

**CUMULUS BROADCASTING**

**ISSUES AND PROGRAMS REPORT**

**FOR STATION KMGV**

**FOURTH QUARTER 2016 OCTOBER 1 THROUGH DECEMBER 31**

PREPARED BY:

RUTH MICHAELS

## SAN JOAQUIN VALLEY ISSUES

### ADDRESSED IN RESPONSIVE PROGRAMMING IN THE FOURTH QUARTER

2016

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; what's being done to ensure that the legal system can better represent the under-represented across the United States.

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.

5. **BUSINESS/THE ECONOMY** - Where are the country and economy headed with Steve Forbes; interview with #Girlboss founder Sophia Amoruso; how entrepreneurs can achieve positive social impact and succeed; coping with accelerating changes.

6. **POLITICS**-- The oddest presidential election in living memory; politics and activism; an interview with U.S. Senator Barbara Boxer.

7. **SCIENCE** - Exploring Mars with Pascal Lee, Andy Weir and Mary Roach.

8. **ISLAM** - Bridging Islam and the West.

9. **THE ARTS** - Interview with director Francis Ford Coppola

10. **HUMOR** - KQED's Michael Krasney: Oy, Does He Have Jokes for You.

11. **ETIQUETTE** - How to behave in the modern world and why bother.

## **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:** 30 second segments that run 7 days a week at various times for a total of 275 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 and :30 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 6 HOURS & 1 MINUTE DEVOTED TO THE TOPIC DURING THE 4<sup>th</sup> QUARTER.**

### CRIMESTOPPERS

October 1st, 2016 to December 31<sup>st</sup>, 2016. 30 second segments airing at various times 7 days a week. Total of 275 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

October 4<sup>th</sup>, 2016, to December 27<sup>th</sup>, 2016. 2 minute segment airing at 7:35am every Tuesday at 6:35am. 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, October 23<sup>rd</sup>, 2016.**

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

#### **Making the Justice System Just**

**Paulette Brown**-President, American Bar Association; Partner/co-chair, Diversity and Inclusion Committee, Locke Lord LLP

**James Taylor, Ph.D.**-Director of African American Studies and Professor of Political Science, University of San Francisco; Lecturer, African American and African Diaspora Studies Department, University of California Berkeley—Moderator

Paulette Brown is the first woman of color to become president of the ABA and has been recognized by the National Law Journal as one of the “50 most influential minority lawyers in America.” She has been a municipal court judge, in addition to focusing on all facets of labor and employment litigation. Brown has devoted her presidency to “rebuilding the nation’s confidence in our justice system” by “working to eliminate bias and enhance diversity and inclusion” and offer “tangible, sustainable solutions that will have a positive impact on the perception of our justice system.” Join an important discussion of what’s being done to ensure that the legal system can better represent the under-represented across the United States.

## **CHILDREN**

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

### **KMGV PUBLIC SERVICE ANNOUNCEMENT**

#### **Toys for Tots**

**:30 recorded and live announcements. A total of 120 times-60 minutes of airtime.**

KMGV promoted donating new, unwrapped toys or cash to Toys for Tots in the two weeks leading up to Mega's annual Toys for Tots marathon with Marine Corps League Detachment 14.

### **TOYS FOR TOTS MARATHON**

**KMGV; KWYE; the US Marine Corps League Detachment 14.**

**Friday, December 2<sup>nd</sup>-Sunday, December 4<sup>th</sup>, 2016. 10am-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.

**A total of 80 minutes devoted to the topic.**

Mega 97.9 teamed up with sister station KWYE and Marine Corps League Detachment 14 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. 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 1 HOUR & 5 MINUTES DEVOTED TO THE TOPIC DURING THE  
4<sup>th</sup> QUARTER.**

**KMGV MORNING SHOW**

**Wednesday Waggers**

**Humane Education staff-CCSPCA**

**October 5<sup>th</sup>, 2016 – December 28<sup>th</sup>, 2016. 5 minute in-studio interview every  
Wednesday morning at 8:30am. 65 minutes of airtime total.**

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](http://mega979.com).

