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KSNE-FM  
Las Vegas, Nevada  
Issues/Programs List  
4<sup>th</sup> Quarter 2013  
(Oct, Nov, Dec 2013)

The following is a list of significant issues affecting the Las Vegas area and the programming aired by the station KSNE-FM to address those issues. This list is by no means exhaustive, and the order in which the issues appear does not reflect any priority or significance.

- **CRIME/PUBLIC SAFETY**
- **EDUCATION**
- **HEALTH**
- **LOCAL ECONOMY**
- **MENTAL HEALTH SERVICES**

The list of issues were accumulated from County, City and State Government officials as well as other major members of the Las Vegas broadcast community with whom we have partnered on several important public service projects. KSNE-FM employees in contact with business and community leaders routinely ask for input on what those individuals consider to be the priority needs and interests of our community. That information is forwarded to the programming staff of the radio station. Programming is targeted to address these issues dealing with the community and their families.

One of the primary vehicles for the discussion of community concerns over KSNE-FM is “Observations with Bob Fisher”. “Observations” is an interview program featuring prominent Nevadans in government, business, education and tourism. “Observations” airs on Sunday mornings from 7 a.m. to 7:30 a.m.

Local issues are also addressed by way of traffic reports, weather reports and through the use of public service announcements (PSA’s). The radio station also brings issues to the forefront by participating in local charity events and running promotional projects, which heighten community involvement. KSNE broadcasts live announcements encouraging listeners and organizations to send us information so we can publicize their events and activities via PSA’s and our online Community Calendar.

KSNE’s Public Service programming include 30 minutes of original, locally produced Public Service programming with “Observations,” traffic reports of an accumulative 60 minutes per week, and numerous PSA’s.

## Observations, 4th Quarter 2013

Hosted by Bob Fisher, President of the Nevada Broadcasters Association, "Observations" is a program that features those who have a prominent impact on the State of Nevada in terms of the economy, education, tourism, and government, or those community leaders who can address issues/needs affecting the Las Vegas area. The program airs Sunday mornings at 7 a.m.

Here are the breakdowns of the programs that represent the station's issue-responsive programming providing the most significant treatment of the issues listed above for the calendar quarter.

### Section I

#### LOCAL PROGRAMMING

Section I lists regularly-scheduled and special programs that represent the station's issue-responsive programming providing the most significant treatment of the issues listed above for the calendar quarter.

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
LOCAL ECONOMY	OBSERVATIONS INDEPENDENT TOMORROW	GROUP WORKS FOR AN INDEPENDENT TOMORROW	JANET BLOOMIN	10/06/2013 06:53 AM	029:51
HEALTH	OBSERVATIONS INSURANCE EXCHANGE KSNE	DISCUSS THE NEW INSURANCE EXCHANGE	JOHN HAGAR	10/13/2013 07:01 AM	022:21
HEALTH	SUNDAY INSIGHT OCT 13	DISCUSSES JAVE GOLD MAKEUP NON TOXIC MAKEUP	TIFFINY ANDERSON	10/13/2013 07:24 AM	007:04
EDUCATION	OBSERVATIONS NV YOUTH LEGISLATORS PT1	HIGH SCHOOL STUDENTS DISCUSS TOMORROWS NEVADA	SEVERAL STUDENTS	10/20/2013 07:00 AM	029:47
EDUCATION	OBSERVATIONS YOUTH LEGISLATURE P2 KSNE EDIT	HIGHSCHOOL STUDENTS DISCUSS THE FUTURE	VARIOUS HIGH SCHOOL SENIORS	10/27/2013 07:00 AM	020:34
HEALTH	SUNDAY INSIGHT OCT 27	DISCUSSING BREAST CANCER AND RECONSTRUCTION	DR. FISHER	10/27/2013 07:21 AM	009:32
CRIME/PUBLIC SAFETY	OBSERVATIONS SHERIFF DOUG GILLESPIE	SHERIFF DISCUSSES STATE OF LV POLICE AND CRIME ENFORSEMENT	DOUG GILLESPIE SHERIFF	11/03/2013 06:58 AM	029:58

