

CUMULUS MEDIA
ISSUES AND PROGRAMS REPORT
FOR STATION KMGV
FOURTH QUARTER 2014 OCTOBER 1 THROUGH DECEMBER 31

PREPARED BY:

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SAN JOAQUIN VALLEY ISSUES

ADDRESSED IN RESPONSIVE PROGRAMMING IN THE FOURTH QUARTER 2014

1. **CRIME/LAW** - Ongoing daily segment called **Crimestoppers**. **Crimestoppers** is a cooperative effort between KMGV and several other media outlets to highlight unsolved crimes in the Central San Joaquin Valley in an attempt to bring criminals to justice; weekly live **Crimestoppers** segment with Fresno Sheriff Margaret Mimms.
2. **CHILDREN** - Toys for Tots.
3. **ANIMALS** - "Wednesday Waggers" - A cooperative effort between KMGV and the Central California SPCA to encourage animal adoption in the Valley.
4. **HEALTH** - The Raider Nation Blood Drive; rebuilding the nation's broken mental health system; preserving end-of-life quality.
5. **POVERTY/HUNGER** - Ongoing Public Service campaign for Poverello House.
6. **SCIENCE/TECHNOLOGY** - A scientific look at when, where, and how we learn; Google founders Larry Page and Sergey Brin; Yahoo CEO Marissa Mayer; women pursuing careers in science and technology.
7. **POLITICS** - Former CIA Director, CIA and former U.S. Secretary of Defense Leon Panetta on the current state of affairs.
8. **ENERGY** - U.S. Secretary of Energy **Ernest Moniz** on the future of power in America.
9. **MIDDLE EAST** - The rise of ISIS and the changing landscape of the Middle East.
10. **ARTS/ENTERTAINMENT** - Chef and author Jacques Pepin; Author, actor, and founding member of Monty Python John Cleese.

KMGV PROGRAMMING THAT ADDRESSES COMMUNITY ISSUES

THE COMMONWEALTH CLUB: 60 minute public affairs show that runs Sundays 6am-7am. No commercials. Produced by the **Commonwealth Club of California**, this weekly program deals with economic, political, social and environmental issues facing the United States and California.

CRIMESTOPPERS: 60 second segments that run 7 days a week at various times for a total of 552 minutes of programming dedicated to **Crimestoppers** in the fourth quarter. **Crimestoppers** is a cooperative effort between **KMGV FM, KMJ FM, KSKS FM, KMJ AM, KWYE FM, KSEE 24 TV**, and **The Fresno Bee** newspaper to help valley law enforcement bring criminals to justice. A different crime is outlined in a new segment each week with information about the crime, suspect and reward.

KMGV MORNING SHOW: Interviews on the **KMGV** morning show with representatives of community groups covering issues of concern and interest to the Valley. Dates, times, and subjects are listed under pertinent issue headings.

KMGV PUBLIC SERVICE ANNOUNCEMENTS: :60, :30 and :10 second recorded or live announcements scheduled to run 7 days a week at various times during the day for the entire 4th quarter. If the announcements covered a significant issue of concern to the Valley and ran for a significant amount of time, it is listed under the pertinent issues heading with details. A complete list of these and all other PSAs broadcast during the fourth quarter can be found in the public service announcement list included with this report.

CRIME/LAW

A TOTAL OF 9 HOURS & 38 MINUTES DEVOTED TO THE TOPIC DURING THE 4th QUARTER.

CRIMESTOPPERS

60 second segments airing at various times 7 days a week from October 1st, 2014 to December 31st, 2014. Total of 552 minutes.

Crimestoppers is a cooperative effort between **KMGV FM, KMJ FM, KMJ AM, KSKS FM, KWYE FM, KSEE 24 TV, and the Fresno Bee.** A different crime is spotlighted every week with details about the crime, suspects, rewards, and how to get in touch with authorities.

MEGA MORNING SHOW

CRIMESTOPPERS MINUTE WITH SHERIFF MARGARET MIMMS

2 minute segment airing at 7:35am every Tuesday from October 7th, 2014, to December 30th, 2014. Total of 26 minutes.

