



**KGMC(TV)  
FRESNO, CALIFORNIA**

**QUARTERLY ISSUES AND PROGRAM LIST  
2nd Qtr 2009 (Apr 1, 2009 – Jun 30, 2009)**

---

KGMC(TV) has ascertained the following issues of importance to the Clovis, California community:


- water resources
- organic gardening
- native American crafts
- California history

During this quarter, KGMC(TV) broadcast the following local or syndicated programming that provided the station's most significant treatment of these community issues:

- *The Valley Today*, (30 minutes, Friday 8:30 – 9:00 am)

While this list describes much of KGMC(TV)'s most significant issue-responsive programming, it is not exhaustive. Programming described in this Quarterly Issues and Programs List may relate simultaneously to more than one issue. Each issue-responsive programming segment aired for between 30 seconds and 3 minutes unless otherwise noted. Additionally, as described in the attached log, KGMC(TV) broadcast public service announcements to further address these and other important community issues.

Filed by:

  
\_\_\_\_\_  
Kevin Mosesian  
Corporate Stations Manager

  
\_\_\_\_\_  
Date Placed in Public Inspection File

## Issue-Responsive Programming

**Air Date :** 04/03/09, 04/10/09, 04/17/09 and 04/24/09

**Time :** 8:30am

**Program :** The Valley Today

**Issue :** Water Resources

**Duration :** 27 min 49 sec

**Description :** Averaging less than 10 inches of rainfall per year, the San Joaquin Valley is dependent on reservoirs to hold water from other places in order to satisfy both residential and agricultural needs. The San Luis Reservoir in the Pacheco State Park receives water from Lake Shasta and Lake Oroville in Northern California. When full it can hold 2,038,000 acre feet (an acre foot is approximately 326,000 gallons) of water. At the time the program was made the reservoir was at 47% capacity. The reservoir is the main source of irrigation water for the west side of the San Joaquin Valley. The lakes are very popular with fisherman and boaters, although care must be taken due to the very strong winds which can occur in the area. A visitor center at the Romero Overlook provides full information on the reservoirs and water projects through audio-visual and printed materials. Telescopes are also available for viewing the area. See <http://www.parks.ca.gov/parkindex/>

**Air Date :** 05/01/09 and 05/08/09

**Time :** 8:30am

**Program :** The Valley Today

**Issue :** Government Spending

**Duration :** 28 min 40 sec

**Description :** On 04.15.09 more than 7000 people got together at the SaveMart Center in Fresno for the Central Valley Tea Party to protest against government spending and higher taxes. In this program individuals attending the event were given the opportunity to voice their concerns about the federal government's economic stimulus package, tax increases, federal bailouts, state budget problems and whatever else was bothering them about government.

**Air Date :** 05/15/09 and 05/22/09

**Time :** 8:30am

**Program :** The Valley Today

**Issue :** Organic Gardening

**Duration :** 27 min 41 sec

**Description :** Roses. Master Gardener Sue Kendall cares for 299 varieties of rose and other assorted plants in a spectacular garden that has passersby stopping constantly to admire the garden and talk with her. She discusses the roses and how to care for them without the use of chemicals.

**Air Date :** 05/29/09 and 06/05/09  
**Time :** 8:30am  
**Program :** The Valley Today  
**Issue :** Native American Crafts  
**Duration :** 28 min 44 sec

**Description :** Beautiful and rare baskets from over twenty different tribes demonstrate why California Indian basketry is widely considered to be among the world's finest textile traditions. California Indians created baskets for a multitude of purposes; they used them for food storage and preparation, to carry their babies, to wear as caps, to exchange as gifts or dowries, and much more. A wide variety of utilitarian and decorative baskets are on display at the California Museum in Sacramento, allowing visitors to learn about their significance to their makers, and to appreciate the high level of craftsmanship that they embody.

**Air Date :** 06/12/09 and 06/19/09  
**Time :** 8:30am  
**Program :** The Valley Today  
**Issue :** California History - Famous Californians  
**Duration :** 12 min 53 sec

**Description :** The California Museum, along with California First Lady Maria Shriver, created the California Hall of Fame to recognize legendary Californians who have influenced the state, the nation and the world. The California Hall of Fame exhibition displays many items that are on personal loan from the current inductees and have never been exhibited before. The newly renovated exhibition includes a car, a carriage, a reading room, a music station and a report card ... and much more! Hall of Fame inductees come from all walks of life and embody California's innovative spirit. Twelve to thirteen remarkable individuals have been inducted each year since 2006.

