

PEAK BROADCASTING

ISSUES AND PROGRAMS REPORT

FOR STATION KMGV

FIRST QUARTER 2014 JANUARY 1 THROUGH MARCH 31

PREPARED BY:

RUTH MICHAELS

SAN JOAQUIN VALLEY ISSUES
ADDRESSED IN RESPONSIVE PROGRAMMING IN THE FIRST QUARTER
2014

1. **CRIME/LAW**--- Weekly live **Crimestoppers** segment with Fresno Sheriff Margaret Mimms. **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.
2. **CHILDREN**---"**Bowl for Kids Sake**" to benefit Big Brothers/Big Sisters; "Battle Hymn of the Tiger Mother" author, Amy Chua.
3. **ANIMALS**---"**Wednesday Waggers**" - A cooperative effort between KMGV and the Central California SPCA to encourage animal adoption in the Valley.
4. **POVERTY/HUNGER**---Ongoing Public Service campaign for Poverello House.
5. **ECONOMY/BUSINESS**- The importance of innovation with the corporate culture; the modern Chinese economy.
6. **POLITICS**---James Carville & Mary Matalin; the "War on the 1%".
7. **TECH**---The Age of Amazon & Twitter; the Second Machine Age; Change.org.
8. **HEALTHCARE**---Treating trauma with Ecstasy?
9. **THE ENVIRONMENT**---Climate change; the cost of carbon pollution.
10. **THE ARTS**---Singer Linda Ronstadt; author Anna Quindlan.

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: 2 minute weekly segment featuring Sheriff Margaret Mimms that runs Tuesday mornings at 6:35am. **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 1st 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 third quarter can be found in the public service announcement list included with this report.

CRIME/LAW

**A TOTAL OF 24 MINUTES DEVOTED TO THE TOPIC DURING THE 1st
QUARTER.**

MEGA MORNING SHOW

CRIMESTOPPERS MINUTE WITH SHERIFF MARGARET MIMMS

2 minute segment airing at 7:35am every Tuesday from January 7th, 2014 to March 25th, 2014. Total of 24 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 1 HOUR & 40 MINUTES DEVOTED TO THE TOPIC DURING THE
1st QUARTER.**

KMGV PUBLIC SERVICE ANNOUNCEMENT

**"Bowl for Kids Sake" fundraiser for Big Brothers/Big Sisters of Central California
:30 recorded and live announcements ran a total of 80 times, 40 minutes of airtime.**

Announcement encouraging people to put together teams and raise money for "Bowl for Kids Sake."

COMMONWEALTH CLUB

Sunday, February 23rd, 2014.

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

Amy Chua, Author, *Battle Hymn of the Tiger Mother*

John M. Duff Professor of Law, Yale Law School

**Anna W.M. Mok, Partner, Deloitte & Touche LLP; Vice Chair, Commonwealth
Club Board of Governors – Moderator**

Parenting in public is a gutsy move, and no one knows that better than Chua. The Yale Law School professor's 2011 memoir, *Battle Hymn of the Tiger Mother*, took an honest and often provocative look at the rewards – and the costs – of raising her children the strict "Chinese" way. Join us as best-selling author Chua talks about the parenting cultural divide, her struggles and aspirations as a parent, and what it really means to be a tiger mother.

ANIMALS

TOTAL OF 2 HOURS DEVOTED TO THE TOPIC DURING THE 1ST QUARTER.

KMGV MORNING SHOW

"Wednesday Waggers"

Humane Education volunteers, CCSPCA

January 8th, 2014 - March 26th, 2014. 10 minute in-studio interview Wednesday mornings at 8:30am, 120 minutes of airtime total in the quarter.

Volunteers from the Central California SPCA bring in two of the shelters "adoptables" Wednesday mornings to introduce them to the Mega audience and encourage people to save animals by adopting rather than buying their pets. They also offer valuable information on spaying, neutering, fostering animals, education and training classes, and more. KMGV also features "Wednesday Waggers" on the Mega website- mega979.com.

POVERTY/HUNGER

**A TOTAL OF 22½ MINUTES DEVOTED TO THE TOPIC DURING THE 1st
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 January, February and March.

ECONOMY/BUSINESS

A TOTAL OF 2 HOURS DEVOTED TO THE TOPIC DURING THE 1st QUARTER

COMMONWEALTH CLUB

Sunday, March 2nd, 2014.