**HEALTH**

**A TOTAL OF 40 MINUTES DEVOTED TO THE TOPIC DURING THE 4<sup>TH</sup> QUARTER.**

**KMGV PUBLIC SERVICE ANNOUNCEMENT**

**Raider Nation Blood Drive**

:30 recorded and live announcements. 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 15th.

**KMGV LIVE REMOTE**

October 15th, 2016, 11am-1pm. Live call-ins, plus live on-air promotion during event. 10 minutes dedicated during the 2-hour remote.

**Raider Nation Blood Drive**

**Jeff Davis** – KMGV Morning Show Personality

**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!”

**BUSINESS/THE ECONOMY**

**A TOTAL OF 4 HOURS DEVOTED TO THE TOPIC DURING THE 4<sup>th</sup>  
QUARTER.**

**COMMONWEALTH CLUB**

**Sunday, October 9<sup>th</sup>, 2016.**

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

**Where are the Country and Economy Headed?**

**Steve Forbes**-Chairman and Editor-in-Chief, Forbes Media; Author, Reviving America: How Repealing Obamacare, Replacing the Tax Code and Reforming the Fed Will Restore Hope and Prosperity

**Duf Sundheim**-Political Activist and Mediator; Former Chair, California Republican Party—Moderator

With a turbulent presidential election and Brexit on the horizon, a leading conservative voice offers his thoughts on the political and economic climate in the United States and the world. Steve Forbes is chairman of Forbes Media, which publishes Forbes magazine, with a circulation of nearly 1 million readers domestically and 5 million worldwide. In both 1996 and 2000, Mr. Forbes campaigned vigorously for the Republican nomination for the presidency. Key to his platform were a flat tax, medical savings accounts, a new Social Security system for working Americans, parental choice of schools for their children, term limits and a strong national defense. Forbes continues to energetically promote this agenda. Here's a chance to hear his views on how to make the country stronger and Americans more prosperous.



## **BUSINESS/THE ECONOMY (CONT.)**

### **COMMONWEALTH CLUB**

**Sunday, November 13<sup>th</sup>, 2016.**

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

#### **#Girlboss Sophia Amoruso**

**Sophia Amoruso**-Author, Nasty Galaxy and New York Times best-seller #Girlboss; Founder and CEO, Nasty Gal; Founder, #Girlboss Foundation; Host, #Girlboss Radio  
**Alison Pincus**-Co-Founder, One Kings Lane; Co-Founder, HelloMazel—Moderator

Amoruso launched her company, Nasty Gal, on eBay, reselling vintage clothes she scavenged from thrift stores. Nasty Gal quickly grew, growing from a makeshift store in Sophia's living room to a fashion powerhouse in less than a decade. Sophia's influence is evident on magazine covers, Pinterest, the runway and beyond. In 2016, Forbes named her one of the youngest and richest self-made women in America.

Sophia's success isn't just limited to fashion—she's creating an empire. Sophia champions aspiring female entrepreneurs through her #Girlboss Foundation, and shares stories of other creative, successful women on her popular podcast #Girlboss Radio, with guests like Charlize Theron. Her first book, #Girlboss, dubbed "Lean In for misfits," is a New York Times bestseller and is currently being turned into a Netflix original series. Sophia will give us the inside scoop about her unconventional approach to style, music, philosophy and advice.

### **COMMONWEALTH CLUB**

**Sunday, November 20<sup>th</sup>, 2016.**

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

#### **Founding Patagonia and Living Simply**

**Yvon Chouinard**-Founder, Patagonia, Inc.; Author, Let My People Go Surfing: The Education of a Reluctant Businessman

Chouinard is a legendary climber, surfer and environmentalist. He is also the reluctant entrepreneur who founded Patagonia, Inc., one of the most respected eco- and socially conscious companies in the world.

