

**CUMULUS MEDIA**  
**ISSUES AND PROGRAMS REPORT**  
**FOR STATION KMGV**  
**SECOND QUARTER 2014 APRIL 1 THROUGH JUNE 30**

PREPARED BY:

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## SAN JOAQUIN VALLEY ISSUES

### ADDRESSED IN RESPONSIVE PROGRAMMING IN THE SECOND 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 help authorities bring criminals to justice; weekly live **Crimestoppers** segment with Fresno Sheriff Margaret Mimms; author Matt Taibbi examines the line where mass incarceration and mass inequality meet.
2. **ANIMALS**-“**Wednesday Waggers**” - A cooperative effort between KMGV and the Central California SPCA to encourage animal adoption in the Valley
3. **POVERTY/HUNGER**---Ongoing Public Service campaign for Poverello House.
4. **POLITICS**-Former U.S. congressman Ron Paul; author and law professor Ian Haney-Lopez on the use of “dog whistle” language in politics; Texas governor Rick Perry.
5. **HEALTH/WELL-BEING**-The Law Enforcement Torch Run for Special Olympics; redefining success to include personal health and well-being.
6. **THE ECONOMY/ECONOMICS**- Former US Secretary of Treasury Timothy Geithner; the authors of Freakonomics on making good economic choices.
7. **TECHNOLOGY**-innovation in the age of technology; youth culture and technology.
8. **THE ENVIRONMENT**-the Goldman Environmental Prize.
9. **SCIENCE**-the risk of an asteroid or meteor hitting Earth and what, if anything, we can do about it.
10. **INTERNATIONAL AFFAIRS**- Former U.S. Ambassador to Russia Michael McFaul current U.S-Russian relations.

## 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 United States and California.

**CRIMESTOPPERS:** 60 second segments that run 7 days a week at various times for a total of 467 minutes of programming dedicated to **Crimestoppers** in the second 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 2<sup>nd</sup> 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 second quarter can be found in the public service announcement list included with this report.

## CRIME/JUSTICE

**A TOTAL OF 9 HOURS & 13 MINUTES DEVOTED TO THE TOPIC DURING THE 2<sup>nd</sup> QUARTER.**

### CRIMESTOPPERS

**60 second segments airing at various times 7 days a week from April 1st, 2014 to June 30<sup>th</sup>, 2014. Total of 467 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 April 1<sup>st</sup>, 2014 to March 24<sup>th</sup>, 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.

### COMMONWEALTH CLUB

**Sunday, May 4<sup>th</sup>, 2014.**

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

**Matt Taibbi**-Former Contributing Editor, *Rolling Stone*; Author, *The Divide*  
In conversation with **Clara Jeffrey**-Co-Editor, *Mother Jones*

Taibbi is perhaps best known for memorably christening Goldman Sachs “a great vampire squid wrapped around the face of humanity.” He has written extensively urging us to think critically about the key institutions and events that shape our country’s collective brain. From *Griftopia*’s intense debunking of vested interests and “vampire squid” investment banks to *The Great Derangement*’s thorough examination of the post-9/11 era, Taibbi writes with passion and urgency. In his new book, *The Divide: American Injustice in the Age of the Wealth Gap*, he continues to passionately decry systemic corruption. This time, however, he turns his focus to examining what he calls “the divide” – the line where troubling trends of mass incarceration and mass inequality meet. He examines the side-by-side existence of criminalized poverty and what he calls the unpunished crimes of the rich.

**ANIMALS**

**TOTAL OF 2 HOURS & 10 MINUTES DEVOTED TO THE TOPIC DURING  
THE 2<sup>nd</sup> QUARTER.**

**KMGV MORNING SHOW**

**"Wednesday Waggers"**

**CCSPCA humane education representative**

**April 2<sup>nd</sup>, 2014–June 25<sup>th</sup>, 2014. 10 minute in-studio interview Wednesday mornings  
at 8:30am, 130 minutes of airtime total in the quarter.**

A representative from the Central California SPCA brings in one of the shelters "adoptables" most Wednesday mornings to introduce them to the Mega audience and encourage people to save animals by adopting rather than buying their pets. He also offers valuable information on spaying neutering, fostering animals, education and training classes and more that are available at the shelter. KMGV also features "Wednesday Waggers" on the Mega website- [mega979.com](http://mega979.com).