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

Will Young-Director, Zappos Labs

Brian Luerssen-GM, OKCupid Labs

Mark Randall-Chief Strategist and VP of Creativity, Adobe

James Temple-Senior Editor, Re/code

With constantly evolving technology and the challenge to think outside the box, the trend of separate innovation “labs” has spread amongst big name businesses. Companies that have shed their “startup” classification are keeping their crews nimble by designating teams to experiment – try and fail and try, try again – in an effort to go toe-to-toe with each new startup. You wouldn’t immediately connect nimble, tech-savvy creators with big standalone brands; yet these companies are able to give creative minds what they need most – the opportunity to fail without long-term damage. So how do these teams fit within the larger corporate structure? What’s the difference between an R&D team and an innovations lab? How do these teams keep a startup mentality working for established brands and products? And how do they use technology and new ideas to reach the perfect consumer for their brand? Our panelists will discuss the importance of innovation within large companies and how corporate teams are thinking like startups and projects that have both succeeded and failed in the labs.

COMMONWEALTH CLUB

Sunday, March 23rd, 2014.

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

Orville Schell-Arthur Ross Director, Center on U.S.-China Relations, Asia Society; Former Dean and Professor, UC Berkeley; Co-author, *Wealth and Power: China’s Long March to the Twenty-First Century*

Modern China is shaped by many figures, including political leaders, writers and activists. Orville Schell observes that the rapidly transforming country has shifted from “imperial doormat to global economic powerhouse.” Schell, drawing on his career of scholarly work, will discuss China’s future.

POLITICS

A TOTAL OF 2 HOURS DEVOTED TO THE TOPIC DURING THE 1st QUARTER.

COMMONWEALTH CLUB

Sunday, January 26th, 2014.

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

James Carville-Co-author, *Love & War: Twenty Years, Three Presidents, Two Daughters and One Louisiana Home*

Mary Matalin-Co-author, *Love & War: Twenty Years, Three Presidents, Two Daughters and On Louisiana Home*

Terry Christensen-Professor Emeritus, San Jose State University – Moderator

Carville and Matalin are one of the country's most intriguing, intense and ideologically mismatched political couples. Carville, a Democrat, has worked for Bill and Hillary Clinton, and Matalin, a Republican, has worked for George W. Bush and Dick Cheney. After 20 years together, Carville and Matalin offer a candid look into the heart of Washington politics. They also share why they decided to relocate their family to New Orleans and their continued efforts to rebuild the city after Hurricane Katrina.

COMMONWEALTH CLUB

Sunday, March 9th, 2014.

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

Tom Perkins-Co-founder, Kleiner Perkins Caufield & Byers

In conversation with **Adam Lashinsky**-Senior Editor at Large, *Fortune*

Tom Perkins is the co-founder of Kleiner Perkins Caufield & Byers, one of Silicon Valley's first Venture Capital firms on the legendary Sand Hill Road. He is an alumnus of Harvard and MIT, a renowned businessman and outspoken capitalist. In January of this year Tom Perkins wrote a letter published by The Wall Street Journal to "call attention to the parallels of fascist Nazi Germany to its war on its 'one percent,' namely its Jews, to the progressive war on the American one percent, namely the 'rich.'" The letter was widely criticized (in The Atlantic, The Independent among bloggers, Twitter users, and even "his own colleagues in Silicon Valley"). Perkins later apologized for making comparisons with Nazi Germany, but otherwise stood by the message of his letter.

TECH

A TOTAL OF 3 HOURS DEVOTED TO THE TOPIC DURING THE 1st QUARTER.

COMMONWEALTH CLUB

Sunday, January 12th, 2014.

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

Brad Stone-Senior Writer, *Bloomberg Businessweek*; Author, *The Everything Store: Jeff Bezos and the Age of Amazon*

Nick Bilton-Columnist, *The New York Times*; Author, *Hatching Twitter: A True Story of oey, Power, Friendship and Betrayal*

In conversation with **Sir Michael Moritz**, Chairman, Sequoia Capital

Stone and Bilton have delved deep to get the inside stories of Amazon and Twitter. Industry leaders today, these two behemoths once faced the common struggles of many startups. Learn from their founders' stories, and hear how they overcame interpersonal power struggles and engineered new markets to create successful mega companies. Join us as Stone and Bilton share corporate profiles and recount the beginnings, the drama and the glory of Amazon and Twitter.

COMMONWEALTH CLUB

Sunday, February 9th, 2014.

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

Erik Brynjolfsson-Professor of Management, MIT Sloan School of Management; Director, MIT Center for Digital Business; Co-author, *The Second Machine Age: Work, Progress, and Prosperity in a Time of Brilliant Technologies*

Andrew McAfee-Blogger; Principal Research Scientist, MIT Center for Digital Business; Co-author, *The Second Machine Age: Work, Progress, and Prosperity in a Time of Brilliant Technologies*

Andrew Leonard-Staff Writer, *Salon*; Moderator

Welcome to the modern age, where computers diagnose diseases, drive cars and write clean prose. Advances like these have created unprecedented economic bounty. Meanwhile, median income has stagnated and unemployment has risen. Erik Brynjolfsson and Andrew McAfee reveal the technological forces behind this economic sea change in what *New York Times* writer Thomas Friedman praised as their "fascinating new book," *The Second Machine Age*. As business researchers at MIT they predict that the path to prosperity lies in businesses and individuals using ingenuity to race with machines.

