

PEAK BROADCASTING

ISSUES AND PROGRAMS REPORT

FOR STATION KMGV

FOURTH QUARTER 2013 OCTOBER 1 THROUGH DECEMBER 31

PREPARED BY:

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SAN JOAQUIN VALLEY ISSUES
ADDRESSED IN RESPONSIVE PROGRAMMING IN THE FOURTH QUARTER
2013

1. **CRIME/LAW** - Ongoing daily segment called **Crimestoppers**. **Crimestoppers** is a cooperative effort between KMGV and several other media outlets to highlight unsolved crimes in the Central San Joaquin Valley in an attempt to bring criminals to justice; weekly live **Crimestoppers** segment with Fresno Sheriff Margaret Mimms.
2. **CHILDREN** - Toys for Tots.
3. **ANIMALS** - "Wednesday Waggers" - A cooperative effort between KMGV and the Central California SPCA to encourage animal adoption in the Valley.
4. **HEALTH** – The Raider Nation Blood Drive.
5. **POVERTY/HUNGER** - Ongoing Public Service campaign for Poverello House.
6. **POLITICS** – Chris Matthews focuses on the unlikely friendship between President Ronald Reagan and legendary Speaker of the House Tip O’Neill; Former Governor of New Mexico Bill Richardson shares his unique perspective on the current impasse in Washington as well as foreign policy challenges confronting the U.S; John Heilemann and Mark Halperin offer a panoramic account of the 2012 election; Peter Baker’s new book Days of Fire narrates the two profoundly significant and conflicted presidential terms of George W. Bush and Dick Cheney.
7. **AFFIRMATIVE ACTION** – Randall Kennedy reckons with one of the most explosively contentious and sharply divisive issues in American society, sharing the little-known history of affirmative action and exploring the policy's pros and cons.
8. **THE ECONOMY** - Former Secretary of Labor Robert Reich shares his provocative thoughts on the future of the U.S. economy.
9. **ENERGY/THE ENVIRONMENT** – petro-politics in the age of climate change; U.S. Secretary of the Interior Sally Jewell discusses America’s energy boom and maintaining well functioning eco-systems to protect the environment.
10. **THE ARTS** – Producer Rebecca Eaton takes us inside Downton Abbey and Masterpiece Theater; an interview with singer-songwriter Graham Nash.
11. **SCIENCE** – Evolutionary biologist Richard Dawkins.
12. **CREATIVITY** - David Kelley and Tom Kelley, Co-authors, *Creative Confidence: Unleashing the Creative Potential Within Us All*.
13. **FOOD** – A conversation with Mollie Katzen, Author, *The Heart of the Plate: Vegetarian Recipes for a New Generation* and the *Moosewood Cookbook*.

KMGV PROGRAMMING THAT ADDRESSES COMMUNITY ISSUES

THE COMMONWEALTH CLUB: 60 minute public affairs show that runs Sundays 6am-7am. No commercials. Produced by the **Commonwealth Club of California**, this weekly program deals with economic, political, social and environmental issues facing United States and California.

CRIMESTOPPERS: 60 second segments that run 7 days a week at various times for a total of 162 minutes of programming dedicated to **Crimestoppers** in the fourth quarter. **Crimestoppers** is a cooperative effort between **KMGV FM, KMJ FM, KSKS FM, KMJ AM, KWYE FM, KSEE 24 TV**, and **The Fresno Bee** newspaper to help valley law enforcement bring criminals to justice. A different crime is outlined in a new segment each week with information about the crime, suspect and reward.

KMGV MORNING SHOW: Interviews on the **KMGV** morning show with representatives of community groups covering issues of concern and interest to the Valley. Dates, times, and subjects are listed under pertinent issue headings.

KMGV PUBLIC SERVICE ANNOUNCEMENTS: :60, :30 and :10 second recorded or live announcements scheduled to run 7 days a week at various times during the day for the entire 4th quarter. If the announcements covered a significant issue of concern to the Valley and ran for a significant amount of time, it is listed under the pertinent issues heading with details. A complete list of these and all other PSAs broadcast during the fourth quarter can be found in the public service announcement list included with this report.

CRIME/LAW

A TOTAL OF 3 HOURS & 8 MINUTES DEVOTED TO THE TOPIC DURING THE 4th QUARTER.