**POVERTY/HUNGER**

**A TOTAL OF 22½ MINUTES DEVOTED TO THE TOPIC DURING THE 2<sup>nd</sup> 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 April, May, and June.

## POLITICS

**A TOTAL OF 3 HOURS DEVOTED TO THE TOPIC DURING THE 2<sup>nd</sup> QUARTER**

### COMMONWEALTH CLUB

**Sunday, April 20<sup>th</sup>, 2014.**

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

**Ron Paul-Former U.S. Congressman**

The term "liberty" is so commonly used in our country that you might say it has become a mere cliché. But do we know what it means? What it promises? How it factors into our daily lives? And most important, can we recognize tyranny when it is sold to us disguised as a form of liberty? Paul posits that to believe in liberty is not to believe in any particular social and economic outcome. It is to trust in the spontaneous order that emerges when the state does not intervene in human volition and human cooperation. It permits people to work out their problems for themselves, build lives for themselves, take risks and accept responsibility for the results, and make their own decisions. In fact, Paul calls liberty the seed of America.

### COMMONWEALTH CLUB

**Sunday, May 25<sup>th</sup>, 2014.**

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

**Ian Haney-Lopez-UC Berkeley Professor of Law; Author, *Dog Whistle Politics***

**Judge LaDoris Hazzard Cordell-Moderator**

Haney-Lopez explains that a silent "dog-whistle" language in politics sends one message to the electorate while sending a coded message to a targeted political base. He analyzes how that coded language has contributed to increasing inequality in America since the 1960s. For example, when campaigning for president in 1980, Ronald Reagan never mentioned race when he told stories of Cadillac-driving "welfare queens" and "strapping young bucks" buying T-bone steaks with food stamps. But Haney-Lopez contends that Reagan's "dog whistle" message was about racial minorities — inaudible on one level, but clearly heard on another. In doing so, he says Reagan tapped into a long political tradition used strategically by both liberal and conservative politicians, and this language has remained relevant in the age of the Tea Party and President Obama.

### COMMONWEALTH CLUB

**Sunday, June 22<sup>nd</sup>, 2014.**

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

**Rick Perry**-Governor, Texas

**Greg Dalton**-Founder and Host, Climate One, The Commonwealth Club-Moderator

Texas Governor Rick Perry believes his state is leading the way for America in creating energy independence by producing crude oil and electricity in many forms, including natural gas, coal, nuclear, wind, solar, bio-fuel and hydroelectric generation. In a recent letter to President Obama, Governor Perry wrote that the current federal policies will “incapacitate – and possibly eliminate – critical sources of energy while stifling job creation and threatening American energy policy.” Governor Perry has been in public office for over two decades, including 14 years as governor. He served in the US. Air Force and is a graduate of Texas A&M University. He will discuss energy and his ideas on other political issues of the day, including his experiences as a Republican candidate on the 2012 presidential campaign trail and his view of the road ahead. -

## HEALTH/WELLBEING

**A TOTAL OF 2 HOURS & 52 MINUTES DEVOTED TO THE TOPIC DURING THE 2<sup>nd</sup> QUARTER.**

### KMGV PUBLIC SERVICE ANNOUNCEMENT

#### **Law Enforcement Torch Run for Special Olympics**

**:30 recorded announcement ran a total of 84 times, 42 minutes of airtime.**

KMGV joined forces with Law Enforcement professionals and Special Olympics to promote the Law Enforcement Torch Run in Fresno by running a Public Service campaign and interviewing one of the organizers of the Fresno event on the Mega Morning Show leading up to the run on Tuesday, June 17<sup>th</sup>, 2014.

### KMGV MORNING SHOW

#### **Law Enforcement Torch Run for Special Olympics**

#### **Deputy Freddie Henson-Fresno County Sheriff's Department**

**Tuesday, June 10<sup>th</sup>, 2014 7:30am. 10 minute in-studio interview.**

KMGV joined forces with Law Enforcement professionals and Special Olympics to promote the Law Enforcement Torch Run in Fresno. Law enforcement professionals, Special Olympians, volunteers, and celebrities held a series of runs through California to the Special Olympics in Davis, California to raise money. KMGV helped promote the Fresno run with PSAs and an in-studio interview with one of the organizers of the Fresno event Deputy Freddie Henson.