COMMONWEALTH CLUB

Sunday, March 30th, 2014.

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

Change.org: Tech for Good

Ben Rattray-Founder, Change.org

In Conversation with **Matt Mullenweg**-CEO, Automattic; Lead Developer, Wordpress

With constantly evolving technology and the challenge to think outside the box, the trend of separate innovation “labs” has spread amongst big name businesses. Companies that have shed their “startup” classification are keeping their crews nimble by designating teams to experiment – try and fail and try, try again – in an effort to go toe-to-toe with each new startup. You wouldn’t immediately connect nimble, tech-savvy creators with big standalone brands; yet these companies are able to give creative minds what they need most – the opportunity to fail without long-term damage. So how do these teams fit within the larger corporate structure? What’s the difference between an R&D team and an innovations lab? How do these teams keep a startup mentality working for established brands and products? And how do they use technology and new ideas to reach the perfect consumer for their brand? Our panelists will discuss the importance of innovation within large companies and how corporate teams are thinking like startups and projects that have both succeeded and failed in the labs.

HEALTHCARE

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

COMMONWEALTH CLUB

Sunday, January 19th, 2014.

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

Richard Rockefeller-M.D., Former Board Member, Rockefeller University; Former Chair, U.S. Advisory Board, Doctors Without Borders

In conversation with **Larry Brilliant**-M.D., MPH, President, Skoll Global Threats Fund; Co-founder, Seva Foundation

Could ecstasy effectively treat – maybe even cure – post-traumatic stress disorder (PTSD)? Dr. Rockefeller says yes – or at least a very strong maybe. He says studies involving a small number of people with moderate to severe treatment-resistant PTSD found most subjects were improved after three treatments with medical-quality ecstasy. He's cautiously optimistic about the prospect of psychedelic medicine, which he believes could heal the trauma in millions from Darfur to the former Yugoslavia. FDA-approved trials of therapy with ecstasy began in 2004, and Dr. Rockefeller believes the U.S. government will eventually approve using the drug for serious medical treatment if research on larger numbers bears out these early findings. What are the possible downsides to this research and what safeguards should be in place to govern it? Is this too good to be true? Join a conversation about the frontiers of brain science and potential for soothing the human condition.

ENVIRONMENT

A TOTAL OF 2 HOURS DEVOTED TO THE TOPIC DURING THE 1st QUARTER.

COMMONWEALTH CLUB

Sunday, January 5th, 2014.

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

Tom Vilsack, U.S. Secretary of Agriculture

Michael Froman, U.S. Trade Representative

In conversation with **Greg Dalton**, Founder and Host of Climate One

The droughts and superstorms of 2012 were followed in 2013 by ravenous fires and heat waves. Do those extreme weather events have human fingerprints? The IPCC has forwarded further scientific evidence of human-caused climate disruption. This discussion will focus on where the science is firm (precipitation events, surface temperature, sea level) and where it is less clear (hurricanes). It also will touch on what kind of severe weather Americans can expect in coming years and how the scientific “debate” plays out in public.

COMMONWEALTH CLUB

Sunday, February 2nd, 2014.

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

Lord Nicholas Stern-Former World Bank Chief Economist; Professor of Economics, London School of Economics

In conversation with **Greg Dalton**, Founder and Host of Climate One

Few people have impacted the discussion of economics of carbon pollution more than English economist Nicholas Stern. Lord Stern authored the highly influential 2006 “Stern Review,” which concluded that the problem was one of risk management on an immense and unprecedented scale. The costs of inaction were far greater than the costs of action. He has more recently emphasized the great opportunities in the transition to the low-carbon economy. He now leads a think tank at Imperial College London created by Jeremy Grantham, co-founder of one of the largest money managers in the world, GMO.

THE ARTS

A TOTAL OF 2 HOURS DEVOTED TO THE TOPIC DURING THE 1st QUARTER.

COMMONWEALTH CLUB

Sunday, February 16th, 2014.

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

Linda Ronstadt-Grammy Award-winning Musician; Author, *Simple Dreams: A Musical Memoir*

Barbara Marshman-Editorial Pages Editor, *San Jose Mercury News*

Linda Ronstadt was the first female artist to release four consecutive platinum albums and has collaborated with everyone from Neil Young to Frank Sinatra to Dolly Parton. Her music represents all facets of rock, pop, country, jazz and Latin, and she has sold more than 100 million records worldwide. Join us as Ronstadt traces the roots of her musical journey starting with her childhood in Arizona, her introduction to the Los Angeles music scene, and coping with success as one of the most iconic singers of our time. Learn more about her fascinating life, political activism and ongoing commitment to arts education.