CRIMESTOPPERS

60 second segments airing at various times 7 days a week from October 1st, 2013 to December 31st, 2013. Total of 162 minutes.

Crimestoppers is a cooperative effort between **KMGV FM, KMJ FM, KMJ AM, KSKS FM, KWYE FM, KSEE 24 TV, and the Fresno Bee.** A different crime is spotlighted every week with details about the crime, suspects, rewards, and how to get in touch with authorities.

MEGA MORNING SHOW

CRIMESTOPPERS MINUTE WITH SHERIFF MARGARET MIMMS

2 minute segment airing at 7:35am every Tuesday from October 1st, 2013 to December 24th, 2013. Total of 26 minutes.

Crimestoppers Minute is a segment that airs on the KMGV morning show every Tuesday with Fresno County Sheriff Margaret Mimms highlighting a particular crime/criminal with details about the event, suspects, rewards and how to get in touch with authorities.

CHILDREN

TOTAL OF 3 HOURS DEVOTED TO THE TOPIC DURING THE 4th QUARTER.

TOYS FOR TOTS

KMGV; The US Marine Corps; United Way.

Friday, December 6th-Sunday, December 8th, 2013. 6am-6pm Friday; 10am-6pm.

Saturday; 10am-2pm Sunday.

Live call-ins twice an hour from the event for 24 hours.

Live on-air mentions throughout the weekend.

120-:30 recorded & live promos in the 2 weeks leading up to the event.

A total of 180 minutes devoted to the topic.

Mega 97.9 teamed up with the US Marine Corps and the United Way to collect toys and cash donations for children in the Central San Joaquin Valley as part of the Marines Toys for Tots program. Mega did live call-ins from the event and promoted it on-air in the hours we weren't on-site. The station also promoted the collection drive in the two weeks leading up to the event. The US Marines have been giving Christmas to disadvantaged children for more than 60 years and KMGV was proud to once again help them in their efforts.

ANIMALS

TOTAL OF 1 HOUR & 40 MINUTES DEVOTED TO THE TOPIC DURING THE 4th QUARTER.

KMGV MORNING SHOW

"Wednesday Waggers"

Walter & Brianna - Humane Education volunteers, CCSPCA

October 16th, 2013 – December 18th, 2013. 10 minute in-studio interview every Wednesday morning at 8:30am, 100 minutes of airtime total in the quarter. (The volunteers did not come in during the Big Fresno Fair in October or on Christmas Day)

Volunteers from the Central California SPCA bring in two of the shelters "adoptables" every Wednesday morning to introduce them to the Mega audience and encourage people to save animals by adopting rather than buying their pets. They also offers valuable information on spaying neutering, fostering animals, education and training classes and fundraising events for the CCSPCA. KMGV also features "Wednesday Waggers" on the Mega website- mega979.com.

HEALTH

A TOTAL OF 50 MINUTES DEVOTED TO THE TOPIC DURING THE 4TH QUARTER.

KMGV PUBLIC SERVICE ANNOUNCEMENT

Raider Nation Blood Drive

:30 recorded announcement ran a total of 60 times, 30 minutes of airtime.

KMGV promoted donating blood and the Raider Nation blood drive in the two weeks leading up to the Drive on October 19th.

KMGV LIVE REMOTE

"Raider Nation Blood Drive"

Jeff Davis – KMGV Morning Show Personality

October 19th, 2013, 11am-1pm. live call-ins, plus live on-air promotion during event.

20 minutes dedicated during the 2-hour remote.

KMGV Morning Show Personality Jeff Davis did a broadcast from the Visalia location of the Raider Nation Blood Drive. He did four on-air call-ins, including interviews with Raiders Coach Tom Flores and representative from the Blood Center. The station also did prize give-aways at the blood drive to encourage people to "just give baby!"

POVERTY/HUNGER

**A TOTAL OF 22½ MINUTES DEVOTED TO THE TOPIC DURING THE 4th
QUARTER.**

KMGV PUBLIC SERVICE ANNOUNCEMENT

Poverello House

:30 recorded announcement ran a total of 45 times, 22 & ½ minutes of airtime.

KMGV continued its support of Poverello House and its programs with an ongoing public service campaign in October, November, and December.

