

**ESPNLA 710 (KSPN-AM)  
ISSUE/PROGRAM REPORT  
4<sup>th</sup> QUARTER 2019  
(October-November-December '19)**

**ESPNLA 710 (KSPN-AM)**  
**ISSUES PROGRAM REPORT**  
**FOURTH QUARTER 2019**  
**PART I – INTRODUCTION**

KSPN (AM), licensed in Los Angeles, California, is the Los Angeles outlet for the ESPN Radio Network. At ESPNLA 710, the station carries programming from the ESPN Radio Network, in addition to live, local programs. Our local programs include The Morning Show with Keyshawn, LZ & Travis, hosted by Keyshawn Johnson, LZ Granderson and Travis Rodgers (airs Monday-Friday, 6:00am-10:00am); The Stephen A. Smith Show, hosted by Steven A. Smith (airs Monday-Friday, 10:00am -12:00pm); The Will Cain Show, hosted by Will Cain (airs Monday-Friday, Noon-3:00pm) Mason & Ireland hosted by Steve Mason and John Ireland (airs Monday-Friday, 3:00pm-6:30pm); The Sedano Show hosted by Jorge Sedano (airs Monday-Friday, 6:30pm-9:00pm); Weekend Warrior with Dr. Klapper (airs Saturdays, 7:00am-9:00am). KSPN is also the flagship station of the Los Angeles Lakers, the Los Angeles Rams, the Los Angeles Football Club, and carries various Angels Baseball Games.

Network programming is pre-empted to carry a one-hour local public affairs program, which airs Sunday mornings at 5:00am. This program addresses issues and problems of genuine concern to the station's target demographic, Men 25-54, with periodic emphasis on community issues pertaining to the sports industry (sports medicine, after school programs and activities, disabilities, sports, etc.).

KSPN Programming and Marketing Departments and the producer of its Public Affairs Show interact daily with non-profits and community leaders, read local newspapers, magazines and websites, and attend local government and public interest meetings in an on-going effort to ascertain issues and problems having the greatest impact on their community.

KSPN has determined that the following issues were of particular importance to its local community during this quarter: **EDUCATION & EMPLOYMENT | PERSONAL DEVELOPMENT & PUBLIC SAFETY | CULTURAL AFFAIRS & COMMUNITY | SPORTS & YOUTH | HEALTH, FITNESS & DISEASE PREVENTION**

This report features highlights of our public affairs program, *710 ESPN's Southern California Experience*, including topics covered and guests interviewed. The program focuses on charities, public service organizations, fundraisers and awareness campaigns pertaining to the issues listed above. The report also includes a sampling of KSPN's Public Service Announcements aired during the quarter that deal with the same topics. A total of **5,121** PSA's with a total value of **\$171,505** were aired. Public Service Announcements were provided by the Ad Council.

Included in this report are details of Public Service Campaigns or appearances conducted on KSPN during the quarter. The following pages summarize some of the most significant treatments of KSPN's issues of concern to the community.

PROGRAMMING SCHEDULE					
MONDAY-FRIDAY		SATURDAY	SUNDAY		
12MID	ESPN NETWORK	ESPN NETWORK	ESPN NETWORK	12MID	
1AM					1AM
2AM					2AM
3AM					3AM
4AM			4AM		
5AM			SO CALIF EXPERIENCE	5AM	
			LaFern Cusack		
6AM	THE MORNING SHOW: KEYSHAWN, LZ & TRAVIS Keyshawn Johnson, LZ Granderson & Travis Rodgers		ESPN NETWORK	6AM	
7AM		WEEKEND WARRIOR Dr. Robert Klapper		7AM	
8AM				8AM	
9AM		ESPN NETWORK	9AM		
10AM	THE STEVEN A. SMITH SHOW Steven A. Smith		10AM		
11AM			11AM		
12 NOON	THE WILL CAIN SHOW Will Cain		12 NOON		
1PM			1PM		
2PM			2PM		
3PM	MASON & IRELAND Steve Mason and John Ireland		3PM		
4PM			4PM		
5PM			5PM		
6PM			6PM		
7PM	THE SEDANO SHOW Jorge Sedano		7PM		
8PM			8PM		
9PM	ESPN NETWORK		9PM		
10PM			10PM		
11PM			11PM		