To celebrate the re-release of his best selling memoir, Chouinard recounts his early days of selling climbing equipment out of his car and explains how that led to accidentally creating a multi-million dollar sporting goods company committed to environmentally responsible design and production.

Through Patagonia he has led the way with innovations in organic cotton, sustainable wool and traceable down. However, Chouinard has not been limited by textiles. He has also created a venture fund called 20 million & Change and spun out Patagonia Provisions, reflecting his belief that food and agriculture will help solve our biggest environmental challenges.

As companies and consumers seek a more sustainable economy, Chouinard will discuss how entrepreneurs can create greatness and achieve net positive social impact at a point where doing less-bad is no longer good enough.

## **BUSINESS/THE ECONOMY (CONT.)**

### **COMMONWEALTH CLUB**

**Sunday, December 18<sup>th</sup>, 2016.**

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

### **A Field Guide to the 21<sup>st</sup> Century**

**Thomas Friedman**-Columnist, The New York Times; Author, The Lexus and the Olive Tree, The World Is Flat, Thank You for Being Late: An Optimist's Guide to Thriving in the Age of Accelerations

In Conversation with **Gavin Newsom**-Lt. Governor of California

In his most ambitious work to date, Thank You for Being Late: An Optimist's Guide to Thriving in the Age of Accelerations, Thomas L. Friedman shows that we have entered an age of dizzying acceleration. A parallel explosion of economic interdependency has created new riches as well as spiraling debt burdens. Meanwhile, Mother Nature is also seeing dramatic changes as carbon levels rise and species go extinct, with compounding results. Today, it is easier than ever to be a maker (try 3-D printing) or a breaker (the Islamic State excels at using Twitter), but harder than ever to be a leader or merely "average."

Friedman concludes that nations and individuals must learn to be fast (innovative and quick to adapt), fair (prepared to help the casualties of change), and slow (adept at shutting out the noise and accessing their deepest values). Join Friedman for an engaging conversation on how we should think about and cope with all of these changes.

## POLITICS

**A TOTAL OF 3 HOURS DEVOTED TO THE TOPIC DURING THE 4<sup>th</sup> QUARTER.**

### COMMONWEALTH CLUB

**Sunday, October 16<sup>th</sup>, 2016.**

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

#### The Oddest Presidential Election in Living Memory

**Robert Reich**-Chancellor's Professor of Public Policy, University of California, Berkeley; Former Secretary of Labor; Author, Saving Capitalism

**Holly Kernan**-Executive Editor for News, KQED—Moderator

In the midst of an unpredictable presidential election, get insight from a veteran political figure who knows Washington inside and out. Time magazine named Reich one of the 10 most effective cabinet secretaries of the 20th century. He is a founding editor of the American Prospect magazine and chairman of Common Cause. Hear his provocative thoughts on the presidential election and the future of America.

### COMMONWEALTH CLUB

**Sunday, October 30<sup>th</sup>, 2016.**

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

#### Disruptive Climate and Politics

**Bill McKibben**-Co-founder, 350.org

**Terry Tamminen**-CEO, Leonardo DiCaprio Foundation

As we careen toward unknown climatic changes and near the end of an equally unpredictable election cycle, what will the political and planetary climate be in 2017? Is climate disruption an issue high on the minds of the voters and political leaders? As co-founder of 350.org, Bill McKibben has been working to influence major policy decisions around the world with campaigns such as Stop the Keystone XL Pipeline, Frack Free California and Break Free from Fossil Fuels. Have those demonstrations actually kept carbon in the ground? What has his organization 350.org been focused on this election cycle, and what are his thoughts on 2017? Join us for politics, activism and stories from 30 years of writing and fighting.

## POLITICS (CONT.)

### COMMONWEALTH CLUB

Sunday, November 6<sup>th</sup>, 2016.