POLITICS

A TOTAL OF 4 HOURS DEVOTED TO THE TOPIC DURING THE 4TH
QUARTER

COMMONWEALTH CLUB

Sunday, October 27th, 2013.

6am to 7am. 60 minutes of a 60 minute program. No commercials.

Chris Matthews, Host, "Hardball with Chris Matthews," MSNBC; Author, *Tip and Gipper: When Politics Worked*

Michel Moritz, Managing Member, Sequoia Capital - Moderator

An established Washington insider, Matthews spent six years as a top aide and chief-of-staff to legendary Speaker of the House Tip O'Neill (D-Mass). During that time he witnessed the inner workings of the highest levels of American politics, including the evolving relationship between two of the most powerful men in the country – O'Neill and then-President Ronald Reagan. Now Matthews focuses on the unlikely friendship between the pair, which endured philosophical differences and bipartisan politics to reach much-needed compromise. Leaving behind a career in politics for journalism, Matthews has worked for the *San Francisco Examiner* and *San Francisco Chronicle* and has hosted "Hardball with Chris Matthews" since 1997

COMMONWEALTH CLUB

Sunday, November 3rd, 2013.

6am to 7am. 60 minutes of a 60 minute program. No commercials.

Governor Bill Richardson: How to Sweet Talk a Shark

Bill Richardson, Former Governor of New Mexico; Author, *How to Sweet Talk a Shark: Strategies and Stories from a Master Negotiator*

In conversation with **Jennifer Granholm**, Former Governor of Michigan

Richardson shares his stories and insights on the art of negotiation with Granholm, now distinguished practitioner of law and public policy at the Goldman School at UC Berkeley. Listen to his unique perspective on the current impasse in Washington as well as foreign policy challenges confronting the U.S.

COMMONWEALTH CLUB

Sunday, November 24th, 2013.

6am to 7am. 60 minutes of a 60 minute program. No commercials.

Mark Halperin and John Heilemann: Game Change 2012

Mark Halperin, Editor-at-Large and Senior Political Analyst, *Time*; Co-author, *Double Down: Game Change 2012*

John Heilemann, National Political Correspondent and Columnist, *New York Magazine*; Co-author, *Double Down: Game Change 2012*

John Heilemann and Mark Halperin set the national conversation on fire with their best-selling account of the 2008 presidential election, *Game Change*. Now, they apply their unparalleled access and storytelling savvy to the 2012 election, rendering an equally compelling narrative about the circuslike Republican nomination fight, the rise and fall of Mitt Romney, and the trials, tribulations and Election Day triumph of Barack Obama. Drawing on hundreds of interviews with the people who lived the story, Heilemann and Halperin offer a panoramic account of a campaign at once intensely hard fought and lastingly consequential.

COMMONWEALTH CLUB

Sunday, December 22nd, 2013.

6am to 7am. 60 minutes of a 60 minute program. No commercials.

Peter Baker, Senior White House Correspondent, *The New York Times*; Contributing Writer, *The New York Times Magazine*; Author, *Days of Fire: Bush and Cheney in the White House*

Joel Brinkley, Hearst Visiting Professional in Residence, Stanford University; Former Editor and Reporter, *The New York Times* - Moderator

Baker's new book *Days of Fire* narrates two profoundly significant and conflicted presidential terms of George W. Bush and Dick Cheney marked by 9/11, Iraq, Katrina, jihad, nuclear proliferation, genocide, and economic collapse. Baker researched the book for five years and conducted interviews with more than 200 players – White House aides, cabinet secretaries, generals, senators and congressmen, relatives and friends of both men – to help reveal the truth of Bush and Cheney's complicated and shifting relationship.

AFFIRMATIVE ACTION

A TOTAL OF 1 HOUR DEVOTED TO THE TOPIC DURING THE 4TH
QUARTER

COMMONWEALTH CLUB

Sunday, October 6th, 2013.

6am to 7am. 60 minutes of a 60 minute program. No commercials.