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**PART II – THE STATION’S MOST SIGNIFICANT TREATMENT OF SELECTED ISSUES OF CONCERN**

## **EDUCATION & EMPLOYMENT**

Series Title: The Experience with LaFern Cusack  
 Host/Producer: LaFern Cusack  
 Date/Time Aired: Sunday, October 6, 2019 5-6a  
 Format: Public Affairs Program  
 Source: Produced by the station  
 Topic: **EDUCATION & EMPLOYMENT**  
 Guest(s): NJ Ayuk  
 Discussion: LaFern Cusack speaks with NJ Ayuk author Billions at Play about transferable sport skills, negotiation techniques, job creation for women in the global energy sector and more!

Series Title: The Experience with LaFern Cusack  
 Host/Producer: LaFern Cusack  
 Date/Time Aired: Sunday, December 22, 2019 5-6a  
 Format: Public Affairs Program  
 Source: Produced by the station  
 Topic: **EDUCATION & EMPLOYMENT**  
 Guest(s): Anthony Losquadro and Dr. Rhonda Randall  
 Discussion: LaFern Cusack speaks with Anthony Losquadro, Founder & Director of Intact America, about raising awareness on the importance of an intact body. Then LaFern speaks with Dr. Rhonda Randall about the Americas Health Rankings Annual Report for California.

Series Title: Public Service Announcement  
 Date Aired: October-December 2019  
 Time Aired: Various  
 Duration: 60 seconds  
 Format: Pre-recorded announcement  
 Source: Produced by the Ad Council  
 Topic: **EDUCATION & EMPLOYMENT**  
 Sub Topic: *Financial Literacy*  
 Discussion: 205x PSA's: Financial illiteracy permeates the life of many Americans, regardless of age, income, gender, education, religion, ethnicity or racial background. Too many Americans exhibit financial behaviors that demonstrate a lack of basic knowledge about how to manage money wisely.

Series Title: Public Service Announcement  
 Date Aired: October-December 2019  
 Time Aired: Various  
 Duration: 60 seconds  
 Format: Pre-recorded announcement  
 Source: Produced by the Ad Council  
 Topic: **EDUCATION & EMPLOYMENT**  
 Sub Topic: *High School Equivalency*  
 Discussion: 309x PSA's: Spot focuses on the importance of finishing your high school education. Free adult education classes available in order to receive diploma.

Series Title: Public Service Announcement  
 Date Aired: October-December 2019  
 Time Aired: Various

Duration: 60 seconds  
 Format: Pre-recorded announcement  
 Source: Produced by the Ad Council  
 Topic: **EDUCATION & EMPLOYMENT**  
 Sub Topic: *Job Training/Goodwill*  
 Discussion: 212x PSA's: The Ad Council teamed up with Goodwill to show audiences how donations of clothing and household items can support job growth in their communities.

Series Title: Public Service Announcement  
 Date Aired: October-December 2019  
 Time Aired: Various  
 Duration: 60 seconds  
 Format: Pre-recorded announcement  
 Source: Produced by the Ad Council  
 Topic: **EDUCATION & EMPLOYMENT**  
 Sub Topic: *Pathways to Employment*  
 Discussion: 299x PSA's: Spot focuses on how anyone could be the right person for the job, and how important it is to be a "grad of life". Find, cultivate and train the right person beyond what is looked at on paper (resume).

Series Title: Public Service Announcement  
 Date Aired: October-December 2019  
 Time Aired: Various  
 Duration: 60 seconds  
 Format: Pre-recorded announcement  
 Source: Produced by the Ad Council  
 Topic: **EDUCATION & EMPLOYMENT**  
 Sub Topic: *Teacher Recruitment*  
 Discussion: 327x PSA's: The Ad Council spot focuses on the need for good teachers and the impact they can have on one's life.

