

SEATTLE SPORTS (KIRO AM)
SEATTLE, WASHINGTON
QUARTERLY ISSUES/PROGRAMMING REPORT FOR:
OCTOBER 1 TO DECEMBER 31, 2022

EACH QUARTER, SEATTLE SPORTS (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 OCTOBER 1 TO DECEMBER 31, 2022.

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

SEATTLE SPORTS (KIRO AM) – PROGRAMMING

SEATTLE SPORTS (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. SEATTLE SPORT'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, SEATTLE SPORTS (KIRO AM) IS ALSO THE FLAGSHIP STATION FOR THE SEATTLE SEAHAWKS FOOTBALL TEAM AND THE SEATTLE MARINERS BASEBALL TEAM.

SEATTLE SPORTS (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 LGBTQ+ 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.

SEATTLE SPORTS (KIRO AM) STRIVES TO DISCUSS OUR QUARTERLY ASCERTAINMENT ISSUES THROUGH OUR VARIOUS TALK PROGRAMMING. THE FOLLOWING ARE EXAMPLES OF SEATTLE SPORTS (KIRO AM) PROGRAMMING FOR OCTOBER 1 TO DECEMBER 31, 2022 THAT REPRESENT THESE ISSUES.

KIRO (AM) QUARTERLY ISSUES/PROGRAMS LIST

Issue	Title	Description	Date	Time	Duration
Safety	Brock & Salk	Discussion surrounding the conditions inside the Washington Commanders organization with pending criminal investigation announced on the heels of Daniel Snyder's workplace misconduct and how the owners are trying to remove him from the league	11/4/22	7:20am	4:00
Safety					
Safety	Wyman & Bob	Dolphins QB Tua Tagovailoa in concussion protocol for the second time in a month and left the field in an ambulance.	12/28/22	3pm	10:00
Education & Culture	Brock & Salk	Brock & Salk interview University of Washington QB Michael Penix Jr about his choice to forgo entering the 2023 NFL Draft and continue his education & football career as a collegiate athlete for one more year	12/8/22	9am	5:00
Education & Culture					
Education & Culture	Wyman & Bob	Discussing Mike Leach's legacy and impact on college football following his unexpected passing	12/13/22	2pm	15:00
Business & Technology	Brock & Salk	Exploring the possibility of extending Geno Smith with KJ Wright. The increasing cost of signing a franchise QB is discusse	10/12/22	8:15am	8:00
Business & Technology					
Business & Technology	Wyman & Bob	College football has lost it's identity to corporate sponsors, as evidenced by ridiculous names for Bowl games	12/30/22	3pm	15:00
Integrity	Brock & Salk	Conversation around former NFL offensive lineman Jeff Saturday being named HC of the Indianapolis Colts after having zero coaching	11/14/22	8:30am	9:00

		experience, Brock and Salk debate the merits of the decision after former NFL Head Coach Bill Cowher calls it a 'disgrace.			
Integrity					
Integrity	Wyman & Bob	Patriots QB Mac Jones getting the reputation around the NFL as an unethical and dirty player	12/28/22	3:15pm	8:00
Health	Brock & Salk	Matt Hasselbeck talks with Brock & Salk about how the long-term health of QBs is different in the modern NFL with all the protocols surrounding player safety and rules and how that can factor into drafting, signing and extending QBs.	11/15/22	8:40am	5:00
Health					
Health	Wyman & Bob	49-year old WR Terrell Owens says he is in good enough shape and wants to play in the NFL again	12/29/22	5:45pm	5:00
Growth	Brock & Salk	Jim Haslett head coach of the XFL's Seattle Sea Dragons announces the new team name and the return of the league here Feb 18th.	10/31/22	6:30am	15:00
Growth					
Growth	Wyman & Bob	Michael Conforto signs a contract with the Giants, Mariners remain stagnant. When will the M's spending increase?	12/27/22	3:45pm	8:00
Politics & Global Issues	Brock & Salk	Salk shares his personal thoughts and experience after NBA player Kyrie Irving's issues surrounding antisemitism and subsequent suspension from the NBA & New Jersey Nets	11/4/22	7:40am	10:00
Politics & Global Issues					
Politics & Global Issued	Wyman & Bob	The Washington DC Attorney General opened a civil lawsuit against the NFL's Commanders	11/10/22	2:20pm	4:00