### COMMONWEALTH CLUB

**Sunday, April 13<sup>th</sup>, 2014.**

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

**Arianna Huffington**-President and Editor-in-Chief, Huffington Post Media Group;  
Author, *Thrive*

In conversation with **Sheryl Sandberg**-Chief Operating Officer, Facebook; Author, *Lean In*

What if success was not defined by money and power alone? As president and editor-in-chief of the Pulitzer Prize-winning Huffington Post and one of Forbes' Most Influential Women In Media, Arianna Huffington is no stranger to success, and she now seeks to redefine it. Huffington is leading a groundbreaking movement to make success equally inclusive of personal health, well-being and giving back. Tackling what she has coined "The Third Metric," this business tycoon reminds us all to pursue a life with purpose and meaning. In an interview conducted by Facebook COO Sheryl Sandberg, these two powerhouses challenge us to re-envision "conquest" as we know it.

**COMMONWEALTH CLUB**

**Sunday, June 1<sup>st</sup>, 2014.**

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

**Larry Scott**-Commissioner, Pac 12; Former Chairman and CEO, Women's Tennis Association; Former President and COO, ATP Properties

**James Delany**-Commissioner, Big 10

**Ted Robinson**-Emmy Award-winning Broadcaster; Announcer, Pac 12 Network, and San Francisco 49ers – Moderator

As the 2014 season begins to take shape, hear the heads of the two college conferences with the largest television and media footprint discuss the opportunities and challenges facing college football, including compensation for student-athletes, safety issues and the advent of playoffs, as the sport continues its unparalleled growth. Predictions are also likely, including for the Bay Area Bowl that will feature a team from each conference.

## THE ECONOMY/ECONOMICS

A TOTAL OF 2 HOURS DEVOTED TO THE TOPIC DURING THE 2<sup>nd</sup> QUARTER.

### COMMONWEALTH CLUB

**Sunday, June 15<sup>th</sup>, 2014.**

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

**Timothy Geithner**-Former US Secretary of Treasury, Author, *Stress Test: Reflections on Financial Crises*

**Bethany McLean**-Contributing Editor, *Vanity Fair* – Moderator

Geithner served as the 75<sup>th</sup> U.S. Secretary of the Treasury under President Obama from 2009 to 2013. In *Stress Test*, he reveals some of the most challenging and controversial moments he faced in the wake of the worst global financial crisis since the Great Depression. Geithner shares his personal and professional recollections of President Obama, Ben Bernanke, Hank Paulson and others, and candidly explains the tough decisions required to save the U.S. economy from collapse. He also examines the tensions between policy and politics that have come to dominate discussions of the U.S. economy.

### COMMONWEALTH CLUB

**Sunday, June 29<sup>th</sup>, 2014.**

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

**Steven Levitt**-Author, *Think Like a Freak, Freakonomics* and *SuperFreakonomics*

**Stephen Dubner**-Author, *Think Like a Freak, Freakonomics* and *SuperFreakonomics*

In conversation with **Kishore Hari**-Director, Bay Area Science Festival

Now, it's time for you to think like a "freak." Levitt and Dubner's newest masterpiece helps us get wacky to analyze the decisions we make, the plans we create and even the morals we chose. Get freaky – and these statistic gurus will teach you how to make smarter, harder and better decisions. With practical insights from "The Upside of Quitting" to "How to Succeed – With No Talent," Levitt and Dubner have again turned our brains inside out and made statistics sexy. There's a hidden side to everything. Get the inside scope from freakonomists Dubner and Levitt.

## TECHNOLOGY

A TOTAL OF 2 HOURS DEVOTED TO THE TOPIC DURING THE 2<sup>nd</sup> QUARTER.

### COMMONWEALTH CLUB

Sunday, April 6<sup>th</sup>, 2014.

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

Padmasree Warrior-Chief Technology and Strategy Officer, Cisco

Marina Gorbis-Executive Director, Institute for the Future - Moderator

Today's innovation and success landscape is much different than just 10 years ago. Major technology trends are converging and shaping how we live, how we work, how we learn and how we play. In turn, there are business imperatives that result and Warrior says that only those who can encourage and ride this wave of ongoing innovation will thrive.

