



QUARTERLY ISSUES AND PROGRAMS REPORT

FOR

STATION KCBS-AM AND KFRC-FM

3rd Quarter 2016

(July 1 through September 30)

Prepared by: Jack Swanson, Director of News and Programming

**Issues of Concern to San Francisco
Addressed in Responsive Programming in the
3rd Quarter 2016**

<u>Subject</u>	<u>Description of Issue of Concern</u>
1. Policing and Racial Issues	A look at the continued escalation of violent events surrounding policing and racial issues across the nation.
2. Gentrification	A new art exhibit in Oakland displays how gentrification has impacted the city and residents.
3. Swaying Voters	The upbringing and background of a voter determines how much sway a politician has with them.
4. Dementia Diseases	A look at the social and economic impact of diseases related to Dementia.
5. The Cycle of Immigrants and Refugees	An examination into the cycle of immigration reform and refugee acceptance in the United States.
6. College Bound	High school students should focus on more than just test scores when they look at colleges.
7. The American Worker	A look at the current state of the American worker and what changes still need to be made.
8. Searching the Skies	Why looking for life beyond our planet is important.
9. The Purchase of Holy City	Over 100 acres of land that used to be a town is bought by a Silicon Valley Billionaire.
10. Three Feet For Safety Law	Two years ago, a law to improve bicycle safety went into effect and drivers are still unaware of it.

**KCBS-AM and KFRC-FM Programs That Address Community Issues
(Regularly Scheduled Public Affairs Programs)
3rd Quarter 2016**

<u>Public Affairs Program</u>	<u>Schedule and Description</u>
1. KCBS In Depth	Saturdays from 5:30-6am, Sundays from 8:30-9am and 8:30-9pm. Locally-produced commercial-free half-hour news interview program produced by Jane McMillan with various authors, professors, public officials, and community organizations regarding issues of local and national concern.
2. Special News Programming	Programming times and dates vary.

NOTE: This report covers special, in depth public affairs news programming. As an all news station, most KCBS programming addresses important public issues in the news.

**Most Significant Issue-Responsive Programming
3rd Quarter 2016
(July 1 through September 30)**

ISSUE: Policing and Racial Issues

KCBS In Depth
July 9 and 10, 2016
5:30am, 8:30am and 8:30pm
30 minutes

Dr. Bedford Palmer, assistant professor in the counseling department at St. Mary's college has done research around African American worldview as well as multicultural factors in psychology and behavioral training. He spoke with KCBS reporter Doug Sovern about the continued escalation of violent events around policing and racial issues in the nation, offering insights to the frustrations that communities feel over why similar narratives continues to happen.

**Most Significant Issue-Responsive Programming
3rd Quarter 2016
(July 1 through September 30)**

ISSUE: Gentrification

KCBS In Depth
July 23 and 24, 2016
5:30am, 8:30am and 8:30pm
30 minutes

Gentrification remains a big issue in the Bay Area as many residents, as well as businesses, are pushed out of San Francisco and Silicon Valley due to soaring rents. As they settle into more affordable areas, that in turn pushes out other residents that results in changing neighborhoods and a variety of social and economic impacts. Chris Tragery is the conceptual artist of “Oakland, I want you to know...”, a new exhibit on gentrification at Oakland Museum of California, that gives voice to the residents of Oakland to share their stories about the shifting landscape of their neighborhoods. He spoke about how the idea for the exhibit came to creation and shared some of the stories he gathered. Curator of public practice for the Oakland Museum of California, Evelyn Orantes, also shared more information about the museum that many residents may not know about.

**Most Significant Issue-Responsive Programming
3rd Quarter 2016
(July 1 through September 30)**

ISSUE: **Swaying Voters**

KCBS In Depth
July 30 and 31, 2016
5:30am, 8:30am and 8:30pm
30 minutes

Following the Republican and Democratic National Conventions, where the presidential nominees have been named, campaign focus has shifted to sway voters. Cognitive Linguist Dr. George Lakoff spoke on how much sway politicians actually hold, why it's hard to change the view of certain voters, and how a person's background or family upbringing contributes to their political views.