## **PERSONAL DEVELOPMENT & PUBLIC SAFETY**

Series Title: The Experience with LaFern Cusack  
 Host/Producer: LaFern Cusack  
 Date/Time Aired: Sunday, December 1, 2019 5-6a  
 Format: Public Affairs Program  
 Source: Produced by the station  
 Topic: **PERSONAL DEVELOPMENT & PUBLIC SAFETY**  
 Guest(s): Christian Love  
 Discussion: LaFern Cusack speaks with Christian Love about creating music, touring and being a volleyball champion.

Series Title: The Experience with LaFern Cusack  
 Host/Producer: LaFern Cusack  
 Date/Time Aired: Sunday, December 8, 2019 5-6a  
 Format: Public Affairs Program  
 Source: Produced by the station  
 Topic: **PERSONAL DEVELOPMENT & PUBLIC SAFETY**  
 Guest(s): Ron Brent  
 Discussion: LaFern Cusack speaks with Ron Brent about art, community and career advice.

Series Title: Public Service Announcement  
 Date Aired: October-December 2019  
 Time Aired: Various  
 Duration: 60 seconds

Format: Pre-recorded announcement  
 Source: Produced by the Ad Council  
 Topic: **PERSONAL DEVELOPMENT & PUBLIC SAFETY**  
 Sub Topic: *Buzzed Driving Prevention*  
 Discussion: 300x PSA's: Buzzed Driving is Drunk Driving. This campaign asks listeners to think about a different set of consequences than previous drunk driving ads: the actual financial cost of being pulled over for driving buzzed.

Series Title: Public Service Announcement  
 Date Aired: October-December 2019  
 Time Aired: Various  
 Duration: 60 seconds  
 Format: Pre-recorded announcement  
 Source: Produced by the Ad Council  
 Topic: **PERSONAL DEVELOPMENT & PUBLIC SAFETY**  
 Sub Topic: *Child Passenger Safety*  
 Discussion: 219x PSA's: Spot focuses on how one of the leading causes of death for children is car crashes, and prevention through having proper car seats. Information available through the National Highway Traffic Safety Administration.

Series Title: Public Service Announcement  
 Date Aired: October-December 2019  
 Time Aired: Various  
 Duration: 30 seconds  
 Format: Pre-recorded announcement  
 Source: Produced by the Ad Council  
 Topic: **PERSONAL DEVELOPMENT & PUBLIC SAFETY**  
 Sub Topic: *Gun Safety*  
 Discussion: 119x PSA's: When it comes to guns, we can all agree on the importance of preventing kids from having easy access to them. These PSAs aim to inspire gun owners to make their homes safer when it comes to the storage and handling of their guns by going to EndFamilyFire.org.

Series Title: Public Service Announcement  
 Date Aired: October-December 2019  
 Time Aired: Various  
 Duration: 60 seconds  
 Format: Pre-recorded announcement  
 Source: Produced by the Ad Council  
 Topic: **PERSONAL DEVELOPMENT & PUBLIC SAFETY**  
 Sub Topic: *Seat Belt Safety*  
 Discussion: 298x PSA's: The importance of always wearing your seat belt. Whether it is a long haul or a short trip, make sure your kids buckle up.

Series Title: Public Service Announcement  
 Date Aired: October-December 2019  
 Time Aired: Various  
 Duration: 60 seconds  
 Format: Pre-recorded announcement  
 Source: Produced by the Ad Council  
 Topic: **PERSONAL DEVELOPMENT & PUBLIC SAFETY**  
 Sub Topic: *Texting and Driving*  
 Discussion: 198x PSA's: Before you get behind the wheel, silence your phone, or better yet, designate a texter. For more text free driving tips, visit [stoptextsstopwrecks.org](http://stoptextsstopwrecks.org).

