA	000:15	206
Emergency Preparedness	FEMA	000:30	058

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
Emergency Preparedness	FEMA	001:00	149
Employment / Unemployment	Goodwill	000:30	083
Employment / Unemployment	Gradsoflife.org	000:30	064
Environment / Air / Water	US Dept. of Energy	001:00	216
Environment / Air / Water	US Forest Service	000:59	450
GENDER EQUITY	GLOBAL CITIZEN FESTIVAL	000:32	002
Health	Am Parkinson's Disease Assoc	000:30	081
Health	AMER. DIABETES ASSOC	000:59	011
Health	AMERICAN HEART ASSOCIATION	000:29	089
Health	AMERICAN STROKE ASSOCIATION	000:30	083
Health	Asthma and Allergy Fndtn	000:30	086
High School Equivalency	Dollar General Literacy Fnd.	000:30	075
High School Equivalency	Dollar General Literacy Fndn.	000:30	085
High School Equivalency	Dollar General Literacy Fndn.	001:00	207
Learning & Attention Issues	Understood.org	000:15	358
Learning & Attention Issues	Understood.org	000:30	243
Learning & Attention Issues	Understood.org	001:00	416
MILITARY AND VETERANS	BOB WOODRUFF FOUNDATION	000:30	011
MILITARY AND VETERANS	Dept. of Defense	000:30	092
MILITARY AND VETERANS	E.S.G.R.	000:30	081



<b>ISSUE</b>	<b>ORGANIZATION OR TITLE</b>	<b>DURATION</b>	<b>RUNS</b>
MILITARY AND VETERANS	Paralyzed Veterans of America	000:15	389
MILITARY AND VETERANS	Realwarriors.net	000:29	154
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:30	002
MILITARY AND VETERANS	US Army	000:30	085
POVERTY	GLOBAL CITIZEN FESTIVAL	000:28	002
Safety	Center for Internet Security	000:56	343
Safety	Center for Internet Security	000:58	004
Safety	Nat. Hwy. Traffic Safety Adm.	000:30	094
Texting and Driving	Nat. Hwy. Traffic Safety Adm.	000:30	080
Veteran Support; Crime	FISHER HOUSE	001:01	209
Veteran Support; Crime	SHOW YOUR STRIPES	000:30	057
Wildfire Prevention	US Forest Service	000:15	127
Wildfire Prevention	US Forest Service	000:30	013
Wildfire Prevention	US Forest Service	001:00	090