### COMMONWEALTH CLUB

Sunday, May 18<sup>th</sup>, 2014.

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

danah boyd-Principal Researcher, Microsoft Research; Research Assistant Professor in Media, Culture, and Communication, New York University; Fellow, Harvard's Berkman Center; Author, *It's Complicated: The Social Lives of Networked Teens*

In conversation with Laura Sydell-Correspondent, National Public Radio

Youth culture and technology expert danah boyd will discuss her ground-breaking research regarding the major myths about how teens use social media and, in turn, the truths about identity, privacy, safety, danger and bullying. Ultimately, boyd argues that society fails young people when paternalism and protectionism hinder teenagers' ability to become informed, thoughtful and engaged citizens through their online interactions. Yet despite an environment of rampant fear mongering, boyd finds that teens often find ways to engage and to develop a sense of identity.

**ENVIRONMENT**

**A TOTAL OF 1 HOUR DEVOTED TO THE TOPIC DURING THE 2<sup>nd</sup>  
QUARTER.**

**COMMONWEALTH CLUB**

**Sunday, April 27<sup>th</sup>, 2014.**

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

**Douglas Goldman**-Vice President, Goldman Environmental Foundation

**John Goldman**-President, Goldman Environmental Foundation

**Maria Gunnoe**-Community Organizer and Media Spokesperson, Ohio Valley  
Environmental Coalition; 2009 Goldman Prize Winner

**Kimberly Wasserman**-Coordinator, Little Village Environmental Justice Organization;  
2013 Goldman Prize Winner

In Conversation with **Greg Dalton**-Founder, Climate One

The Goldman Environmental Prize has honored more than 160 heroes who are fighting on the front lines to deliver clean water, clean air and preserve ecosystems. As the prize celebrates its 25th anniversary, we will look at the award's accomplishments with two members of the founding family and two award winners.

## SCIENCE

**A TOTAL OF 1 HOUR DEVOTED TO THE TOPIC DURING THE 2<sup>ND</sup> QUARTER.**

### COMMONWEALTH CLUB

**Sunday, May 11<sup>th</sup>, 2014.**

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

**Ed Lu, Ph.D.**-Former NASA Astronaut; CEO and Co-founder, B612 Foundation

**Brian Hackney**-Meteorologist and Reporter, KPIX 5 Television, San Francisco -  
Moderator

In a recent “60 Minutes” interview, Lu pointed out that more than a million “near-Earth asteroids” are larger than the asteroid that struck Tunguska, Siberia, in 1908 – and about 1,000 times more powerful than the atomic bomb dropped on Hiroshima. The 1908 asteroid was only about 40 meters across, yet it destroyed an area roughly the size of the San Francisco Bay Area. *Nature* magazine has just reported that “the risk of similar objects hitting our planet may be ten times larger than previously thought. What can be done, if anything, to identify and combat threats? Dr. Lu flew three space missions, including six months on the International Space Station. He will discuss his mission to detect and track the million asteroids with the potential to destroy any major city on Earth and how his B612 Foundation plans to build, launch and operate a deep space telescope with an infrared lens – the first private-sector deep space mission in history.

**INTERNATIONAL AFFAIRS**

**A TOTAL OF 1 HOUR DEVOTED TO THE TOPIC DURING THE 2<sup>nd</sup>  
QUARTER.**

**COMMONWEALTH CLUB**

**Sunday, June 8<sup>th</sup>, 2014.**

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

**Michael McFaul**-Former U.S. Ambassador to Russia

**Dr. Gloria Duffy**-President & CEO, The Commonwealth Club – Moderator

Michael McFaul left his position as U.S. ambassador to Russia in February of this year, just after the Sochi Olympics and immediately preceding the current crisis in Ukraine. Against the backdrop of the Ukraine presidential election scheduled for May 25, the threat of Russian military force and a diplomatic solution to the Ukraine crisis in question, here is a rare chance to get an inside look at U.S.-Russian relations and insight into current and future actions by President Vladimir Putin.

