

KCBL  
Fresno, CA  
Quarterly Issues/Programs List  
First Quarter, 2024  
04/08/2024

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:

- **Cancer Awareness, Law Enforce:** Discuss the fight against prostate cancer and providing resources to law enforcement agencies.
- **Disaster Relief and Uplifting:** Discuss Red Cross disaster relief efforts in 2024 and programs to uplift women and single moms.
- **Equality, Civil Rights:** Discuss Dr. Martin Luther King's life and legacy and the efforts to continue the mission he started
- **Filing Taxes, Donating Blood:** Discuss tips on filing 2023 tax returns and the shortage of blood donations nationwide.
- **Fraud/Scam Awareness, Nutriti:** Discuss frauds/scams consumers need to be aware of and better nutrition for children and adults.
- **MS Awareness:** Discuss Multiple Sclerosis Awareness Week, resources available, and research underway to find a cur
- **Online fraud, Holiday Philant:** Discuss health tips for the new year and how to spot and help victims of human trafficking.
- **Public Health:** Discuss heart disease among women, and American women living with or those at risk of heart disease
- **Public Health, Domestic Viole:** Discuss the dangers of smoking menthol cigarettes and help dealing with domestic violence.
- **Tech and Social Media, Humani:** Discuss teenagers/parents on smartphones and social media and rescuing Americans around the world.
- **Veterans Affairs, Black Histo:** Discuss Veteran homelessness/food insecurity and highlight Black History Month and the NAACP.

**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
Online fraud, Holiday Philant	9007792 iHeartRadio Communities: Public Affairs Special	Discuss health tips for the new year and how to spot and help victims of human trafficking.	K. Stokes, K. Hodder	01/07/2024 06:00 AM	029:50

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
Equality, Civil Rights	9007792 iHeartRadio Communities: Public Affairs Special	Discuss Dr. Martin Luther King's life and legacy and the efforts to continue the mission he started	M. King III, A. King	01/14/2024 06:00 AM	029:50
Cancer Awareness, Law Enforce	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Discuss the fight against prostate cancer and providing resources to law enforcement agencies.	R. Ginyard, B. Alexander	01/21/2024 06:00 AM	029:49
Cancer Awareness, Law Enforce	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Discuss the fight against prostate cancer and providing resources to law enforcement agencies.	R. Ginyard, B. Alexander	01/28/2024 06:00 AM	029:49
Filing Taxes, Donating Blood	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Discuss tips on filing 2023 tax returns and the shortage of blood donations nationwide.	R. Steber, J. McNamara	02/04/2024 06:00 AM	029:49
Public Health	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Discuss heart disease among women, and American women living with or those at risk of heart disease	C. GORRE	02/11/2024 06:00 AM	029:49
Public Health	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Discuss being proactive regarding cancer, importance of screenings, and understanding risk factors.	D. SPEIGEL	02/18/2024 06:00 AM	029:49
Veterans Affairs, Black Histo	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Discuss Veteran homelessness/food insecurity and highlight Black History Month and the NAACP.	J. Whaley, T. Williams	02/25/2024 06:00 AM	029:49
Public Health, Domestic Violence	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Discuss the dangers of smoking menthol cigarettes and help dealing with domestic violence.	Dr. K. Marynak, P. Zaballa	03/03/2024 06:00 AM	029:49
MS Awareness	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Discuss Multiple Sclerosis Awareness Week, resources available, and research underway to find a cur	R. Nunley	03/10/2024 06:00 AM	029:49
Tech and Social Media, Human	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Discuss teenagers/parents on smartphones and social media and rescuing Americans around the world.	M. Anderson, B. Stern	03/17/2024 06:00 AM	029:49
Disaster Relief and Uplifting	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Discuss Red Cross disaster relief efforts in 2024 and programs to uplift women and single moms.	J. Pipa, L. Singh	03/24/2024 06:00 AM	029:49

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
Fraud/Scam Awareness, Nutriti	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Discuss frauds/scams consumers need to be aware of and better nutrition for children and adults.	M. Mayo, L. Bungo, D. Fanelle	03/31/2024 06:00 AM	029:49

**Section II  
PUBLIC SERVICE ANNOUNCEMENTS**

Section II lists public service announcements that the station broadcast during the preceding calendar quarter that address community issues.

