

# LICENSE RENEWAL ASSURANCE PROGRAM CERTIFICATION

Check box

Report Date

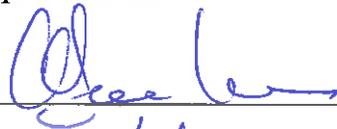
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|-------------------------------------|------------|---|--------------|
| <input checked="" type="checkbox"/> | January 10 | } |              |
| <input type="checkbox"/>            | April 10   | } | 20 <u>15</u> |
| <input type="checkbox"/>            | July 10    | } |              |
| <input type="checkbox"/>            | October 10 | } |              |

Station KIRO AM/FM, KTTV Station Manager Carl Gardner

I certify:

1. That public inspection file maintenance is assigned to Chelsea Miller and is part of his/her written job description.
2. That I have reviewed the public inspection file in the past 15 days and it is maintained in accordance with Bonneville procedures.
3. That responsibility for the quarterly issues and programming lists is assigned to Chelsea Miller and is part of his/her written job description.
4. That the quarterly issues and programming lists were filed in a timely fashion--within 10 days after the end of the past calendar quarter.
5. That I have reviewed the most recent quarterly issues and programming lists and they are maintained in accordance with Bonneville procedures.

Signature: \_\_\_\_\_



Date: \_\_\_\_\_

1/8/15

**DISTRIBUTION: email copy to Aaron Thompson at [athompson@ksl.com](mailto:athompson@ksl.com)**

**710 ESPN SEATTLE (KIRO AM)  
SEATTLE, WASHINGTON  
QUARTERLY ISSUES/PROGRAMMING REPORT FOR:  
OCTOBER 1 TO DECEMBER 31, 2014**

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 FM IN ACCORDANCE WITH THE FCC REQUIREMENTS FOR THE THREE-MONTH PERIOD OF OCTOBER 1 TO DECEMBER 31, 2014.

WHILE THIS LIST CONTAINS A BRIEF OVERVIEW OF 710 ESPN SEATTLE (KIRO AM) TYPICAL NEWS AND 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. KIRO'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, 2014 THAT REPRESENT THESE ISSUES.**

## **Safety**

Show: Brock & Salk

Time: 7:00 am

Date: November 26, 2014

Summary: Brock & Salk react to a recent press conference from Richard Sherman & Doug Baldwin. The players pointed out what they believe to be hypocrisy in the NFL's player safety policy. The league claims they're pushing for increased player safety, but also make teams play on 4 days rest. Baldwin and Sherman say it's an inconsistent message.

## **Education**

Show: The Barbershop

Time: 9:00 pm

Date: November 3, 2014

Summary: The guys on the Barbershop speak with Seahawks KJ Wright and Cliff Avril at the Trufant Family Foundation's annual bowling tournament. The Trufant Family Foundation helps provide funds for multiple educational programs and activities for youth in the Seattle/Tacoma area.

Show: Danny, Dave & Moore

Time: 5:00 pm

Date: December 4, 2014

Summary: Seahawks defensive tackle Demarcus Dobbs joined Danny, Dave & Moore for their Seahawks Spotlight. Dobbs talked about his journey from growing up in a group home, being adopted by a high school football coach, and eventually overcoming the adversity to graduate from the University of Georgia.

## **Business**

Show: Brock & Salk

Time: 7:00 am

Date: November 26, 2014

Summary: At a press conference with local media Seahawks player Richard Sherman & Doug Baldwin took issue with the NFL's restrictions on products players can endorse. The players' major complaint was that the league makes millions of dollars on alcohol sponsorships every year, but players can't endorse alcohol themselves. Is the league protecting a valuable revenue source to keep to themselves?

Show: Brock & Salk

Time: 7:00 am

Date: December 10, 2014

Summary: Brock & Salk discussed the increased Mariners payroll for the 2015 season, and what it means for the long-term finances of the club. With the team being linked to multiple high profile, and high priced, free agents, is it in the best interest of the team to invest millions of dollars in long-term contracts for aging veterans?

### **Integrity**

Show: Danny, Dave & Moore

Time: 5:00pm

Date: November 6, 2014

Summary: The guys on Danny, Dave & Moore discussed UW head coach Chris Petersen's decision to kick starting cornerback Marcus Peters off the football team. Petersen said that although Peters was one of the teams' best defensive players, he consistently violated team rules to the point that he had to be removed. Petersen talks about UW needing "Our Kind of Guys", and he backed it up with his actions in this case.

Show: Bob & Groz

Time: 1:00 pm

Date: December 13, 2014

Summary: Michael Bradley joined Bob & Groz with his take on Vikings running back Adrian Peterson's suspension appeal being denied by the NFL. Peterson was suspended by the league following child abuse allegations, and the NFL stood by its word to keep him banned for the year. Though Bradley has been critical of NFL Commissioner Roger Goodell in the past, he applauded the leagues decision in this case.

Show: Bob & Groz

Time: 2:00 pm

Date: December 30, 2014

Summary: Bob & Groz discussed the NFL over-turning the suspension of Lions defensive tackle Ndomakong Suh. Suh has been fined or suspended for his on-field behavior 8 times since entering the league in 2010. The guys question Suh's character and integrity, addressing his reputation for being a dirty player.

## **Health**

Show: Brock & Salk

Time: 9:00 am

Date: November 17, 2014

Summary: Seahawks head coach Pete Carroll joined Brock & Salk for his regular Monday visit. Carroll updated the guys on the overall health of his team, specifically Marshawn Lynch and Max Unger.

## **Growth**

Show: Michael Grey

Time: 11:00 am

Date: December 12, 2014

Summary: Greg Wyshnyski of Yahoo Sports joined the Michael Grey show to discuss the potential return of the NHL to Seattle. The return of the NBA or NHL would be contingent upon Seattle building a new sports arena, which could create thousands of jobs in the local area.

Show: Danny, Dave & Moore

Time: 4:00 pm

Date: October 22, 2014

Summary: Former Seahawks player Brian Bosworth joined Danny, Dave and Moore to talk about the personal growth he's gone through since gaining infamy as "The Boz". Bosworth said multiple selfish decisions he made cost him countless opportunities and friendships, and he hopes a new documentary film about him will help show the personal transformation he's undergone.

## **Politics and Global Issues**

Show: Danny, Dave & Moore

Time: 4:00 pm

Date: November 28, 2014

Summary: ESPN NFL Insider John Clayton joined Danny, Dave & Moore with news that Ravens running back Ray Rice had been reinstated by the NFL. Rice was suspended after video of him assaulting his fiancé was released to the public. This incident, coupled with multiple others, has led to a renewed commitment by the NFL to address domestic violence issues within the league, and across the nation.

Show: The Barbershop

Time: 9:00 pm

Date: October 23, 2014

Summary: Seahawks wide receiver Doug Baldwin laughed at reports that Russell Wilson is considered “not black enough” to fit in in the Seahawks locker room. Baldwin and the Barbershop hosts discussed the racial undertones that still exist in the NFL today, and whether it causes issues in the locker room.