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
HEALTH	OBSERVATIONS CANCER KSNE ONLY	DISCUS CANCER HOW TO END, AND HOW TO TREAT LIFESTYLE CHOICES MAKE A DIFFERENCE	TOM McCOY - SKIN CANCER	11/10/2013 06:58 AM	021:30
LOCAL ECONOMY	OBSERVATIONS TOM SKANKE PT 1 KSNE	ECONOMIST TALKS ABOUT THE FUTURE FOR NEVADA	TOM SKANKE	11/17/2013 07:03 AM	016:39
LOCAL ECONOMY	OBSERVATIONS TOM SKANKE PT 2	IMPROVING NV ECONOMY	TOM SKANKE	11/24/2013 07:01 AM	029:16
EDUCATION	OBSERVATIONS ABSTINENCE AND EDUCATION	TEACHING ABSTINENCE TO KIDS	VALORIE CRUPAY	12/01/2013 07:00 AM	029:59
EDUCATION	OBSERVATIONS HIGH TECH KSNE EDIT	HOW WIRELESS TECHNOLOGY HAS CHANGED OUR LIVES	MIKE BLETCHER	12/08/2013 06:59 AM	016:00
MENTAL HEALTH SERVICES	SUNDAY INSIGHT DEC 8TH & 15	ADOPT A FAMILY FROM DUNKIN DONUTS	KEN REEVLEY	12/08/2013 07:16 AM	016:16
LOCAL ECONOMY	OBSERVATIONS MODERN TECH PT2 KSNE EDIT	DISCUSS HOW MODERN TECH EFFECTS OUR LIVES	MIKE BLETCHER	12/15/2013 07:00 AM	013:20
MENTAL HEALTH SERVICES	SUNDAY INSIGHT DEC 8TH & 15	ADOPT A FAMILY FROM DUNKIN DONUTS	KEN REEVLEY	12/15/2013 07:13 AM	016:16
CRIME/PUBLIC SAFETY	OBSERVATIONS HUMAN TRAFFICKING	DISCUSS HUMAN TRAFFICKING	ROBERT WILHEIMER	12/22/2013 07:01 AM	029:24
EDUCATION	OBSERVATIONS DEMA GUINN PT 1	PAST FIRST LADY OF NV, HER CURRENT PROJECTS FOR NV	DERMA GUINN	12/29/2013 06:58 AM	029:41

**Section II  
PUBLIC SERVICE ANNOUNCEMENTS**

Section II lists public service announcements that the station broadcast during the preceding calendar quarter that address community issues.

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
CRIME/PUBLIC SAFETY	EMERGENCY MANAGEMENT HOMELAND	001:00	002
CRIME/PUBLIC SAFETY	HOMELAND SECURITY	001:00	003
CRIME/PUBLIC SAFETY	RAPE CRISIS CENTER	000:34	002
CRIME/PUBLIC SAFETY	RAPE CRISIS CENTER	000:35	075
EDUCATION	FLIPTHESRIPTNOW.ORG	000:30	013
EDUCATION	FLIPTHESRIPTNOW.ORG	000:31	006
EDUCATION	NEVADA EMPLOY TRAIN REHAVDIV	001:00	001
EDUCATION	UNIVERSITY NV COOPERATIVE EXT	000:31	005
ENVIROMENT	FOUND FOR INDEPENDENT TOMORRO	000:31	001
ENVIROMENT	FOUND FOR INDEPENDENT TOMORRO	000:59	001
HEALTH	NEVADA STATE HEALTH DIVISION	000:30	012
HEALTH	NEVADA STATE HEALTH DIVISION	001:00	012
HEALTH	NEVADA STATE HEALTH DIVISION	001:01	002
HEALTH	SPEEDWAY CHILDRENS CHARITIES	000:30	006
LIFESTYLE	ELKO CONVENTION &VISITORS	001:00	003
LOCAL ECONOMY	NEVADA BROADCASTERS	000:31	004
MENTAL HEALTH SERVICES	OPPORTUNITY VILLAGE	000:31	057
MENTAL HEALTH SERVICES	POSITIVELY KIDS	000:29	036
MILITARY AND VETERANS	MEDAL OF HONOR	000:31	020
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:23	011
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:25	017
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:28	021
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:30	115
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:31	211
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:32	016
POVERTY	WE SCARE HUNGER	000:30	011
POVERTY	WE SCARE HUNGER	000:31	011
PUBLIC HEALTH- EDUCATION	NEVADA STATE HEALTH DIVISION	000:59	004
PUBLIC SAFETY	ARMY NATIONAL GUARD	000:58	006

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
PUBLIC SAFETY	ARMY NATIONAL GUARD	000:59	002
PUBLIC SAFETY	EMERGENCY MANAGEMENT HOMELAND	001:00	001
SELF ESTEEM	SPECIAL OLYMPICS	000:28	008
SELF ESTEEM	SPECIAL OLYMPICS	000:29	008

### Traffic Issue coverage 4<sup>th</sup> QU 2013

Daily traffic reports broadcast during hours of 5 a.m. to 7 p.m. weekdays:

5:00 a.m., 5:15 a.m., 5:30 a.m., 5:45 a.m., 6:00 a.m.; 6:15 a.m., 6:30 a.m., 6:45 a.m. 7:00 a.m., 7:15 a.m., 7:30 a.m., 7:45 a.m., 8:00 a.m., 8:15 a.m., 8:30 a.m., 8:45 a.m., 11:45 a.m., 12:15 p.m., 12:45 p.m., 1:15 p.m., 3:00 p.m., 3:15 p.m., 3:33 p.m., 3:45 p.m., 4:00 p.m., 4:15 p.m., 4:33 p.m., 4:45 p.m., 5:00 p.m., 5:15 p.m., 5:33 p.m., 5:45 p.m., 6:00 p.m., 6:15 p.m., and 6:45 p.m.

Reports run approximately 30 seconds in length. 35 reports daily = 17 ½ minutes per day. 87 ½ minutes of weekly reporting on the issue of Traffic in the Las Vegas, Clark County area.