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
	AG SAFE-01	000:29	80
	GWI_HowWeDoIt-Revised_National_Radio_ENG_60	000:57	1
	GWI_HowWeDoIt-Revised_National_Radio_ENG_60	001:01	1
	HEARING LOSS OF AMERICA ASSN	000:29	77
	iHM/PSA	000:30	10
	iHM/PSA	000:30	27
	PSA: 30- HOMELAND SECURITY	000:31	1
	PSA:30-AMERICAN HEART ASSOC	000:30	1
	PSA:30-US DEPT OF TRANSPORTATION	000:31	1
	PSA:30-YMCA	000:29	1
	PSA:60- NCUA	001:02	1
Activism	AD COUNCIL	000:30	42
Activism	American Red Cross	000:29	36
Activism	BIG BROTHERS/BIG SISTERS	000:30	37
Activism	GET INVLOVED.GOV	000:30	44
Activism	NAT. ASSOC. OF SOCIAL WORKERS	000:15	72
After School Programs	YMCA	000:29	79
Armed Services	U.S. MARINES	000:29	3
CANCER AWARENESS	THE V FOUNDATION	000:28	6
CANCER AWARENESS	THE V FOUNDATION	000:30	4
Charity Event	Live United	001:00	37
COMMUNITY INVOLVEMENT	1 MILLION STRONG	000:29	4
COMMUNITY INVOLVEMENT	1 MILLION STRONG	000:30	10
COMMUNITY INVOLVEMENT	AMERICAN HEART ASSOCIATION	000:29	18
COMMUNITY INVOLVEMENT	OPERATION HOPE	000:30	7
COMMUNITY INVOLVEMENT	PROJECT YELLOW LIGHT	000:30	6
COMMUNITY INVOLVEMENT	UNCF	000:30	10

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
Consumer	NAT. FOUND. FOR CREDIT COUNCI	000:30	80
Consumer	NCUA	000:30	42
Consumer	NCUA	001:00	325
Crime	CENTER FOR MISSING AND EXPLOI	000:30	39
Crime	HOMELAND SECURITY	000:30	40
Crime	NATIONAL CENTER FOR MISSING	000:14	80
Crime	OFFICE OF NATIONAL DRUG CONTR	000:30	52
Crime	OFFICE VICTIMS	000:30	43
Education	4-H	001:00	329
Education	AD COUNCIL	000:29	53
Education	AD COUNCIL	000:29	45
Education	BOYS AND GIRLS CLUB KATHRYN W	000:29	33
Education	PSA: 30-4H	000:30	39
Employment / Unemployment	Goodwill	001:00	332
ENVIRONMENT	CALIFORNIA CITRUS RESEARCH BO	000:30	45
ENVIRONMENT	ENERGY HOG	000:30	41
ENVIRONMENT	EPA	000:29	39
ENVIRONMENT	HUMANE SOCIETY	000:30	37
ENVIRONMENT	LOSE YOUR EXCUSE.GOV	000:30	46
ENVIRONMENT	NATIONAL PEST MANAGEMENT	000:29	80
ENVIRONMENT	NATIONAL PEST MANAGEMENT	000:29	81
ENVIRONMENT	U.S. FOREST SERVICE	000:29	44
ENVIRONMENT	U.S. FOREST SERVICE	000:29	38
ENVIRONMENT	U.S. FOREST SERVICE	000:29	34
ENVIRONMENT	U.S. FOREST SERVICE	000:30	50
Family	AD COUNCIL	000:30	46
Family	DEPT. HEALTH & HUMAN SERVICE	000:30	33
FINANCIAL COACHING	OPERATION HOPE	000:29	12
Government	AD COUNCIL	000:29	36
Government	FIRST GOV.GOV	000:14	74
Government	NAT. FAIR HOUSING ALLIANCE	000:30	48
Government	NOVARTIS PHARMACEUTICALS	000:59	328
Government	NRTW.org	000:29	36
Government	SELECTIVE SERVICE SYSTEM	000:29	3