Crimestoppers Minute is a segment that airs on the KMGV morning show every Tuesday with Fresno County Sheriff Margaret Mimms highlighting a particular crime/criminal with details about the event, suspects, rewards, and how to get in touch with authorities.

CHILDREN

**TOTAL OF 2 HOURS & 36 MINUTES DEVOTED TO THE TOPIC DURING
THE 4th QUARTER.**

TOYS FOR TOTS MARATHON

KMGV; KWYE; The US Marine Corps; United Way.

**Friday, December 5th-Sunday, December 7th, 2014. 9am-6pm Friday; 10am-6pm
Saturday; 10am-5pm Sunday.**

Live call-ins twice an hour from the event for the hours we were on-site.

Live mentions on-air throughout the weekend.

120-:30 recorded & live promos in the 2 weeks leading up to the event.

A total of 156 minutes devoted to the topic.

Mega 97.9 teamed up with sister station KWYE, the US Marine Corps, and the United Way to collect toys and cash donations for children in the Central San Joaquin Valley as part of the Marines Toys for Tots program. Mega did live call-ins from the event and promoted it on-air in the hours we weren't on-site. The station also promoted the collection drive marathon in the two weeks leading up to the event. The US Marines have been giving Christmas to disadvantaged children for more than 60 years and KMGV was proud to once again help them in their efforts.

ANIMALS

**TOTAL OF 2 HOURS & 20 MINUTES DEVOTED TO THE TOPIC DURING
THE 4th QUARTER.**

KMGV MORNING SHOW

"Wednesday Waggers"

Humane Education staff, CCSPCA

**October 1st, 2014 – December 31st, 2014. 10 minute in-studio interview every
Wednesday morning at 8:30am, 140 minutes of airtime total in the quarter.**

Staff from the Central California SPCA bring in "adoptables" every Wednesday morning to introduce them to the Mega audience and encourage people to save animals by adopting rather than buying their pets. They also offers valuable information on spaying neutering, fostering animals, education and training classes, and fundraising events for the CCSPCA. KMGV also features "Wednesday Waggers" on the Mega website-mega979.com.

HEALTH

A TOTAL OF 2 HOURS & 50 MINUTES DEVOTED TO THE TOPIC DURING THE 4TH QUARTER.

KMGV PUBLIC SERVICE ANNOUNCEMENT

Raider Nation Blood Drive

:30 recorded announcement ran a total of 60 times, 30 minutes of airtime.

KMGV promoted donating blood and the Raider Nation blood drive in the two weeks leading up to the Drive on October 18th.

KMGV LIVE REMOTE

"Raider Nation Blood Drive"

Jeff Davis – KMGV Morning Show Personality

October 18th, 2014, 11am-1pm. live call-ins, plus live on-air promotion during event. 20 minutes dedicated during the 2-hour remote.

KMGV Morning Show Personality Jeff Davis did a broadcast from the Visalia location of the Raider Nation Blood Drive. He did four on-air call-ins, including interviews with Raiders Coach Tom Flores and representative from the Blood Center. The station also did prize give-aways at the blood drive to encourage people to "just give baby!"

COMMONWEALTH CLUB

Sunday, October 5th, 2014.

6am to 7am. 60 minutes of a 60 minute program. No commercials.

Tim Murphy-U.S. Representative (R-Penn.)

Congressman Tim Murphy, Ph.D, believes in rebuilding the nation's broken mental health system. As chairman of the House Energy and Commerce Oversight and Investigations Subcommittee, Murphy conducted a year-long investigation with multiple congressional hearings, forums, interviews and research into why those who need help the most have been the least likely to get it. Dr. Murphy, who is also a clinical psychologist, will discuss his groundbreaking Helping Families in Mental Health Crisis Act (H.R. 3717).

COMMONWEALTH CLUB

Sunday, November 16th, 2014.

6am to 7am. 60 minutes of a 60 minute program. No commercials.