**Air Date :** 06/12/09 and 06/19/09  
**Time :** 8:30am  
**Program :** The Valley Today  
**Issue :** California History - Japanese-American internment in WWII  
**Duration :** 12 min 43 sec

**Description :** California Museum : "Uprooted! The Japanese Americans during WWII"  
Through photographs and artifacts – including crafts and other artwork made in the internment camps – this exhibit surveys a century of Japanese American history in California. Visitors will learn about their forced internment during World War II. Visitors can imagine life behind barbed wire as they enter a recreated barracks under a scale model of a guard tower, and marvel at the ingenuity of internees who could turn discarded fruit crates into finely crafted furniture.

**Air Date :** 06/26/09

**Time :** 8:30am

**Program :** The Valley Today

**Issue :** California History - Sacramento

**Duration :** 24 min 45 sec

**Description :** Old Town Sacramento is a living history park, open year round, which gives tourists a view into life in the 1850's gold rush town. With 53 historic buildings, Old Sacramento has more buildings of historic value condensed into its 28 acres than most areas of similar size in the west. Registered as a National and California Historic Landmark, docents and exhibits take visitors through Sacramento's fascinating history from its beginnings as a tent city through its rapid development during California's gold rush and into its creation as the first historic district in the West.

## Public Service Announcements

During the months of April, May and June 2009 KGMC(TV) ran a total of 2837 PSAs. A representative sample of the groups served includes the following:

DTV/ 60 Day Countdown  
 DTV/ Antenna  
 DTV/ Rescanning  
 DTV/ New Date June 12  
 DTV/ Converter Box #3  
 DTV/ Converter Zenith

<b>Sponsoring Organization</b>	<b>Name of PSA</b>	<b>General Goal</b>
Ad Council	Ambulance	buzz driving is drunk driving
Ad Council	April	conserve energy
Ad Council	Armored Car	save money
Ad Council	Ativa	stay in school and graduate
Ad Council	Bells / Phone - Hunger Prevention	help prevent hunger in the US
Ad Council	Brown Bag	small savings can add up
Ad Council	Cafeteria	help others in need
Ad Council	Cashiers	think before you speak
Ad Council	Cheerleader	awareness about father involvement
Ad Council	Diner	help prevent wildfires
Ad Council	Eric	there is help to get into college
Ad Council	Ernie Els	awareness about autism
Ad Council	Eye	tell your friend if they're driving too fast
Ad Council	Family Emergency Kit	be prepared for a natural disaster/terrorist attack
Ad Council	Fitting Room	think before you speak
Ad Council	Get Some Nature Into Your Kids	explore nature
Ad Council	Haunting	let your friend know if he is driving recklessly
Ad Council	Healthy Balance	eat a healthy balance of food
Ad Council	Helping Out	help keep the oceans clean
Ad Council	Horse	tell your friend if they're driving too fast
Ad Council	Hospital	prevent drunk driving
Ad Council	Jose	stay in school
Ad Council	Keep Safe	keep our national forests safe
Ad Council	Know Your Name	have your children know their names and their parents
Ad Council	Magic	use energy saving light bulbs
Ad Council	Malcom	use energy saving light bulbs
Ad Council	Obama / Color	help prevent hunger in the US
Ad Council	One in Eight - Clothesline	1 in 8 Americans suffers from hunger
Ad Council	One in Eight - Construction Worker	fight hunger in America

<b>Sponsoring Organization</b>	<b>Name of PSA</b>	<b>General Goal</b>
Ad Council	OZ	read and imagine
Ad Council	Pizza Shop	think before you speak
Ad Council	Questioners - Cell Phone	ask questions during your doctor visit
Ad Council	Questioners - Restaurant	ask questions during your doctor visit
Ad Council	Royal Family	save money
Ad Council	Suction Tires	invent stuff
Ad Council	Tap Water	small savings can add up
Ad Council	Texual Harassment	texting can be a form of harrassment
Ad Council	The Other You	reconnect your kids with nature
Ad Council	Toni Braxton	awareness about autism
Ad Council	Video	tell your friend if they're driving too fast
American Academy of Dermatology	Indoor Tanning is Out	the danger of indoor tanning
American Academy of Orthopedic Surgeons	Joints Don't Jump	get healthy joints
American Dental Association	U- Tooley Dudley	get your teeth checked
American Red Cross	Change a Life : Thank You	change a life by helping others
Arbor Day Foundation	2009 Nature Explore	explore nature
Autism Awareness	Ernie Els	awareness about autism
Boys Town National Hotline	I Imagined	get help/advice from the hotline
Boys Town National Hotline	Picture That	get help/advice from the hotline
California Dept of Health & Human Services	Bring It Home	awareness about influenza
California Dept of Health & Human Services	Stop	awareness about the flu
California Office of Traffic Safety	Negligent Driving Kills	negligent driving kills
California Office of Traffic Safety	Report Drunk Drivers	call 911 to report drunk drivers
Carbon Monoxide Action Group	Silent Killer - Carbon Monoxide	the danger of carbon monoxide
CDC	The Worst Part	awareness of Chronic Fatigue Syndrome
Children's Dental Access Program	Albert Pujos "Give Kids a Smile"	have your child get a healthy smile
College.gov	Caitlin	there is financial help to get into college
College.gov	Chris	there is financial help to get into college
College.gov	Delia	there is financial help to get into college
College.gov	Eric	there is help to get into college
Corporation for National Community Service	Bringing Learning to Life	be a volunteer worker
Dave Thomas Foundation for Adoption	Every Child Needs Love	adopt a child
depressionisreal.org	It Is	awareness about depression
Donate A Life	JePahl	be an organ/tissue donor
Donate A Life	Priscilla	be an organ/tissue donor
Donate A Life	Tracy	become an organ/tissue donor
Donate A Life	Tyler	be an organ/tissue donor