Randall Kennedy, Michael R. Klein, Professor of Law, Harvard Law School;
Author, *For Discrimination: Race, Affirmative Action, and the Law*

LaDoris Hazzard Cordell, Former Municipal and Superior Court Judge, Santa Clara
County - Moderator

Kennedy reckons with one of the most explosively contentious and sharply divisive issues in American society, sharing the little-known history of affirmative action and exploring the policy's pros and cons. Kennedy was awarded the 1998 Robert F. Kennedy Book Award for Race, Crime, and the Law. Now a professor at Harvard Law School, he formerly served as a law clerk for Justice Thurgood Marshall of the United States Supreme Court

THE ECONOMY

**A TOTAL OF 1 HOUR DEVOTED TO THE TOPIC DURING THE 4TH
QUARTER**

COMMONWEALTH CLUB

Sunday, December 1st, 2013.

6am to 7am. 60 minutes of a 60 minute program. No commercials.

Robert Reich: Inequality for All

Robert Reich, Chancellors Professor of Public Policy, University of California, Berkeley; Former Secretary of Labor

Time Magazine named Reich one of the 10 most effective Cabinet secretaries of the 20th century. He is a founding editor of the American Prospect magazine and chairman of Common Cause. Reich shares his provocative thoughts on the future of the U.S. economy.

ENERGY/THE ENVIRONMENT

**A TOTAL OF 2 HOURS DEVOTED TO THE TOPIC DURING THE 4TH RD
QUARTER.**

COMMONWEALTH CLUB

Sunday, November 10th, 2013.

6am to 7am. 60 minutes of a 60 minute program. No commercials.

OPEC Embargo + 40

George Shultz, Former U.S. Secretary of State

Jim Woolsey, Former CIA Director

Forty years after the 1973 OPEC oil embargo disrupted American life, we will look at petro-politics in the age of climate change. Today, oil production in the U.S. is booming and we're less dependent on foreign oil, thanks in part to the fracking revolution. But we won't be free from foreign dependence until domestic energy supplies and technologies supply as much as we use. What lessons can be drawn today from the oil shock that left Americans stuck in gas station lines for hours?

COMMONWEALTH CLUB

Sunday, December 29th, 2013.

6am to 7am. 60 minutes of a 60 minute program. No commercials.

Sally Jewell, U.S. Secretary of Interior

In conversation with **Greg Dalton**, Founder and Host of Climate One

Increasingly, corporations and public officials are starting to measure the economic impact of well-functioning ecosystems. For example, streams clean water and wetlands can buffer communities from storm surges. At the same time, the United States is experiencing an energy boom and domestic production of fossil fuels is rising as part of President Obama's "all of the above" energy strategy.

THE ARTS

A TOTAL OF 2 HOURS DEVOTED TO THE TOPIC DURING THE 4TH QUARTER.

COMMONWEALTH CLUB

Sunday, October 13th, 2013.

6am to 7am. 60 minutes of a 60 minute program. No commercials.

Producer Rebecca Eaton: Inside "Downton Abbey" and "Masterpiece"

In conversation with Dr. Mary Bitterman, President, The Bernard Osher Foundation; Past Chair, Commonwealth Club Board of Governors; Chair, PBS Foundation

Get the behind-the-scenes scoop on "Downton Abbey" and PBS' "Masterpiece" series from the executive producer who has made it a hit for nearly 30 years. Eaton's credits include "Downton Abbey," "Prime Suspect," "Bleak House," "The Lost Prince," "Miss Marple," "Inspector Morse," "Cranford," "The Complete Jane Austen," "Little Dorrit," "Sherlock" and the remake of "Upstairs Downstairs," along with such films as Jane Austen's *Persuasion* and *Mrs. Brown*, starring Dame Judi Dench. Eaton's honors include 44 Primetime Emmy Awards, 15 Peabody Awards, 4 Golden Globes, and two Academy Award nominations. Queen Elizabeth II has honored her with an honorary OBE (Officer, Order of the British Empire) and in 2011, she was one of Time Magazine's "100 Most Influential People in the World."

COMMONWEALTH CLUB

Sunday, December 8th, 2013.

6am to 7am. 60 minutes of a 60 minute program. No commercials.