Atul Gawande-Author, *The Checklist Manifesto* and *Being Mortal: Medicine and What Matters in the End*; Staff Writer, *The New Yorker*; Professor, Harvard Medical School, Harvard School of Public Health

Alice Huan-mei Chen-M.D., M.P.H., Chief Integration Officer, Director of the Center for Innovation in Access and Quality, and Director of the eReferral Program, San Francisco General Hospital; Professor of Medicine, University of California, San Francisco — Moderator

A practicing surgeon and MacArthur fellow, Gawande addresses his profession's ultimate limitation, arguing that quality of life is the desired goal for patients and families. Gawande offers examples of more socially fulfilling models for assisting the infirm and dependent elderly, and he explores the varieties of hospice care to demonstrate that a person's last weeks or months may be rich and dignified. Gawande asserts that medicine can comfort and enhance our experience even to the end, providing not only a good life but also a good end.

POVERTY/HUNGER

**A TOTAL OF 2 HOURS & 22½ MINUTES DEVOTED TO THE TOPIC DURING
THE 4th QUARTER.**

KMGV PUBLIC SERVICE ANNOUNCEMENT

Poverello House

:30 recorded announcement ran a total of 45 times, 22 & ½ minutes of airtime.

KMGV continued its support of Poverello House and its programs with an ongoing public service campaign in October, November, and December.

COMMONWEALTH CLUB

Sunday, October 26th, 2014.

6am to 7am. 60 minutes of a 60 minute program. No commercials.

Mal Warwick-Co-author, *The Business Solution to Poverty: Designing Products and Services for Three Billion New Customers*

More than 60 years after the rich nations of the world began acting to end poverty, and after the expenditure of more than \$2.5 trillion, more people today are living on \$2 a day or less than the total population of the planet in 1950. Despite continuing optimism from the World Bank and the United Nations that they're on track to eradicate poverty, Mal Warwick argues that traditional methods have failed and that only the private sector possesses the resources and the incentives to do the job. This lively presentation will explain how entrepreneurs and existing businesses can design, produce and market income-generating products that will enable 2.7 billion \$2-a-day customers to lift themselves out of poverty.

COMMONWEALTH CLUB

Sunday, November 9th, 2014.

6am to 7am. 60 minutes of a 60 minute program. No commercials.

Nicholas Kristof-Columnist, *New York Times*; Co-author, *A Path Appears*; Two-time Pulitzer Prize Winner

In conversation with **Jessica Jackley**, Co-Founder of Kiva

Kristof is a two-time Pulitzer Prize-winning columnist for *The New York Times*, awarded first in 1990 for his coverage of China's Tiananmen Square democracy movement and later in 2006 for his reporting on genocide in Darfur. His columns unpack the hidden and often shocking side of global issues, from poverty to human trafficking. Nick's latest book, *A Path Appears*, champions stories of individuals, organizations, and research breakthroughs that took small steps to make not-so-small differences in the world. A 9-year-old asked friends and family to donate to a charity: water campaign as her birthday present, raising \$220 – six weeks later she tragically died, spurring \$1.2 million in donations and providing clean water to 37,000 Ethiopians. Parasites in the bellies of schoolchildren account for a quarter of absenteeism in Africa—and deworming costs 2 cents at scale. Kristof reminds us that you don't have to devote your life or give away millions to have a profound impact on the lives of the suffering.

SCIENCE/TECHNOLOGY

A TOTAL OF 4 HOURS DEVOTED TO THE TOPIC DURING THE 4TH
QUARTER

COMMONWEALTH CLUB

Sunday, October 12th, 2014.

6am to 7am. 60 minutes of a 60 minute program. No commercials.

Benedict Carey-Science Reporter, *The New York Times*; Author, *How We Learn: The Surprising Truth About When, Where, and Why It Happens*.

Jenny Dearborn-Senior Vice President and Chief Learning Officer, SAP – Moderator

What if almost everything we know about learning was wrong? With our brain sensitive to mood, timing, location and environment, how do we absorb and retain information? Find out more about whether repetition is necessary, why sleeping and daydreaming can be important to the learning process, and hear Carey's tips for the best techniques to remember more. Carey has been with *The New York Times* for 10 years and writes about neuroscience, psychiatry, neurology and everyday psychology.

COMMONWEALTH CLUB

Sunday, October 19th, 2014.

6am to 7am. 60 minutes of a 60 minute program. No commercials.