<b>Sponsoring Organization</b>	<b>Name of PSA</b>	<b>General Goal</b>
Donate Life America	JePahl	become an organ/tissue donor
Donate Life America	Tracy	be an organ/tissue donor
Donate Life America	Tyler	become an organ/tissue donor
Federal Citizen Information Center	1 (800) Fed-Info "For the People"	awareness about the federal citizen information center
Foundation for a Better Life	Cafeteria	reach out to others
Foundation for a Better Life	Concert	encourage others
Foundation for a Better Life	Hockey	show love to others
Foundation for a Better Life	Homecoming Queen	true beauty lies within
Foundation for a Better Life	Hope You Dance	live life to the fullest
Foundation for a Better Life	Locker	show character
Foundation for a Better Life	My Life is Sports	appreciate others
Foundation for a Better Life	Pinata	share and pass it on
Foundation for a Better Life	Questioners - Cell Phone	ask questions during your doctor visit
Foundation for a Better Life	Special Athlete	awareness of being a true athlete
Foundation for a Better Life	The Greatest	the power of optimism
Foundation for a Better Life	Top Shelf	help others
Foundation for a Better Life	Wall	work hard and achieve
Foundation for a Better Life	You Can Let Go	awareness about everlasting love
Foundation for a Better Life	You Raise Me UP	live life to the fullest
IRS	Groceries	awareness to earn income tax credit
IRS	IRS Free File	eFile because it's easy and free
IRS	Life Is Frustrating	awareness to efile your taxes
Juvenile Diabetes Research Foundation International	Child	awareness about juvenile diabetes
Juvenile Diabetes Research Foundation International	Clinical Juvenile Diabetes	awareness about juvenile diabetes
Macular Degeneration Research	Macular Degeneration Will Soon Strike Millions of Baby Boomers	awareness about macular degeneration
March of Dimes	Trial	eating healthy can prevent premature birth
National 4H Council	Lightning	become a scientist
National Commission on Writing	Bob Costas	the importance of good grammar and writing skills
National Foundation for Credit Counseling	Friends in Trouble/Foreclosure: How to Save Your Home	how to save your home from foreclosure
National Kidney Foundation	Bomb	get checked for kidney disease
National Kidney Foundation	Measuring Cup	have your kidneys checked
National Memorial Project	NBA Legends	help make the Martin Luther King Memorial a reality
National Treasury Employees Union	They Work for Us	the importance of federal employees
Negligentdriving.com	Negligent Driving Kills	awareness about negligent driving
Sanofi Pasteur	Sounds of Pertussis	awareness about pertussis
ThinkB4YouSpeak.org	Pizza Shop	think before you speak
Underwriter's Laboratories	Just Look for UL	be safe and protected by UL
US Environmental Protection Agency	Baby Steps - Radon	test your home for radon
US Environmental Protection Agency	Leaf	protect the environment by going green
US Fish & Wildlife Service	Get Some Nature Into Your Kids	explore nature

<b>Sponsoring Organization</b>	<b>Name of PSA</b>	<b>General Goal</b>
Volunteers of America	In On The Action	do volunteer work
West Glen Communications	Center Piece	recycle rechargeable batteries
West Glen Communications	Gift	recycle rechargeable batteries
West Glen Communications	Paper Football	recycle rechargeable batteries
West Glen Communications	Trail	recycle rechargeable batteries
What to Expect Foundation	Guide to Immunizations	what to expect during your immunizations
WorldVision	A Mother's Work	Visit <a href="http://worldvisionwomen.org">worldvisionwomen.org</a> to find out how you can help mothers make their children's lives easier