

710 ESPN SEATTLE (KIRO AM)
SEATTLE, WASHINGTON
QUARTERLY ISSUES/PROGRAMMING REPORT FOR:
OCTOBER 1 TO DECEMBER 31, 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 OCTOBER 1 TO DECEMBER 31, 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 OCTOBER 1 TO DECEMBER 31, 2016 THAT REPRESENT THESE ISSUES.

KIRO (AM) QUARTERLY ISSUES/PROGRAMS LIST

Issue	Title	Description	Date	Time	Duration
<i>Safety</i>	Danny, Dave and Moore	Over the weekend, Carolina Panthers linebacker Luke Kuechly suffered another concussion. As he was carted off the field he was extremely emotional. Danny, Dave and Jim discuss the incident and wonder if the career of another NFL star is in jeopardy due to concussions.	11/18/16	3:00pm	5:00
<i>Safety</i>	John Clayton	Richard Sherman was once again very critical of the NFL's decision for teams to play Thursday Night Football. He says it contradicts everything the league says it's working for in player safety and player's bodies do not have enough time to recover prior to playing another game.	12/14/16	10:00am	5:00
<i>Education</i>	Bob, Groz and Tom	Bob, Groz and Tom talk about Christian McCaffrey and Leonard Fournette's decisions to not compete in their respective college football bowl games. The two football players announced that they would be declaring for the NFL draft and focusing on their training for that instead of playing in the bowl games.	12/19/16	2:00pm	7:00
<i>Integrity</i>	Danny, Dave and Moore	Danny, Dave and Jim give their thoughts on the story of the Wake Forest radio commentator leaking game plans to opponents. They wonder how a commentator should be punished for this type of offense and if teams that willingly accepted the information should also be punished?	12/14/16	5:00pm	7:00
<i>Integrity</i>	Gee Scott	The University of Minnesota football team is thinking of	12/16/16	8:00pm	7:00

		boycotting their upcoming appearance in the Holiday Bowl versus Washington State. They announced their potential boycott of all football activities due to a suspension of ten players. Gee talks about the boycott and if the players are in the right mind of thinking with this action.			
<i>Health</i>	Danny, Dave and Moore	John Clayton joins the show and talks about what he saw on the sidelines in Arizona with Carson Palmer's concussion protocol. He explains what goes on when a player enters concussion protocol and the different levels they need to clear in order to return to the game.	10/3/16	4:00	22:00
<i>Health</i>	Danny, Dave and Moore	Danny, Dave and Jim review what they learned about the dangers of football and concussions (and how to try to prevent them) from the Town Hall yesterday when talking to Athletic Director of the Kent School District Dave Lutes and Dr. Stan Herring.	11/16/16	3:00pm	10:00
<i>Business & Technology</i>	Danny, Dave and Moore	Russell Wilson announced yesterday that he officially joined the Seattle Arena partnership group that is working on bringing the NBA and NHL to Seattle. They discuss if Russell Wilson is just a big name to attract attention or if he can actually have an impact on bringing the NBA back to Seattle and getting a Sodo arena?	11/15/16	3:00pm	8:00
<i>Business & Technology</i>	Brock and Salk	Tim Leiweke, who heads the group that wants to redevelop KeyArena, joined "Brock and Salk" along with partner Lance Lopes and discussed their group's plan.	12/14/16	8:00am	27:00

<i>Politics & Global Issues</i>	Brock and Salk	Seattle Mayor Ed Murray joins "Brock and Salk" in-studio to discuss the arena issue, saying he wants to be the mayor that brings the Sonics back and the NHL to town. But he acknowledged some of the potential roadblocks in trying to do so, including political ones from the Seattle City Council and traffic issues surrounding the potential site.	11/1/16	8:30am	19:00
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