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
Government	SELECTIVE SERVICE SYSTEM	000:29	3
Government	SELECTIVE SERVICE SYSTEM	000:30	3
Government	SELECTIVE SERVICE SYSTEM	000:30	3
Government	U.S. MARINES	001:00	329
Government	USO	000:59	14
Health	AD COUNCIL	000:14	75
Health	AD COUNCIL	000:30	45
Health	AHRQ	000:14	112
Health	AHRQ	000:30	42
Health	AMER. DIABETES ASSOC	000:30	80
Health	AMERICAN ACADEMY OF ORTHOPEDI	000:30	39
Health	American Heart Assoc.	000:29	46
Health	American Heart Assoc.	000:29	32
Health	American Heart Assoc.	000:30	46
Health	AMERICAN LUNG ASSOCIATION	000:30	41
Health	AMERICAN LUNG ASSOCIATION	001:00	328
Health	AMERICAN STROKE ASSOC.	000:29	44
Health	Arthritis Foundation	000:17	140
Health	Arthritis Foundation	000:30	46
Health	Arthritis Foundation	000:32	41
Health	EPA	000:30	47
Health	Epilepsy Foundation.org	000:15	76
Health	Epilepsy Foundation.org	000:29	36
Health	FOUNDATION FOR A BETTER LIFE	000:29	49
Health	FOUNDATION FOR A BETTER LIFE	000:30	40
Health	GIVE LIFE. ORG	000:29	43
Health	National Foundation for Infec	000:14	77
Health	NATIONAL KIDNEY FOUNDATION	000:28	60
Health	NATIONAL KIDNEY FOUNDATION	000:30	48
Health	NATIONAL PEST MANAGEMENT	000:30	46
Health	OVEREATERS ANON	000:15	72
Health	OVEREATERS ANON	000:26	180
Health	PSA:30-EPA 800-QUITNOW	000:30	40
Health	SAMHSA	000:29	37

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
Health	SAMHSA	000:30	36
Health	UNITED WAY	000:15	74
Health	US DEPT. OF HEALTH AND HUMAN	000:30	48
Health	US DEPT. OF HEALTH AND HUMAN	000:30	39
Health	US DEPT. OF HEALTH AND HUMAN	000:30	47
Health; Family	Health and Human Services	001:00	321
HELP YOUR COMMUNITY.ORG	H&E LOPEZ	000:30	45
High School Equivalency	ADL_Carissa_Radio_ENG_30_grad	000:30	79
Human Services	BOYSTOWN	000:30	81
Human Services	OFFICE OF NATIONAL DRUG CONTR	000:15	76
Human Services	THERMOSTAT RECYCLING CORP	000:30	42
MILITARY AND VETERANS	americanhumane.org	000:30	80
MONEY	AD COUNCIL	000:30	34
MONEY	NAT. FOUND. FOR CREDIT COUNCI	000:30	42
MONEY	NATIONAL ENDOWMENT FOR FINANC	000:31	46
OPIOID AWARENESS WEEK	OPI_Rebekkah_Radio_Eng_30_Opioids	000:30	78
PROJECT YELLOW LIGHT	PROJECT YELLOW LIGHT	000:29	10
Public safety	AD COUNCIL	000:29	47
Public safety	CTIA	000:30	44
Public safety	US DEPT OF TRANSPORTATION	000:30	44
RONALD MCDONALD ENG	Local Promo PSA	000:29	34
Terrorism Preparedness	Dept. of Homeland Security	000:30	85
VETERAN SUPPORT SERVICES	dav.org	000:30	76
VETERAN SUPPORT SERVICES	HEALVETS.ORG [GENERIC] 30 PSA	000:30	77
VETERAN SUPPORT SERVICES	WOUNDED WARRIOR PROJECT	000:30	80
Veterans	Paralyzed Veterans of America	000:15	88
Volunteers	Live United	000:14	74
Wildfire Prevention	US Forest Service	000:30	80