COMMONWEALTH CLUB

Sunday, March 16th, 2014.

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

Anna Quindlen-Author, *A Short Guide to a Happy Life* and *Still Life with Bread Crumbs*

Best known for her award winning *New York Times* and *Newsweek* opinion columns, Quindlen offers up a highly anticipated new novel, sharing a deeply moving and funny story about unexpected love and a woman's journey of self-discovery.

PEAKBROADCASTING STATIONS
QUARTERLY PSA ACTIVITY REPORT
FIRST QUARTER 2014

STATION: KMGV FRESNO

- 1) :30 SPOT-40 TIMES---WENDY'S/DAVE THOMAS FOUNDATION
- 2) :30 SPOT-80 TIMES---BIG BROTHERS/BIG SISTERS BOWL FOR KID'S SAKE
- 3) :60 SPOT-148 TIMES---THE CALIFORNIA BROADCASTERS ASSOC.
- 4) :30 SPOT-45 TIMES---POVERELLO HOUSE
- 5) :30 SPOT-20 TIMES---TEAM IN TRAINING
- 6) :30 SPOT-24 TIMES---FRESNO COUNCIL ON CHILD ABUSE PREVENTION
- 7) :30 SPOT-12 TIMES---CITY OF CLOVIS-MLK BREAKFAST
- 8) :30 SPOT-8 TIMES---CHINESE NEW YEAR CELEBRATION
- 9) :30 SPOT-12 TIMES---JR. LEAGUE OF FRESNO-BREAKFAST AT TIFFANYS
- 10) :30 SPOT-24 TIMES--- BRIAN STURGEON ST. PATRICK'S DAY RUN/WALK
- 11) :30 SPOT-12 TIMES---FRESNO CITY COLLEGE-ASIANFEST
- 12) :30 SPOT-12 TIMES---FIG GARDEN WOMENS CLUB-ANTIQUÉ SHOW & SALE
- 13) :30 SPOT-12 TIMES---FREEWHEEL PROJECT-CRAB FEED
- 14) :30 SPOT-16 TIMES---AQUARIUS AQUARIUM-RUN FOR THE REEF
- 15) :30 SPOT-12 TIMES---GOODWILL
- 16) :30 SPOT--16 TIMES---FRESNO POLICE ACTIVITIES LEAGUE-GOLF TOURNAMENT
- 17) :30 SPOT-16 TIMES---UNITED WAY GALA
- 18) :30 SPOT-16 TIMES---GIRL SCOUT COOKIE SALES
- 19) :30 SPOT-12 TIMES---GIRL SCOUTS-THIN MINT 5K
- 20) :30 SPOT-7 TIMES---BULLARD HIGH SCHOOL BLOOD DRIVE
- 21) :30 SPOT-4 TIMES---JUNGLE BELLS
- 22) :30 SPOT-16 TIMES---BIG BROTHERS/BIG SISTERS-RECRUITMENT
- 23) :30 SPOT-10 TIMES---FRESNO ART MUSEUM TRASHIQUE
- 24) :30 SPOT-12 TIMES---KOMAN RACE
- 25) :30 SPOT 12 TIMES---MONTEREY BAY AQUARIUM
- 26) :30 SPOT-12 TIMES---MARJAREE MASON CENTER
- 27) :30 SPOT-18 TIMES---FRESNO COUNTY WOMEN IN CHAMBERS OF COMMERCE-MOTHER OF THE YEAR

**27-:60 & :30 LIVE & RECORDED PUBLIC SERVICE ANNOUNCEMENTS RAN
A TOTAL OF 523 TIMES DURING THE MONTHS OF JANUARY, FEBRUARY
AND MARCH.**

TOTAL ESTIMATED AIRTIME VALUE FOR THIS QUARTER: \$35,100.

COMMUNITY EVENTS

KMGV joined forces with Big Brothers/Big Sisters of Central California in the first quarter of 2014 to "Bowl for Kids Sake." Mega promoted the event in live and recorded PSAs in the weeks leading up to Bowl for Kids Sake," encouraging listeners to put together teams and raise money for this very worthwhile organization. Station staff also put together the "Mega Pinheads" and took part in "Bowl for Kids Sake" on March 15th, 2014.

POLITICAL COVERAGE

The only political coverage outside of regularly scheduled newscasts on **KMGV** during the 1st quarter of 2014 was contained in the **Commonwealth Club**. See **POLITICS**.