

710 ESPN SEATTLE (KIRO AM)
SEATTLE, WASHINGTON
QUARTERLY ISSUES/PROGRAMMING REPORT FOR:
JULY 1 TO SEPTEMBER 30, 2016

EACH QUARTER, 710 ESPN SEATTLE (KIRO AM) PLACES IN ITS PUBLIC INSPECTION FILE A LIST OF WHAT IT CONSIDERS TO HAVE BEEN SIGNIFICANT PROGRAMMING IN CATEGORIES THAT IT HAS DEEMED OF IMPORTANCE TO THE COMMUNITY.

THE ATTACHED QUARTERLY LISTING OF PROBLEMS AND NEEDS IS BEING FILED IN THE PUBLIC INSPECTION FILE OF KIRO AM IN ACCORDANCE WITH THE FCC REQUIREMENTS FOR THE THREE-MONTH PERIOD OF JULY 1 TO SEPTEMBER 30, 2016.

WHILE THIS LIST CONTAINS A BRIEF OVERVIEW OF 710 ESPN SEATTLE'S (KIRO AM) TYPICAL TALK SHOW BROADCASTING, IT DOES NOT INCLUDE ALL ITEMS BROADCAST BY THE STATION DURING THE THREE MONTH PERIOD.

710 ESPN SEATTLE (KIRO AM) – PROGRAMMING

710 ESPN SEATTLE'S (KIRO AM) TALK PROGRAMMING TACKLES ISSUES THAT MATTER MOST TO THE PEOPLE OF THE NORTHWEST. LOCAL TALK SHOWS FOCUS ON NEWS STORIES OF THE DAY AND OTHER TOPICS DEEMED IMPORTANT TO THE LISTENING AUDIENCE. 710'S INFORMATIVE AND ENGAGING HOSTS PROVIDE THE COMMUNITY WITH AN OUTLET TO EXPRESS THEIR OWN PERSONAL VIEWS, WHILE GIVING THE PUBLIC A CHANCE TO DISCUSS WHAT MATTERS TO THEM. IN ADDITION TO NEWS AND TALK PROGRAMMING, 710 ESPN SEATTLE (KIRO AM) IS ALSO THE FLAGSHIP STATION FOR THE SEATTLE SEAHAWKS FOOTBALL TEAM AND THE SEATTLE MARINERS BASEBALL TEAM.

710 ESPN SEATTLE'S (KIRO AM) QUARTERLY ISSUES ARE LISTED BY CATEGORIES DETERMINED TO BE IMPORTANT TO THE LISTENING AUDIENCE. THESE CATEGORIES ARE AS FOLLOWS:

1. SAFETY – INCLUDES ISSUES SUCH AS POLICE/COMMUNITY RELATIONS, LAW ENFORCEMENT, GUN CONTROL, NATURAL DISASTERS, HUMAN WELFARE, DRUG ABUSE/PREVENTION, THE JUDICIAL SYSTEM, AND ALL OTHER ISSUES PERTAINING TO GENERAL SAFETY AND SAFETY PREVENTION.
2. EDUCATION AND CULTURE – INCLUDES ISSUES SUCH AS CHILDHOOD EDUCATION, PUBLIC EDUCATION, REFORM EFFORTS, SCHOOL VIOLENCE/DISCIPLINE, HIGHER EDUCATION, TEACHING, AND OTHER ARTS, LITERATURE AND COMMUNICATION-RELATED ISSUES THAT PERTAIN TO EDUCATION. IT ALSO INCLUDES ITEMS OF CULTURAL EDUCATION AND CULTURAL APPRECIATION.
3. BUSINESS AND TECHNOLOGY – INCLUDES ISSUES SUCH AS THE ECONOMY, BUSINESS PRACTICES, NEW TECHNOLOGY PRODUCTS, INDUSTRY IN THE PUGET SOUND REGION, JOB TRAINING AND EMPLOYMENT.
4. INTEGRITY – INCLUDES ISSUES OF MORAL AND ETHICAL DECISION MAKING, ISSUES FACED BY THE ELDERLY, MINORITIES AND OTHER GENDER-SPECIFIC ISSUES. THE INTEGRITY CATEGORY ALSO INCLUDES

COVERAGE OF RELIGIOUS GROUPS, THE HOMOSEXUAL COMMUNITY AND THE HOMELESS, AS WELL AS LOCAL AND NATIONAL GOVERNMENTAL POLICIES THAT AFFECT THESE GROUPS.

5. HEALTH – INCLUDES NUTRITION, PHYSICAL FITNESS, MENTAL AND PREVENTATIVE HEALTH, GOVERNMENT HEALTHCARE POLICIES, LOCAL AND NATIONAL REFORM EFFORTS, AS WELL AS THE EFFECTS OF THE ENVIRONMENT ON COMMUNITY’S WELL-BEING.