Eric Schmidt-Executive Chairman and Former CEO, Google; Co-Author, *How Google Works*

Jonathan Rosenberg-Google Advisor; Co-Author, *How Google Works*

In conversation with **Sal Khan**-Founder of the Khan Academy

Everyday millions of people use Google to email, work, search, network and shop. What started as a research project by Google founders Larry Page and Sergey Brin has expanded to become a company well known for its unique philosophy, culture and innovative spirit. From wearable devices to self-driving cars, Google continues to push the boundaries of what is possible with technology. Join Eric Schmidt and Jonathan Rosenberg as they reflect on the opportunities and challenges facing the company and the lessons they have learned along the way.

COMMONWEALTH CLUB

Sunday, November 30th, 2014.

6am to 7am. 60 minutes of a 60 minute program. No commercials.

Marissa Mayer-President and CEO, Yahoo

In conversation with **Marc Benioff**-Chairman and CEO, salesforce.com

Marissa Mayer is the CEO of Yahoo and is one of very few women to have run a Fortune 500 company. In 2013, Mayer earned the number one spot on *Fortune Magazine's* 2013 "40 Under 40" list. Fifteen years before she became the tech powerhouse she is today, Mayer was hired as the 20th employee at a small tech company. This company, Google, enjoyed a meteoric rise to prominence under Mayer's tenure and launched successful and groundbreaking products such as Google Maps, Google News, Gmail and Chrome. In 2012, Mayer claimed a bigger stage with her appointment as CEO of Yahoo. In two years, Mayer has reinvigorated Yahoo's brand, reimagined all of its core products including Yahoo Mail, Flickr and more, and introduced new mobile products such as Yahoo Weather and Yahoo News Digest which have both won design awards. In addition, Mayer has acquired more than 40 companies, including Tumblr. Her boldness has made her a household name, and we're pleased to award Marissa Mayer INFORUM's 21st Century Visionary Award.

COMMONWEALTH CLUB

Sunday, December 14th, 2014.

6am to 7am. 60 minutes of a 60 minute program. No commercials.

Up the Ladder: Women Pursuing Careers in Science and Technology

Hilary K. Seligman-M.D., MAS, Associate Professor in Residence, Departments of Medicine and of Epidemiology and Biostatistics, UCSF

Diane Wara-M.D., Professor of Pediatrics, UCSF

Eva Cole-Student, Holy Names High School, Oakland; Alumna, Girls Who Code

Sara Seims-Ph.D., Senior Fellow, Population and Reproductive Health Program, Packard Foundation – Moderator

How and why do women decide to pursue careers in science and technology? What is the reaction of their family, friends, teachers and others? This panel of three women at three different points in their careers – early, middle and advanced – will discuss the experiences that have supported and challenged their career pursuits. Come learn from their stories and hear ideas about how to attract more women to areas of science where they are still greatly under-represented, such as engineering and mathematics.

POLITICS

**A TOTAL OF 1 HOUR DEVOTED TO THE TOPIC DURING THE 4TH
QUARTER**

COMMONWEALTH CLUB

Sunday, November 2nd, 2014.

6am to 7am. 60 minutes of a 60 minute program. No commercials.

Leon Panetta-Former Director, CIA; Former U.S. Secretary of Defense; Author, *Worthy Fights: A Memoir of Leadership in War and Peace*

Dr. Gloria C. Duffy-President & CEO of The Commonwealth Club – Moderator

Leon Panetta has had two distinct and consequential careers as an American public servant. His first lasted 35 years and culminated in his role as President Clinton's budget director and White House chief of staff. He stepped back from his public life to establish the Panetta Institute with his wife, Sylvia. In 2009 he again stepped into the role of CIA director, eventually leading the campaign to kill Osama Bin Laden. Following that victory, Panetta became the U.S. secretary of defense, inheriting two troubled wars in a time of austerity and painful choices.

In his new book, *Worthy Fights*, Panetta is frank about the current state of affairs. Suffused with its author's stubborn common sense, the book is an epic American success story, a great political memoir, and a revelatory view onto many of the great figures and events of our time.

ENERGY

A TOTAL OF 1 HOUR DEVOTED TO THE TOPIC DURING THE 4TH QUARTER.

COMMONWEALTH CLUB

Sunday, November 23rd, 2014.

6am to 7am. 60 minutes of a 60 minute program. No commercials.