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

#### The Art of Tough

**Barbara Boxer**-U.S. Senator (D-California); Author, *The Art of Tough: Fearlessly Facing Politics and Life*

**Holly Kernan**-Executive Editor, News, KQED—Moderator

"One goal of this memoir is to inspire people to fight for change. It takes what I call the Art of Tough and I've had to do it all my life." —Senator Barbara Boxer

Barbara Boxer has made her mark, combining compassionate advocacy with scrappiness in a political career spanning more than three decades. Now, retiring from the Senate, she continues the work to which she's dedicated 30 years in Congress. Her memoir, *The Art of Tough*, shares her provocative and touching recollections of service, and cements her commitment to the fight for women, families, quality, and environmental protection—all in a peaceful world.

Sometimes lauded, sometimes vilified, but always standing tough, Boxer has fought for her values even when her personal convictions conflicted with her party or the majority rule.

## SCIENCE

**A TOTAL OF 1 HOUR DEVOTED TO THE TOPIC DURING THE 4<sup>TH</sup>  
QUARTER**

### COMMONWEALTH CLUB

**Sunday, December 4<sup>th</sup>, 2016.**

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

#### **Exploring Mars with Pascal Lee, Andy Weir and Mary Roach**

**Dr. Pascal Lee**-Co-founder, Mars Institute; Planetary Scientist, SETI Institute; Principal Investigator of the Haughton-Mars Project, NASA Ames Research Center;

Author, Mission: Mars

**Andy Weir**-Author, The Martian

**Mary Roach**-Author, Packing for Mars—Moderator

Sooner or later, humans will walk on the Red Planet. Weir and Lee want it to be “sooner,” and they have deep insights—both technical and psychological—about how to make it happen. Join Lee and Weir for a spirited conversation on the promise and peril of humanity’s first in-person exploration of an alien planet.

## ISLAM

**A TOTAL OF 1 HOUR DEVOTED TO THE TOPIC DURING THE 4<sup>TH</sup>  
QUARTER**

### COMMONWEALTH CLUB

**Sunday, October 2<sup>nd</sup>, 2016.**

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

#### **Bridging Islam and the West**

**Carla Power**-Pulitzer Prize Finalist; Author, *If the Oceans Were Ink: An Unlikely Friendship and a Journey to the Heart of the Quran*

**Jonathan Curiel**-Journalist; Author—Moderator

Get inside of Carla Power's eye-opening story of how she and her longtime friend Sheikh Mohammad Akram Nadwi found a way to confront ugly stereotypes and persistent misperceptions that were cleaving their communities. Their friendship—between a secular American and a madrasa-trained sheikh—had always seemed unlikely, but now they were frustrated and bewildered by the battles being fought in their names. Both knew that a close look at the Quran would reveal a faith that preached peace and not mass murder; respect for women and not oppression. And so they embarked on a year-long journey through the controversial text.

A journalist who grew up in the Midwest and the Middle East, Power offers her unique vantage point on the Quran's most provocative verses as she debates with Akram at cafes, family gatherings, and packed lecture halls, conversations filled with both good humor and powerful insights. Their story takes them to madrasas in India and pilgrimage sites in Mecca, as they encounter politicians and jihadis, feminist activists and conservative scholars.

Armed with a new understanding of each other's worldviews, Power and Akram offer eye-opening perspectives, destroy long-held myths, and reveal startling connections between worlds that have seemed hopelessly divided for far too long.

