



QUARTERLY ISSUES / PROGRAM LIST

1st QUARTER 2024

January 1 - March 31

To: PUBLIC FILE

Re: LOCAL, SYNDICATED, and NETWORK PROGRAMS

Date: 1st QUARTER January 1, 2024 - March 31, 2024

The following is a listing of KFMB's local, network, and syndicated programs that, in some of the show's topics and content, serve the needs of the ascertained issues of San Diego and surrounding communities. Listed below are the program title, length, air day and time.

LOCAL PROGRAMS: CBS 8 News - (M-F) News 8 This Morning at 5am - 6am and News 8 This Morning at 6am - 7am. The remainder of the newscasts are News 8 at 11am - Noon, News 8 at Noon to 12:30pm, News 8 at 5pm - 5:30pm, News 8 at 6pm - 7pm, and News 8 at 11pm - 11:35pm. On Saturdays, the newscasts are aired at 5pm - 6pm, 6:30 - 7pm, and 11pm - 11:35pm. On Sunday, the newscasts are aired, 5pm - 6pm, 6:30pm - 7pm, and 11pm - 11:35 pm. Although local news stories are reported, issues of local social concerns are also featured in these newscasts. All newscasts are closed captioned to meet the needs of the hearing impaired.

The FOUR (M-F) - The FOUR is a daily one-hour show featuring local and world-wide lifestyle content that helps improve the lives of viewers - informing and entertaining them on topics such as family, health & wellness, beauty & fashion, finances, home improvement and décor, and how to navigate major life events. The Four is hosted by CBS 8 anchors and highlights many local contributors.

NETWORK NEWS/PUBLIC AFFAIRS PROGRAMS:

CBS MORNINGS: A 2-hour weekly news program airing from 7am - 9am

CBS SATURDAY MORNING: A 2-hour weekly news program airing on Saturday mornings at 5-7AM.

CBS WEEKEND NEWS: Airing Saturday 6pm - 6:30pm

CBS EVENING NEWS - A daily news show that airs at 5:30PM (M-F). Saturday news show airs 5:30PM and Sunday at 5:00PM.

CBS OVERNIGHT NEWS - A Monday-Thursday and Sunday news format program that airs early morning 3:07AM-4:00AM M-Thur and 2:30AM-4:30AM Sundays.

60 MINUTES - A one-hour weekly news program featuring segments reported by various reporters and airs Sunday evening at 7:00PM.

CBS MORNING NEWS - A one-half hour daily (M-F) newscast airing at 4:00AM.

SYNDICATED PROGRAMS:

DAILY BLAST LIVE This one-hour news/magazine type program airs Monday thru Friday at 3:00PM. Interview show addressing daily hot topics and social issues.

ENTERTAINMENT TONIGHT An entertainment show airing from 7-7:30pm Monday-Friday and again at 1:30am

INSIDE EDITION A Hollywood entertainment show that airs Monday thru Friday at 7:30PM. And again at 2am.

THE DR. OZ SHOW This one-hour program airs Monday thru Friday at 2:00AM. The program features advice on medical issues, fitness, cooking and interviews with various health professionals.

Section I. Issues

The station has identified the following issues as significant issues facing our community in this quarter:

This listing is by no means complete, nor is the order in which these issues appear, intended to imply any degree of priority or significance of the issues.

- A. EDUCATION - a station commitment to bring STEAM learning to underserved communities in our area.
- B. ENVIRONMENT - spotlighting the successes and issues surrounding the protection of San Diego's Environment
- C. DIVERSITY AND INCLUSION - highlighting the people and places in the Community that make up our unique culture and bringing their struggles to light
- D. MILITARY - The impact that service has on local veterans and their families

Section II. Responsive Programs

A. EDUCATION

"First Generation Students" – Aired Jan 19. CBS 8 introduces us to federally funded program at Palomar College that helps students who are the first in their family to attend college. The program accepts around 225 students per year.

"Ford Scholarships" – Aired Feb 7. The President of El Cajon Ford joins us on THE FOUR to talk about "The San Diego County Salute to Education" program which gives away millions of dollars in scholarships each year. Ford dealerships help fund the program and the interview explained how to apply and gave details on the deadline.

"Black Author inspiring young innovators" – Aired Feb 18. Journalist Abbie Black introduces us to a local biomedical scientist who wrote a children's book to inspire diversity in the field of science.

"Inspiring Educators" – Aired Mar 1. Over 400 students prepared for their future by attending a free event hosted by San Deigo Mesa College. Inspiring educators learned about different careers in education including childhood development, special ed, bilingual education and tutoring.

"Mira Costa AI degree" – Aired Mar 6. CBS 8 highlights a college in Oceanside that will be offering an associates degree in AI and talks to students about their opinion on the matter.

