

**710 ESPN SEATTLE (KIRO AM)  
SEATTLE, WASHINGTON  
QUARTERLY ISSUES/PROGRAMMING REPORT FOR:  
OCTOBER 1 TO DECEMBER 31, 2017**

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 OCTOBER 1 TO DECEMBER 31, 2017.

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 OCTOBER 1 TO DECEMBER 31, 2017 THAT REPRESENT THESE ISSUES.**

**KIRO (AM) QUARTERLY ISSUES/PROGRAMS LIST**

<b>Issue</b>	<b>Title</b>	<b>Description</b>	<b>Date</b>	<b>Time</b>	<b>Duration</b>
<b><i>Safety</i></b>	John Clayton	Seahawks defensive end Cliff Avril is facing an uncertain timeline for his return from a neck injury that may be career-threatening. Gee Scott talks about Cliff's injury and how not playing again may be the best option for Avril's long term health and safety.	10/6/17	11:00am	6:00
<b><i>Safety</i></b>	John Clayton Weekends	John discusses injuries and their correlation to Thursday Night Football with ESPN reporter Brady Henderson. Richard Sherman was the latest to get injured during a Thursday night game, and he has been a vocal opponent of the scheduling because of the lack of recovery time for players in between games.	11/11/17	9:00am	15:00
<b><i>Education</i></b>	Brock & Salk	Mike Salk and Tom Wassell discuss LiAngelo Ball and two other UCLA basketball players getting arrested in China. They discuss the Pac-12 and UCLA responses and what the repercussions will be.	11/8/17	8:45am	3:00
<b><i>Integrity</i></b>	Brock & Salk	Mike Salk talks about recent comments made by quarterback Cam Newton to a female reporter in the Panthers press group.	12/5/17	8:00am	6:00
<b><i>Integrity</i></b>	John Clayton	Seahawks' draft pick Malik McDowell's recent arrest, coupled with his offseason ATV accident, had 710 ESPN Seattle's John Clayton wondering whether the former Michigan State standout would ever play for Seattle.	12/13/17	10:00am	7:00
<b><i>Integrity</i></b>	Danny, Dave and Moore	John Clayton is on the show to discuss Thomas Davis's suspension and appeal to the	12/19/17	3:45pm	11:00

		NFL. He talks about the NFL appeals process and how likely they are to reduce suspensions once appealed.			
<b>Growth</b>	Bob, Groz & Tom	The City of Seattle has a memorandum of understanding with the Oak View Group to renovate KeyArena, and that brings the region one big step closer to securing NHL and NBA teams. So why has the response by and large lacked enthusiasm? Dave Grosby has a term for it: Arena fatigue.	12/5/17	2:00pm	5:00
<b>Growth</b>	Brock & Salk	Seattle moved closer to a professional hockey franchise with reports that that the National Hockey League's commissioner made a formal request to its Board of Governors to seek approval for a new franchise in the Emerald City.	12/8/17	8:00am	7:00
<b>Health</b>	Danny, Dave and Moore	Danny, Dave and Jim talk to Deshawn Shead of the Seattle Seahawks about his physical rehabilitation as he came back from a devastating knee injury. He discusses the preventative steps he is now trying to take to insure he does not get reinjured.	12/29/17	5:30pm	12:00
<b>Business &amp; Technology</b>	Brock & Salk	ESPN analyst Kirk Herbstreit insisted he is on the side of Washington fans days after facing a wave of criticism for his comment that the Huskies should be "thankful" ESPN airs their games. The Pac -12 contract with ESPN is what allows these games to air so late, much to the criticism of fans and their respective universities.	10/10/17	8:00am	18:00
<b>Business &amp; Technology</b>	John Clayton	John and Dave Grosby talk about legalized sports betting	12/29/17	11:45am	5:00

		and what the possibility of that would mean for teams. They also discuss the potential economic impacts.			
<b><i>Politics &amp; Global Issues</i></b>	Brock & Salk	The NFL is committing \$90 million over the next seven years to social justice causes. This comes as a response to months of protests by players relating to police reform issues and other social justice problems. Salk thinks this is a step in the right direction.	12/1/17	8:00am	5:00