**THE ARTS**

**A TOTAL OF 1 HOUR DEVOTED TO THE TOPIC DURING THE 4<sup>TH</sup>  
QUARTER.**

**COMMONWEALTH CLUB**

**Sunday, November 27<sup>th</sup>, 2016.**

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

**Francis Ford Coppola: The Program You Can't Refuse**

**Francis Ford Coppola**-Director, The Godfather; Author, The Godfather Notebook  
In Conversation with **Adam Savage**-Maker and Retired Co-host, Discovery Channel's  
"Mythbusters"

Francis Ford Coppola's The Godfather is universally praised as one of the greatest films ever made. The 1972 epic won best picture and best screenplay Oscars and was subsequently followed by two successful sequels. Join us for a rare conversation with Francis Coppola, who will take us behind the scenes of these legendary films, as spelled out in his just-published book, The Godfather Notebook. Here's a chance to learn about Brando, Pacino, the casting and the filmmaking, along with the personal and professional qualities that turned director Francis Coppola into an American icon. An offer you truly can't refuse.

## HUMOR

**A TOTAL OF 1 HOUR DEVOTED TO THE TOPIC DURING THE 4<sup>TH</sup> QUARTER.**

### COMMONWEALTH CLUB

**Sunday, December 11<sup>th</sup>, 2016.**

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

#### **KQED's Michael Krasny: Oy, Does He Have Jokes for You**

**Michael Krasny**-Host, "Forum"; Author, *Let There Be Laughter: A Treasury of Great Jewish Humor and What It Means*

In conversation with **Peter Coyote**

Michael Krasny has been telling Jewish jokes since his bar mitvah, and it's been said that he knows more of them than anyone on the planet. He has now put together a compendium of Jewish jokes that packs the punches with hilarious riff after riff and also offers a window into Jewish culture. *Let There Be Laughter* borrows from traditional humor and such Jewish comedy legends and new voices as Jackie Mason, Mel Brooks, Joan Rivers, Larry David, Sarah Silverman, Jerry Seinfeld and Amy Schumer. With his background as a scholar and public radio host, Krasny also delves deeply into the themes, topics and form of Jewish humor: chauvinism undercut by irony and self-mockery, the fear of losing cultural identity through assimilation, the importance of vocal inflection in joke-telling, and calls to communal memory, including the use of Yiddish. Above all, come ready to laugh a lot.



## ETIQUETTE

**A TOTAL OF 1 HOUR DEVOTED TO THE TOPIC DURING THE 4<sup>TH</sup> QUARTER.**

### COMMONWEALTH CLUB

**Sunday, December 25<sup>th</sup>, 2016.**

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

#### **How to Behave in the Modern World and Why Bother?**

**Jeremiah Tower**-Chef; Author, *Table Manners: How to Behave in the Modern World and Why Bother*

In conversation with **Amanda Haas**-Culinary Director, Williams-Sonoma

Jeremiah Tower was a founding chef in the 1970s at Alice Waters' Chez Panisse restaurant and is widely credited as one of the creators of both New American Cuisine and California Cuisine. In 1984, Tower opened his own restaurant, Stars, in San Francisco. It was an overnight sensation and fostered the careers of numerous American chefs, including Mark Franz, Mario Batali, Tim Grable, Emily Luchetti and Jerry Traunfeld. The restaurant was among the top-grossing restaurants in the United States for close to a decade. Tower went on to win a James Beard Award as the best chef in America, hosted a PBS Series and opened restaurants in Singapore and Hong Kong. He holds a degree in architecture from Harvard.

Come hear his both witty and serious thoughts on manners in 2016—at the dinner party, the bar or in your own home. Tower has advice on everything: food allergies, RSVPs, iPhones, running late, thank-yous, restaurant etiquette, even what to do when you are served something disgusting.