**PEAKBROADCASTING STATIONS**  
**QUARTERLY PSA ACTIVITY REPORT**  
**SECOND QUARTER 2014**

**STATION: KMGV FRESNO**

- 1) :60 SPOT-467 TIMES---CRIMESTOPPERS
- 2) :30 SPOT-128 TIMES---LEUKEMIA & LYMPHOMA SOCIETY-MAN, WOMAN, AND TEEN OF THE YEAR
- 3) :30 SPOT-62 TIMES---CANCER SURVIVOR CONFERENCE
- 4) :30 SPOT-45 TIMES---POVERELLO HOUSE
- 5) :30 SPOT-84 TIMES---LAW ENFORCEMENT TORCH RUN FOR SPECIAL OLYMPICS
- 6) :30 SPOT-15 TIMES---NATIONAL ASSOC. FOR UNIFORMED SERVICES
- 7) :30 SPOT-24 TIMES---FRESNO PD MOUNTED PATROL DINNER
- 8) :30 SPOT-12 TIMES---PORTERVILLE COLLEGE S.M.A.R.T. LAB PROGRAM
- 9) :30 SPOT-20 TIMES--- PRESCRIPTION DRUG AWARENESS WEEK
- 10) :30 SPOT-24 TIMES---MARJAREE MASON CENTER TOP TEN WOMEN NOMINATIONS
- 11) :30 SPOT-8 TIMES---MILITARY APPRECIATION DAY
- 12) :30 SPOT-20 TIMES---SHINZEN RUN/WALK
- 13) :30 SPOT-8 TIMES---NMEDA HEROES CONTEST
- 14) :30 SPOT-12 TIMES---FREE FAMILY HEALTH FAIR
- 15) :30 SPOT--10 TIMES---THREE RIVERS MUSIC FESTIVAL
- 16) :30 SPOT-16 TIMES---TEAM IN TRAINING
- 17) :30 SPOT-16 TIMES---FIRST 5 FRESNO COUNTY-THE LISA PROJECT
- 18) :30 SPOT-12 TIMES---FRESNO CITY COLLEGE ASIA FEST
- 19) :30 SPOT-12 TIMES---KINGSBURG FIRE DEPARTMENT SPAGHETTI DINNER
- 20) :30 SPOT-24 TIMES---CENTRAL CA. BLOOD CENTER BLOOD DRIVES
- 21) :30 SPOT-16 TIMES---CENTRAL BASEBALL ACADEMY-DARE TO DREAM DINNER
- 22) :30 SPOT-16 TIMES---CCSPCA-FLAPJACKS FOR FIDOS 7 FELINES
- 23) :30 SPOT-10 TIMES---AVIATION IN ACTION-DINNER
- 24) :30 SPOT 8 TIMES---FCCAP-CHILD ABUSE PREVENTION MONTH
- 25) :30 SPOT-8 TIMES---NCC-EASTER
- 26) :30 SPOT-16 TIMES---RESOURCES FOR INDEPENDNECS-INSPIRATION PARK
- 27) :30 SPOT-12 TIMES---MAKE A DIFFERENCE OUTDOORS-BANQUET
- 28) :30 SPOT-12 TIMES---AQUARIUS AQUARIUM/JAMBA JUICE FUNDRAISER
- 29) :30 SPOT-16 TIMES---UNITED WAY-DAY OF ACTION

**:60 & :30 LIVE & RECORDED PUBLIC SERVICE ANNOUNCEMENTS RAN A  
TOTAL OF 1,133 TIMES DURING THE MONTHS OF APRIL, MAY, AND  
JUNE.**

**TOTAL ESTIMATED AIRTIME VALUE FOR THIS QUARTER: \$64,995.**

## **COMMUNITY EVENTS**

**KMGV** joined forces with Law Enforcement professionals and Special Olympics to promote the Law Enforcement Torch Run in Fresno. Law enforcement professionals, Special Olympians, volunteers, and celebrities held a series of runs through California to the Special Olympics in Davis, California to raise money. KMGV helped promote the Fresno run with PSAs and an in-studio interview. This first ever Torch Run in Fresno was a huge success. Hundreds of people cheered on the runners and The Flame of Hope as they made their way from Chuckchansi Park in downtown Fresno to The 500 Club at Shaw & Willow in Clovis on Tuesday, June 17<sup>th</sup>, 2014.

## **POLITICAL COVERAGE**

The only political coverage outside of regularly scheduled newscasts on **KMGV** during the 2<sup>nd</sup> quarter of 2014 was contained in the **Commonwealth Club**. See **POLITICS**.