Graham Nash, Singer; Songwriter; Author, *Wild Tales: A Rock & Roll Life*

In conversation with Greg Dalton, Founder and Host of Climate One

From the sounds and feelings to the girls and parties, Nash conveys the unforgettable adventures of his life through his autobiography, *Wild Tales: A Rock & Roll Life*. But it's not just a relic of history. His lyrics inspired generations to "teach your children well," and Nash is a living reminder that we are the stewards of our own future. He came onto the music scene in a generation that was pushing social norms and has since become a true renaissance man. Nash co-founded Musicians United for Safe Energy and lead its famous No Nukes concerts. He maintained a parallel career in photography as a collector, a pioneer of digital imaging and an artist, capturing the often overlooked elements of everyday life.

SCIENCE

A TOTAL OF 1 HOUR DEVOTED TO THE TOPIC DURING THE 4TH QUARTER.

COMMONWEALTH CLUB

Sunday, October 20th, 2013.

6am to 7am. 60 minutes of a 60 minute program. No commercials.

Richard Dawkins, Evolutionary Biologist; Author, *The Selfish Gene*, *The God Delusion* and *An Appetite for Wonder: The Making of a Scientist*

In conversation with **Kishore Hari**, Director, Bay Area Science Festival

Dawkins has been central to the debates surrounding creationism, intelligent design and religion. He coined the word meme, and his gene-centric view of evolution helped popularize the radical new understanding of Darwinism.

From his early childhood in Africa to his educational awakening at Oxford, Dawkins shares his personal experiences that shaped his remarkable life and intellectual development.

CREATIVITY

A TOTAL OF 1 HOUR DEVOTED TO THE TOPIC DURING THE 4TH QUARTER.

COMMONWEALTH CLUB

Sunday, November 17th, 2013.

6am to 7am. 60 minutes of a 60 minute program. No commercials.

David Kelley, Founder, IDEO; Co-author, *Creative Confidence: Unleashing the Creative Potential Within Us All*

Tom Kelley, Partner, IDEO; Co-author, *Creative Confidence: Unleashing the Creative Potential Within Us All*

In conversation with **Robert Sutton**, Professor, Stanford University; Author, *Scaling Up Excellence*

Creativity pioneers David and Tom Kelley have defined the very landscape of design-thinking with their founding of IDEO and the Stanford d. school, and with their iconic innovations in product, company culture and design education. Under the Kelley brothers' leadership, IDEO churned out several illustrious products of the digital generation from the first mouse for Apple to the thumbs up/thumbs down Tivo button. They championed the avant garde approach of using design to tackle sticky problems and translated those techniques to academia. Now they've chronicled their design-thinking backgrounds into a compelling narrative, *Creative Confidence: Unleashing the Creative Potential Within Us All*, outlining principles and strategies to unlock the design-fertile right brain in each of us.

FOOD

**A TOTAL OF 1 HOUR DEVOTED TO THE TOPIC DURING THE 4TH
QUARTER.**

COMMONWEALTH CLUB

Sunday, December 15th, 2013.

6am to 7am. 60 minutes of a 60 minute program. No commercials.

Mollie Katzen, Author, *The Heart of the Plate: Vegetarian Recipes for a New Generation* and the *Moosewood Cookbook*

In conversation with **John Birdsall**, Senior Editor, Chow.com

From the woman who brought you the iconic Moosewood Cookbook comes a new cookbook for a new generation. Katzen has just released *The Heart of the Plate*, serving up 250 recipes for hungry vegetarians everywhere.

Hailed by *The New York Times* as “one of the best-selling cookbook authors of all time,” Katzen is widely credited with having brought vegetarian cuisine into the mainstream.