Series Title: Public Service Announcement  
 Date Aired: October-December 2019

Time Aired: Various  
 Duration: 30 seconds  
 Format: Pre-recorded announcement  
 Source: Produced by the Ad Council  
 Topic: **PERSONAL DEVELOPMENT & PUBLIC SAFETY**  
 Sub Topic: *Wildfire Prevention*  
 Discussion: 174x PSA's: The principal causes of human-caused wildfires are BBQ's and backyard fire pits. This campaign is designed to increase public awareness and prevention of wildfires by asking people to take personal responsibility for practicing good fire safety habits and speaking up if they see someone in danger of causing a wildfire. Spark a change, not a wildfire.

## **CULTURAL AFFAIRS & COMMUNITY**

Series Title: The Experience with LaFern Cusack  
 Host/Producer: LaFern Cusack  
 Date/Time Aired: Sunday, October 20, 2019 5-6a  
 Sunday, October 27, 2019 5-6a (repeat)  
 Format: Public Affairs Program  
 Source: Produced by the station  
 Topic: **CULTURAL AFFAIRS & COMMUNITY**  
 Guest(s): Nick Gillie, Dwain Perry and Karl Calhoun  
 Discussion: LaFern Cusack speaks with the stars of Goddess Black, Nick Gillie, Dwain Perry and Karl Calhoun, taking place Oct 30 and Nov 9 at Hudson Theatre LA. [www.onstage411.com](http://www.onstage411.com)

Series Title: The Experience with LaFern Cusack  
 Host/Producer: LaFern Cusack  
 Date/Time Aired: Sunday, November 3, 2019 5-6a  
 Sunday, November 10, 2019 5-6a (repeat)  
 Format: Public Affairs Program  
 Source: Produced by the station  
 Topic: **CULTURAL AFFAIRS & COMMUNITY**  
 Guest(s): Cyndi Ankiewicz  
 Discussion: LaFern Cusack speaks with Cyndi Ankiewicz about the Combined Federal Campaign, non-profit best practices, veteran's volunteerism and ESPN Veteran's Week.

Series Title: The Experience with LaFern Cusack  
 Host/Producer: LaFern Cusack  
 Date/Time Aired: Sunday, November 24, 2019 5-6a  
 Format: Public Affairs Program  
 Source: Produced by the station  
 Topic: **CULTURAL AFFAIRS & COMMUNITY**  
 Guest(s): Rev. Dr. Joseph Bryant, Jr  
 Discussion: LaFern Cusack speaks with Rev. Dr. Joseph Bryant, Jr. He shares the vision and purpose of The K.I.N.G. Movement.

Series Title: Public Service Announcement  
 Date Aired: October-December 2019  
 Time Aired: Various  
 Duration: 30 seconds  
 Format: Pre-recorded announcement  
 Source: Produced by the Ad Council  
 Topic: **CULTURAL AFFAIRS & COMMUNITY**  
 Sub Topic: *Association of Zoos & Aquariums*  
 Discussion: 192x PSA's: Dedicated to the advancement of zoos and aquariums in the areas of conservation, education, science, and recreation. AZA represents more than 200 institutions, which

meet the highest standards in animal care, provide a fun and educational family experience, and dedicate millions of dollars to scientific research, conservation, and education programs.

Series Title: Public Service Announcement  
 Date Aired: October-December 2019  
 Time Aired: Various  
 Duration: 60 seconds  
 Format: Pre-recorded announcement  
 Source: Produced by the Ad Council  
 Topic: **CULTURAL AFFAIRS & COMMUNITY**  
 Sub Topic: *Caregiver Assistance*  
 Discussion: 236x PSA's: Spot focuses on information available through AARP regarding dealing with aging parents and their issues.

Series Title: Public Service Announcement  
 Date Aired: October-December 2019  
 Time Aired: Various  
 Duration: 60 seconds  
 Format: Pre-recorded announcement  
 Source: Produced by the Ad Council  
 Topic: **CULTURAL AFFAIRS & COMMUNITY**  
 Sub Topic: *Discovering Nature*  
 Discussion: 315x PSA's: Inspire tweens (aged 8-12) and their parents to re-connect with nature, experiencing it first-hand. The campaign brings to life the joy and excitement kids have when they discover the wonders of nature, helping create interest in their environment and a lifelong relationship with it.