6. GROWTH – INCLUDES ISSUES REFLECTING POPULATION, TRAFFIC, TRANSPORTATION, INFLATION, THE ECONOMY, TRADE, CONSUMER ISSUES, TAX REFORM, THE POPULATION’S EFFECTS ON THE ENVIRONMENT, AIR AND WATER POLLUTION, ALTERNATIVE ENERGY AND LEGISLATION INVOLVING LOCAL AND NATIONAL GROWTH.

7. POLITICS AND GLOBAL ISSUES – INCLUDES ISSUES PERTAINING TO THE GOVERNMENT, LEGISLATION, LOCAL AND NATIONAL ELECTIONS, TAXES, WAR, TERRORISM, ANTI-TERRORISM EFFORTS, POLITICAL DEBATE, LOCAL AND NATIONAL CAMPAIGNS, LAWS AND LAW REFORM, ALL BRANCHES OF THE MILITARY, ISSUES FACED BY LOCAL MILITARY FAMILIES, VOTING AND ALL OTHER REFORM EFFORTS.

710 ESPN SEATTLE (KIRO AM) STRIVES TO DISCUSS OUR QUARTERLY ASCERTAINMENT ISSUES THROUGH OUR VARIOUS TALK PROGRAMMING. THE FOLLOWING ARE EXAMPLES OF 710 ESPN SEATTLE’S (KIRO AM) PROGRAMMING FOR JULY 1 TO SEPTEMBER 30, 2016 THAT REPRESENT THESE ISSUES.

KIRO (AM) QUARTERLY ISSUES/PROGRAMS LIST

Issue	Title	Description	Date	Time	Duration
<i>Safety</i>	Brock and Salk	In his weekly column for The Players Tribune, Richard Sherman made a statement about the NFL's disregard for player safety. From his perspective, he believes the NFL looks at players as means to provide entertainment, and does not do enough to protect them from career ending injury.	9/30/16	8:00am	3:00
<i>Education</i>	John Clayton	The Bellevue high school booster club has filed a new lawsuit against the WIAA and school district over the sanctions the football program received in the spring. John discusses what he thinks may happen with these appeals, and how he thinks the rules in this situation need to be more clearly defined.	8/23/16	10:00am	4:00
<i>Education</i>	Gee Scott	Gee talks about Washington State high school football and a common trend of teams forfeiting games. He wonders if all of these forfeits are for legitimate reasons (like not having enough eligible players, etc.) or if some of these teams are not being honest in their reasoning.	9/28/16	7:00pm	6:00
<i>Integrity</i>	John Clayton	John Clayton talks about the NFL's ongoing investigation into the Al Jazeera report from last year that named Peyton Manning and several other notable players as players who used HGH and other illegal drugs. Several current players will be required to meet with the NFL in coming days to attempt to clear their names.	8/19/16	10:00am	5:00

<i>Integrity</i>	Brock and Salk	Brock and Mike discuss Richard Sherman's recent press conference where he comments on Colin Kaepernick's national anthem protest. They wonder if Sherman's analysis of Kaepernick's reasons is correct.	8/30/16	8:00am	3:00
<i>Integrity</i>	Danny, Dave and Moore	The Seahawks players announced that they will be doing a "demonstration of unity to honor the flag" prior to their first game of the season on September 11 th . Danny and Dave talk about the significance of this and what they think it means for these players.	9/8/16	3:00pm	10:00
<i>Health</i>	Brock and Salk	Brock explains the latest NFL study on patellar knee injuries and what it means in terms of Jimmy Graham's recovery from rupturing his patellar tendon at the end of last season.	7/18/16	7:30am	6:00
<i>Health</i>	John Clayton	John and guest Dave Grosby discuss concussions in the NFL and the trend of many players retiring early as a result of sustaining too many of them. Some players are even retiring just at the thought of sustaining one, and they talk about the greater impacts of these injuries.	7/28/16	11:00am	7:00
<i>Health</i>	Bob, Groz and Tom	Bob, Groz and Tom discuss the controversy over an apparent lack of regard for the concussion protocol in last night's NFL opener after Cam Newton took several hits to the head. The referees did not call fouls on most of these hits, and Newton was not seen undergoing concussion testing after them.	9/9/16	12:00pm	6:00

<i>Business & Technology</i>	Brock and Salk	Seattle arena investor Chris Hansen recently spent \$32 million on a 4.8 acre patch of land in SODO. Brock and Salk wonder if this is good news for the city of Seattle, or if it is just going to provide false hope that an NBA team could return to the city.	9/23/16	8:00am	5:00
<i>Politics & Global Issues</i>	Brock and Salk	The World Anti-Doping Agency recommended that the entire Russian delegation be banned from the Rio Olympic Games. Brock and Salk doubt that the entire team will be banned, but they do not think this is adding any good press to an already awkward political climate heading into this summer's Olympic games.	7/19/16	8:00am	2:00