**Most Significant Issue-Responsive Programming
3rd Quarter 2016
(July 1 through September 30)**

ISSUE: Dementia Diseases

KCBS In Depth
August 6 and 7, 2016
5:30am, 8:30am and 8:30pm
30 minutes

Bill Fisher, Chief Executive Officer of the Northern California and Northern Nevada Chapter of the Alzheimer's Association, spoke about the high financial and emotional cost of diseases that fall under the umbrella of Dementia, including Alzheimer's Disease. He also discussed how these diseases affect not only the aging boomer population, but the generations that follow after them and how researchers are still looking for causes in addition to effective treatments.

**Most Significant Issue-Responsive Programming
3rd Quarter 2016
(July 1 through September 30)**

ISSUE: The Cycle of Immigrants and Refugees

KCBS In Depth
August 13 and 14, 2016
5:30am, 8:30am and 8:30pm
30 minutes

One of many issues that the presidential candidates will debate is immigration reform and refugee acceptance. Bill Hing, professor of Immigration Law and Policy at the University of San Francisco, explained how the country's response to immigrants and refugees have been cyclical. He spoke on how the cycle repeated many times over from welcome, backlash, to adjustment and where we currently are in that pattern.

**Most Significant Issue-Responsive Programming
3rd Quarter 2016
(July 1 through September 30)**

ISSUE: College Bound

KCBS In Depth
August 20 and 21, 2016
5:30am, 8:30am and 8:30pm
30 minutes

With the start of the new school year, the focus for those just starting high school should already be on college. Vice President of Enrollment Management at Santa Clara University, Mike Sexton, spoke about how college entry is no longer based only on test scores. He also explained how emphasis has shifted to focus more on the person applying and what high school students should look into when they start searching for a college to attend.

**Most Significant Issue-Responsive Programming
3rd Quarter 2016
(July 1 through September 30)**

ISSUE: The American Worker

KCBS In Depth
September 3 and 4, 2016
5:30am, 8:30am and 8:30pm
30 minutes

For Labor Day weekend, Labor Expert and U-C Berkeley professor Harley Shaiken spoke about the current status of the American worker. With stagnating wages, growing wealth inequality, and a continuing flat-line on union membership, Shaiken spoke about how the need for unions, collective bargaining rights, and updated labor reform action remains vital.

**Most Significant Issue-Responsive Programming
3rd Quarter 2016
(July 1 through September 30)**

ISSUE: **Searching the Skies**

KCBS In Depth
September 17 and 18, 2016
5:30am, 8:30am and 8:30pm
30 minutes

With all the issues on Earth, Senior Astronomer Seth Shostak from the SETI Institute in Mountain View spoke about why it's important to study things beyond our planet and why finding life in outer space is significant to what happens where we live.

Most Significant Issue-Responsive Programming
3rd Quarter 2016
(July 1 through September 30)

ISSUE: The Purchase of Holy City

Special News Programming
August 15, 2016
Hourly from 12am to 12pm
3 minutes

KCBS reporter Jennifer Hodges reported on how more than 100 acres of property in the Santa Cruz Mountains known as “Holy City” was purchased by a Silicon Valley Billionaire despite the somewhat sordid history and the speculations on what the future might hold for the so-called ghost town.

Most Significant Issue-Responsive Programming
3rd Quarter 2016
(July 1 through September 30)

ISSUE: **Three Feet for Safety Law**

Special News Programming
September 19, 2016
Hourly from 12am to 12pm
3 minutes

Two years after a law passed, requiring drivers to allow at least a three-foot buffer when passing bicyclists, KCBS Reporter Doug Sovern reported that many drivers don't even know about the law. He also gave us an update on how well the law is working.

**Public Service Announcements
3rd Quarter 2016
(July 1 through September 30)**

Throughout the quarter the station aired daily PSAs providing information on a variety of local community activities and issues. Representative examples of such PSAs include the following:

San Francisco Public Library
Common Ground Garden
The San Mateo County History Museum
The San Francisco Choral Society
The I-80 SMART Corridor Project
Rhythmix Cultural Works
Millbrae Art and Wine Festival
Studio One Art Center
The Guadalupe River Park Conservancy Visitor and Education Center
Arts for Oakland Kids
Mountain View Art and Wine Festival
Clinic by the Bay
Creativity Explored
The Alzheimer's Association
The Sturgeon's Mill Restoration Project
The Sandra J. Wing Healing Therapies Foundation
The 2016 JDRF One Walk
The Women's Cancer Resource Center
Saint Mary's College of California
San Francisco's Central Mission Neighborhood Steering Committee

###