PEAKBROADCASTING STATIONS
QUARTERLY PSA ACTIVITY REPORT
FOURTH QUARTER 2013

STATION: KMGV FRESNO

- 1) :60 SPOT-162 TIMES-CRIMESTOPPERS
- 2) :30 SPOT-120 TIMES---TOYS FOR TOTS
- 3) :60 SPOT-60 TIMES---RAIDER NATION BLOOD DRIVE
- 4) :30 SPOT-16 TIMES---FCCAP-FRESNO COUNCIL ON CHILD ABUSE PREVENTION
- 5) :30 SPOT-12 TIMES-MONTEREY BAY AQUARIUM-JELLYFISH JAMBOREE
- 6) :30 SPOT-45 TIMES- POVERELLO HOUSE
- 7) :30 SPOT-6 TIMES- OLD TOWN CLOVIS WINE WALK
- 8) :30 SPOT-12 TIMES- FIG GARDEN WOMEN'S CLUB-TRASH TO TREASURE
- 9) :30 SPOT-16 TIMES-FRESNO MARJAREE MASON TOP TEN PROFESSIONAL WOMEN
- 10) :30 SPOT-15 TIMES- ALZHEIMERS WALK
- 11) :30 SPOT-12 TIMES---BIG PICTURE SCHOOL-DINNER/JAZZ
- 12) :30 SPOT—16 TIMES-FRESNO HISPANIC SCHOLARSHIP FUND-SAMBA NIGHTS
- 13) :30 SPOT-12 TIMES-CHINA PEAK HIRING FAIR
- 14) :30 SPOT-16 TIMES-STEP UP FOR DOWN SYNDROME
- 15) :30 SPOT-14 TIMES-VALLEY CAREGIVER RESOURCE CENTER-DINNER
- 16) :30 SPOT-12 TIMES-ST. ANTHONY OF PADUA REEDLEY-FABIO ZINI CONCERT
- 17) :30 SPOT-15 TIMES-LIVELY ARTS FOUNDATION-NUTCRACKER
- 18) :30 SPOT-16 TIMES-LA COMIDA GUILD HOME TOUR
- 19) :30 SPOT-20 TIMES-SJPA-CLASSES
- 20) :30 SPOT-4 TIMES-NORTHSIDE CHRISTIAN CHURCH FALL FESTIVAL
- 21) :30 SPOT-12 TIMES-OPERATION GRATITUDE CANDY BUY BACK
- 22) :30 SPOT-14 TIMES-TEAM SMILE FREE CHILD DENTAL CARE
- 23) :30 SPOT-20 TIMES- ANIMAL COMPASSION TEAM-DOG COAT DONATIONS
- 24) :30 SPOT-7 TIMES-BASS LAKE TREE LIGHTING CEREMONY
- 25) :30 SPOT-12 TIMES-BONE MARROW REGISTRY DRIVE
- 26) :30 SPOT-16 TIMES-JINGLE BELL RUN
- 27) :30 SPOT-16 TIMES-SAN DIEGO ZOO JUNGLE BELLS
- 28) :30 SPOT-12 TIMES-BIG BROTHERS/BIG SISTERS-JINGLE MINGLE

**TWENTY-EIGHT :60 & :30 LIVE & RECORDED PUBLIC SERVICE
ANNOUNCEMENTS RAN A TOTAL OF 710 TIMES DURING THE MONTHS
OF OCTOBER, NOVEMBER, AND DECEMBER.**

TOTAL ESTIMATED AIRTIME VALUE FOR THIS QUARTER: \$38,610.

POLITICAL COVERAGE

THE ONLY POLITICAL COVERAGE OUTSIDE OF REGULARLY SCHEDULED NEWSCASTS ON **KMGV** DURING THE 4th QUARTER OF 2013 WAS CONTAINED IN **THE COMMONWEALTH CLUB. SEE POLITICS.**

COMMUNITY EVENTS

During the fourth quarter of 2013 **KMGV** was involved in two events that have become annual traditions with the Mega audience-the Raider Nation Blood Drive and Toys for Tots.

KMGV teamed up with the Central California Blood Center, Raider Booster Clubs in the Valley, and former Oakland Raiders Coach (and Valley native) Tom Flores for the Raider Nation Blood Drive. Mega publicized the drive with announcements in the two weeks leading up to the event and a live broadcast from the Visalia Blood Center location. Coach Flores made stops at Blood Centers in Fresno, Visalia, and Sanger to sign autographs and give interviews about the importance of donating. This year's drive was a great success, with more than 600 people donating blood. **See Health.**

KMGV also teamed up once again with the U.S. Marine Corps Toys for Tots program. On the first full weekend in December **Mega** joined the Marines and the United Way to collect toys and cash donations for children in the Central San Joaquin Valley as part of the Toys for Tots holiday drive. Mega did live call-ins from the event and promoted it on-air in the hours we weren't on-site. The station also promoted the collection drive in the two weeks leading up to the event. The U.S. Marines have been giving Christmas to disadvantaged children for more than 60 years and **KMGV** was proud to once again help them in their efforts. **See Children.**