Series Title: Public Service Announcement  
 Date Aired: October-December 2019  
 Time Aired: Various  
 Duration: 30 seconds  
 Format: Pre-recorded announcement  
 Source: Produced by the Ad Council  
 Topic: **CULTURAL AFFAIRS & COMMUNITY**  
 Sub Topic: *LGBT Acceptance*  
 Discussion: 1x PSA: The LGBT Acceptance campaign aims to raise awareness about discrimination against LGBT Americans and promote acceptance, empathy and understanding for the millions of LGBT Americans who can be kicked out of their homes, fired from their jobs or denied services just because of their sexual orientation or gender identity.

Series Title: Public Service Announcement  
 Date Aired: October-December 2019  
 Time Aired: Various  
 Duration: 60 seconds  
 Format: Pre-recorded announcement  
 Source: Produced by the Ad Council  
 Topic: **CULTURAL AFFAIRS & COMMUNITY**  
 Sub Topic: *Meals on Wheels*  
 Discussion: 298x PSA's: Aimed to bring attention to seniors who need help with food delivery and face isolation. 1 in 6 seniors faces the threat of hunger and millions more from isolation. Provides volunteer opportunities with their "America, let's do lunch" program. Encourages food and visitation that is easy and fits into your day, but is extremely helpful to those in need.

Series Title: Public Service Announcement  
 Date Aired: October-December 2019  
 Time Aired: Various



Duration: 60 seconds  
 Format: Pre-recorded announcement  
 Source: Produced by the Ad Council  
 Topic: **CULTURAL AFFAIRS & COMMUNITY**  
 Sub Topic: *Recycling*  
 Discussion: 327x PSA's: Discusses the importance of recycling. Learning how at [iwanttoberecycled.org](http://iwanttoberecycled.org). Keep America Beautiful inspires and educates people to take action every day to improve and beautify their community environment.

Series Title: Public Service Announcement  
 Date Aired: October-December 2019  
 Time Aired: Various  
 Duration: 30 seconds  
 Format: Pre-recorded announcement  
 Source: Produced by the Ad Council  
 Topic: **CULTURAL AFFAIRS & COMMUNITY**  
 Sub Topic: *Saving for Retirement*  
 Discussion: 182x PSA's: Saving for Retirement campaign to empower people to take control of their financial futures. Taking an encouraging and empowering tone, the PSA's, celebrate the financial milestones and successes these savvy consumers have already aced—from home ownership, to vacation planning, to financing a child's education. The PSA's urge them to apply that same financial knowledge to get on track with their retirement savings with tips from [AceYourRetirement.org](http://AceYourRetirement.org).

Series Title: Public Service Announcement  
 Date Aired: October-December 2019  
 Time Aired: Various  
 Duration: 60 seconds  
 Format: Pre-recorded announcement  
 Source: Produced by the Ad Council  
 Topic: **CULTURAL AFFAIRS & COMMUNITY**  
 Sub Topic: *Shelter Pet Adoption*  
 Discussion: 316x PSA's: "The Shelter Pet Project" campaign aims to encourage millions of pet lovers to make shelters the first choice and desired way for acquiring companion animals. Campaign urges listeners to visit shelters first when looking for pets.

## **SPORTS & YOUTH**

Series Title: The Experience with LaFern Cusack  
 Host/Producer: LaFern Cusack  
 Date/Time Aired: Sunday, December 15, 2019 5-6a  
 Format: Public Affairs Program  
 Source: Produced by the station  
 Topic: **SPORTS & YOUTH**  
 Guest(s): Joe Lafferty and Tenaya Wallace  
 Discussion: LaFern Cusack speaks with Joe Lafferty and Tenaya Wallace about a journey of an athlete from death to organ donor advocate. Additionally, discusses how Hollywood saves lives.