Ernest Moniz-U.S. Secretary of Energy

Love it or hate it, fracking is changing the way America powers its economy. Thanks to fracking, the United States is now the world's largest petroleum producer, something unthinkable a few years ago. Coal is down, but not out. Nuclear's knees are buckling due to low natural gas prices and the fallout from Fukushima. Researchers and investors are looking for big breakthroughs in storage technology and sucking carbon out of smokestacks.

In Silicon Valley the buzz is about the Internet of Things and merging information technology with energy. Previous attempts to marry those two didn't end well. Is this time different? What are the promising areas for innovation and creating new jobs and economic growth? What role should the U.S. government play in discovering new fuels and getting them to market?

MIDDLE EAST

**A TOTAL OF 1 HOUR DEVOTED TO THE TOPIC DURING THE 4TH
QUARTER.**

COMMONWEALTH CLUB

Sunday, December 7th, 2014.

6am to 7am. 60 minutes of a 60 minute program. No commercials.

The Rise of ISIS and the Changing Landscape of the Middle East

Abbas Milani-Director of Iranian Studies, Stanford University

Milani is one of the founding co-directors of the Iran Democracy Project and a research fellow at the Hoover Institution. Until 1986, he taught at Tehran University's Faculty of Law and Political Science, where he was also a member of the board of directors of the university's Center for International Relations. For eight years, he was a visiting research fellow in University of California, Berkeley's Middle East Center. Come hear one of the world's top Middle East experts give his take on how ISIS will ultimately impact the region and the U.S.

THE ARTS/ENTERTAINMENT

A TOTAL OF 2 HOURS DEVOTED TO THE TOPIC DURING THE 4TH QUARTER.

COMMONWEALTH CLUB

Sunday, December 21st, 2014.

6am to 7am. 60 minutes of a 60 minute program. No commercials.

Jacques Pépin-Chef; Author, *Essential Pépin*
Emily Luchetti-Chef - Moderator

World-renowned chef Jacques Pépin is a gifted culinary artist. He has hosted 13 popular cooking series on public television and written dozens of cookbooks. From 1956 to 1958, Pépin was the personal chef to three French heads of state, including Charles de Gaulle. After moving to the United States in 1959, Pépin served for ten years as director of research and new development for the Howard Johnson Company, a position that taught him about mass production, marketing, food chemistry and American food tastes.

Enjoy an evening with internationally renowned French chef, author, and television personality Jacques Pépin, as he discusses his upcoming 14th cooking series, "Jacques Pépin: Heart and Soul."

COMMONWEALTH CLUB

Sunday, December 28th, 2014.

6am to 7am. 60 minutes of a 60 minute program. No commercials.

John Cleese-Actor; Writer; Producer; Author, *So, Anyway...*
In conversation with **Adam Savage**-Host, "Mythbusters"

Join Cleese as he takes us on a grand tour of his ascent in the entertainment world, from his humble beginnings in a sleepy English town to the pinnacle of comedy and worldwide success.

With his signature characters – the Minister of Silly Walks and the owner (and would-be returner) of a dead parrot – Cleese's work with *Monty Python's Flying Circus* and *Fawlty Towers* has become legendary. His hit films *Monty Python and the Holy Grail*, *Life of Brian* and *A Fish Called Wanda*, and his memorable roles in *James Bond* and *Shrek* have put him in a class of his own.