"Student Innovators" – Aired Mar 7. Two local high school students are among 126 across the country who will be recognized at the first ever National STEM Festival in DC. The two students were on THE FOUR to show off the inventions that got them there.

“STEM goes Red” – Aired Mar 13. In this Innovate 8 special, CBS 8 highlights how the American Heart Association is working to inspire young women in the field of STEAM

B. ENVIRONMENT

“Christmas Tree Recycling” – Aired Jan 1. Evan Noorani explains how a City program takes your old Christmas Tree and recycles it to help our environment. He explains how the program works and how viewers can participate.

“Plastic in Food” – Aired Jan 15. CBS 8’s Neda Iranpour digs deeper into a new study that shows the level of harmful chemicals in practically everything we eat and talks with a local researcher to get her insight.

“Balloon Ban” – Aired Jan 22. Cigarette butts are the biggest source of plastic pollution along the coastline, but helium filled balloons are common too. We highlight why these balloons can be so dangerous to the environment and talk about the latest San Diego City to ban them.

“Earth Boards” – Aired Feb 20. Jeff Zevely tells the story of a 50 year old college freshmen who used his professors and mentors to start a business that makes wooden surf boards with the aim to reduce the amount of foam and chemicals in the ocean.

“Monarch Butterflies” – Aired Feb 26. We take a look at the Eastern Monarch Butterflies that spend the winter in the mountains of Mexico and why their population is in such sharp decline.

“Snake Tracking” – Aired Mar 11. Evan Noorani shows us the new technology used in San Diego to help track rattlesnakes which are a vital part of the natural food chain in the area.

“Brush Growth” – Aired Mar 15. CBS 8 tells the story about how recent heavy rain has helped relieved drought, but could create more fuel for summer wildfire season.

“Salk Institute Iron” – Aired Mar 25. Meteorologist Karlene Chavis explains how the study of iron in plants in San Diego could lead to future crop resiliency.

C. DIVERSITY, EQUITY, AND INCLUSION

“All People’s Celebration” – Aired Jan 15. Abbie Black takes us inside the “All People’s Celebration” to honor Dr. Martin Luther King and to promote the importance of human dignity in today’s society.

“Homeless Count” – Aired Jan 25. CBS 8 highlights how hundreds of volunteers take count of the homeless in our community which will determine how much federal funds San Diego gets to address the crises.

“Affordable Housing” Aired Jan 30. We share the story on the groundbreaking of a new 15 story affordable housing development in downtown San Diego. The development will have space for the homeless, Veterans, and low-income families.

“Ageism” – Aired Jan 30. CBS 8 takes a look at the prejudice of ageism and introduces us to a local resource that offers companionship for seniors and how to avoid being biased towards seniors.

“Sleeping Cabins” – Aired Feb 2. San Diego County unveils new pallet homes that they want to make available to homeless people. The homes come in 2 sizes and County Supervisors are looking at putting them on County property.

“International Women’s Day” – Aired Mar 8. We take a look at the events surrounding International Women’s Day including leadership panel in Cardiff and food co-op featuring women owned businesses in Ocean Beach.

“Lucky Duck Pizza Shop” – Aired Mar 14. CBS 8 shares the story of a local pizza restaurant that trains and employs youth facing homelessness and speaks with them about the life-changing opportunity to work there.

D. MILITARY

“Homeless Veterans” – Aired Jan 5 . CBS 8 shares the story of how San Diego’s homeless veterans rate is much higher than the national average and introduces us to a local group that provides help to veterans looking for services.

“Wounded Warriors” – Aired Jan 19. CBS 8 showcases a group of marines making repairs and improvements to the Wounded Warrior home in Vista. Wounded Warrior Homes have a goal to get homeless veterans off the street and in homes built by soon to be retired military personnel so that they can learn another trade.

“Marine Crash Latest” – Aired Feb 8. We give an update on the recovery of the Marines who lost their lives in a helicopter crash.

“Valentine Surprise” – Aired Feb 14. Jeff Zevely introduces us to an Army veteran struggling to recover from a brain stem stroke. With the help of San Diego Honda Dealers presented him and his family flowers a staycation and cash to pay for incidentals.

“Military Food Drive” – Aired Feb 25. We showcased a food drive where hundreds of volunteers collected meals for struggling military members and their families. The drive was hosted by The World Mission Society Church of God and Feeding San Diego.

“Vietnam Seals” – Aired Mar 29. Abbie Black introduces us to the first family to have 3 captains in the Navy Seals and talk to them about what it means to take an honor flight to DC.

Section III. 1st Quarter 2024 Community Events

American Heart Association "Wear Red Day" - Feb 2

American Heart Association "Go Red for Women" Luncheon - Feb 23

Susan G Komen "Big Wig" campaign - Mar 1-31

Festival of Science and Engineering - Mar 2

Latino Film Festival - Mar 14-24