## **HEALTH, FITNESS & DISEASE PREVENTION**

Series Title: The Experience with LaFern Cusack  
 Host/Producer: LaFern Cusack  
 Date/Time Aired: Sunday, October 13, 2019 5-6a  
 Format: Public Affairs Program  
 Source: Produced by the station  
 Topic: **HEALTH, FITNESS & DISEASE PREVENTION**  
 Guest(s): Wayne Leher

Discussion: LaFern Cusack speaks with healer and coach Wayne Leher about yoga practices and health.

Series Title: The Experience with LaFern Cusack  
 Host/Producer: LaFern Cusack  
 Date/Time Aired: Sunday, November 17, 2019 5-6a  
 Format: Public Affairs Program  
 Source: Produced by the station  
 Topic: **HEALTH, FITNESS & DISEASE PREVENTION**  
 Guest(s): Serro Park  
 Discussion: LaFern Cusack talks with coach and trainer Serro Park about mixing food with training in a new way for your body type.

Series Title: The Experience with LaFern Cusack  
 Host/Producer: LaFern Cusack  
 Date/Time Aired: Sunday, December 29, 2019 5-6a  
 Format: Public Affairs Program  
 Source: Produced by the station  
 Topic: **HEALTH, FITNESS & DISEASE PREVENTION**  
 Guest(s): Kevin Bailey  
 Discussion: LaFern Cusack speaks with Kevin Bailey, health and wellness coach, and provides top tips to finding your WHY.

Series Title: Public Service Announcement  
 Date Aired: October-December 2019  
 Time Aired: Various  
 Duration: 60 seconds  
 Format: Pre-recorded announcement  
 Source: Produced by the Ad Council  
 Topic: **HEALTH, FITNESS & DISEASE PREVENTION**  
 Sub Topic: *High Blood Pressure*  
 Discussion: 191x PSA's: Maintaining healthy blood pressure is a vital component of cardiovascular health. Untreated high blood pressure puts adults at high risk for stroke and heart attack. Education and support can help millions of Americans avoid the serious and often fatal consequences of high blood pressure.

Series Title: Public Service Announcement  
 Date Aired: October-December 2019  
 Time Aired: Various  
 Duration: 30 seconds  
 Format: Pre-recorded announcement  
 Source: Produced by the Ad Council  
 Topic: **HEALTH, FITNESS & DISEASE PREVENTION**  
 Sub Topic: *Lung Cancer Scan*  
 Discussion: 104x PSA's: Campaign to educate Americans about a lung cancer screening for those at high risk. This potentially lifesaving low-dose CT scan can detect lung cancer in the early stages, before symptoms arise, when more treatment options are available and the chances of survival are higher.

Series Title: Public Service Announcement  
 Date Aired: October-December 2019  
 Time Aired: Various  
 Duration: 30 seconds  
 Format: Pre-recorded announcement  
 Source: Produced by the Ad Council  
 Topic: **HEALTH, FITNESS & DISEASE PREVENTION**  
 Sub Topic: *St. Jude Children's Research*

Discussion: 1x PSA: St. Jude is leading the way the world understands, treats and defeats childhood cancer and other life-threatening diseases.

Series Title: Public Service Announcement

Date Aired: October-December 2019

Time Aired: Various

Duration: 60 seconds

Format: Pre-recorded announcement

Source: Produced by the Ad Council

Topic: **HEALTH, FITNESS & DISEASE PREVENTION**

Sub Topic: *Type 2 Diabetes*

Discussion: 298x PSA's: More than one in three American adults have prediabetes and are at high risk of developing type 2 diabetes, a serious health condition that can lead to heart attack and stroke. The campaign encourages people to learn their risk of type 2 diabetes by taking a short online test at [DoIHavePrediabetes.org](http://DoIHavePrediabetes.org), which also features information about prediabetes as well as lifestyle programs and tips to help people reverse their risk.