PEAKBROADCASTING STATIONS
QUARTERLY PSA ACTIVITY REPORT
FOURTH QUARTER 2014

STATION: KMGV FRESNO

- 1) :60 SPOT-552 TIMES---CRIMESTOPPERS
- 2) :30 SPOT-120 TIMES---TOYS FOR TOTS
- 3) :60 SPOT-60 TIMES---RAIDER NATION BLOOD DRIVE
- 4) :30 SPOT-30 TIMES---CCSPCA HOME FOR THE HOLIDAYS ADOPTION SPECIAL
- 5) :30 SPOT-15 TIMES---JONI & FRIENDS
- 6) :30 SPOT-45 TIMES---POVERELLO HOUSE
- 7) :30 SPOT-30 TIMES---NAOMI'S HOUSE
- 8) :30 SPOT-18 TIMES---CONSULATE OF MEXICO-ZUMBA UNDER THE STARS
- 9) :30 SPOT-6 TIMES---KINGS HARDWICK SCHOOL-ART FESTIVAL
- 10) :30 SPOT-24 TIMES---FRESNO MARJAREE MASON TOP TEN PROFESSIONAL WOMEN
- 11) :30 SPOT-24 TIMES---ALZHEIMERS WALK
- 12) :30 SPOT-20 TIMES---NATIONAL WHITE CANE SAFETY DAY
- 13) :30 SPOT-12 TIMES---FREEWHEEL PROJECT GOLF TOURNAMENT
- 14) :30 SPOT-10 TIMES---CHINA PEAK HIRING FAIR
- 15) :30 SPOT-16 TIMES---KINGS COUNTY FARM BUREAU GALA
- 16) :30 SPOT-15 TIMES---LEUKEMIA & LYMPHOMA SOCIETY DINNER
- 17) :30 SPOT-12 TIMES---KAWEAH DELTA PINK TEA PARTY
- 18) :30 SPOT-12 TIMES---LIVELY ARTS FOUNDATION-NUTCRACKER
- 19) :30 SPOT-24 TIMES---LA COMIDA GUILD HOME TOUR
- 20) :30 SPOT-16 TIMES---VALLEY ANIMAL CENTER WIGGLE WAGGLE WALK
- 21) :30 SPOT-16 TIMES---CROP HUNGER WALK/RUN
- 22) :30 SPOT-20 TIMES---FRESNO AIDS WALK
- 23) :30 SPOT-18 TIMES---UNITED WAY OF FRESNO COUNTY OPERATION SHAPE UP
- 24) :30 SPOT-14 TIMES---ROTARY STORYLAND/PLAYLAND HALLOWEEN SPOOKTACULAR
- 25) :30 SPOT-12 TIMES---EVENING UNDER THE STARS TO BENEFIT F.E.A.T.
- 26) :30 SPOT-8 TIMES---WESTLAKE PARK HOLIDAY BOUTIQUE
- 27) :30 SPOT-16 TIMES---VALLEY ANIMAL CENTER DAY CAMPS
- 28) :30 SPOT-12 TIMES---YOUTH FOR CHRIST

**TWENTY-EIGHT :60 & :30 LIVE & RECORDED PUBLIC SERVICE
ANNOUNCEMENTS RAN A TOTAL OF 1177 TIMES DURING THE MONTHS
OF OCTOBER, NOVEMBER, AND DECEMBER.**

TOTAL ESTIMATED AIRTIME VALUE FOR THIS QUARTER: \$71,325.

POLITICAL COVERAGE

THE ONLY POLITICAL COVERAGE OUTSIDE OF REGULARLY SCHEDULED NEWSCASTS ON **KMGV** DURING THE 4th QUARTER OF 2014 WAS CONTAINED IN **THE COMMONWEALTH CLUB. SEE POLITICS.**

COMMUNITY EVENTS

During the fourth quarter of 2014 **KMGV** was involved in two events that have become annual traditions with the Mega audience-the Raider Nation Blood Drive and Toys for Tots.

KMGV teamed up with the Central California Blood Center, Raider Booster Clubs in the Valley, and former Oakland Raiders Coach (and Valley native) Tom Flores for the Raider Nation Blood Drive. Mega publicized the drive with announcements in the two weeks leading up to the event and a live broadcast from the Visalia Blood Center location. Coach Flores joined Mega Morning personality Jeff Davis at the Visalia Blood Center location to sign autographs and give interviews about the importance of donating. **See Health.**

KMGV also teamed up once again with the United Way of Fresno County and the U.S. Marine Corps for the Toys for Tots Marathon. On the first full weekend in December **Mega** joined the Marines and the United Way to collect toys and cash donations for children in the Central San Joaquin Valley as part of the Toys for Tots holiday drive marathon. Mega personalities did live call-ins from the event and promoted it on-air in the hours we weren't on-site. The station also promoted the collection drive in the two weeks leading up to the event. The U.S. Marines have been giving Christmas to disadvantaged children for more than 60 years and **KMGV** was proud to once again help them in their efforts. **See Children.**