**CUMULUS BROADCASTING STATIONS**  
**QUARTERLY PSA ACTIVITY REPORT**  
**FOURTH QUARTER 2016**

**STATION: KMGV FRESNO**

- 1) :30 SPOT-551 TIMES---CRIMESTOPPERS
- 2) :30 SPOT-120 TIMES---TOYS FOR TOTS
- 3) :30 SPOT-37 TIMES---HEART OF THE HORSE THERAPY RANCH
- 4) :30 SPOT-60 TIMES---RAIDER NATION BLOOD DRIVE
- 5) :60 SPOT-34 TIMES---VALLEY AIR DISTRICT
- 6) :30 SPOT-30 TIMES---CCSPCA HOME FOR THE HOLIDAYS ADOPTION SPECIAL
- 7) :30 SPOT-24 TIMES---COMMUNITY FOOD BANK
- 8) :30 SPOT-12 TIMES---U.S. MARINES
- 9) :30 SPOT-12 TIMES---POVERELLO HOUSE TURKEY DRIVE
- 10) :30 SPOT-10 TIMES---CASTLE AIR MUSEUM GOLF TOURNAMENT
- 11) :30 SPOT-10 TIMES---AMERICAN LEGION HOLIDAY CONCERT
- 12) :30 SPOT-20 TIMES--- MARJAREE MASON TOP TEN PROFESSIONAL WOMEN
- 13) :30 SPOT-10 TIMES---MARCH OF DIMES
- 14) :30 SPOT-10 TIMES---CHAMPIONS OF HARMONY BENEFIT CONCERT
- 15) :30 SPOT-12 TIMES---CORKS & FORKS BENEFIT
- 16) :30 SPOT-12 TIMES---DEPARTMENT OF CHILD SUPPORT SERVICES
- 17) :30 SPOT-8 TIMES---DOCTORS WITHOUT BORDERS
- 18) :30 SPOT-8 TIMES---HOLY TRINITY ARMENIAN CHURCH FOOD BAZAAR
- 19) :30 SPOT-16 TIMES---KAWEAH DELTA PINK TEA PARTY
- 20) :30 SPOT-16 TIMES---AMERICAN HEART ASSOCIATION HEART WALK
- 21) :30 SPOT-16 TIMES---LA COMIDA GUILD HOME TOUR
- 22) :30 SPOT-12 TIMES---REDWOOD HIGH MARCHING BAND-HOME TOUR
- 23) :30 SPOT-12 TIMES---WALK TO END ALZHEIMER'S
- 24) :30 SPOT-12 TIMES---SELMA HIGH FFA BOOSTERS HARVEST BANQUET
- 25) :30 SPOT-16 TIMES---FRESNO STATE TOMMY ROE CONCERT
- 26) :30 SPOT-16 TIMES---VALLEY CENTER FOR THE BLIND SPECIAL WIZARD OF OZ SCREENING
- 27) :30 SPOT-12 TIMES---CENTRAL VALLEY VETERANS HOSPITALITY HOUSE POKER RUN
- 28) :30 SPOT-20 TIMES---KARE FOR KIDNEYS RACE
- 29) :30 SPOT-12 TIMES---MAC USERS GROUP
- 30) :30 SPOT-16 TIMES---MAKE A WISH-WINE, WOMEN & SHOES

- 31) :30 SPOT-10 TIMES---MOOSE LODGE CAR SHOW
- 32) :30 SPOT-20 TIMES---MEALS ON WHEELS
- 33) :30 SPOT-16 TIMES---YOUTH FOR CHRIST
- 34) :30 SPOT-8 TIMES---SONRISE CHURCH REINDEER HOLIDAY BOUTIQUE
- 35) :30 SPOT-17 TIMES---UCP WALK & ROLL
- 36) :30 SPOT-10 TIMES---McLANE HIGH MULTI YEAR REUNION
- 37) :30 SPOT-14 TIMES---BREAK THE BARRIERS MASQUERADE BALL

**THIRTY-SEVEN :60 & :30 LIVE & RECORDED PUBLIC SERVICE ANNOUNCEMENTS RAN A TOTAL OF 1251 TIMES DURING THE MONTHS OF OCTOBER, NOVEMBER, AND DECEMBER.**

**TOTAL ESTIMATED AIRTIME VALUE FOR THIS QUARTER: \$57,315.**

## POLITICAL COVERAGE

THE ONLY POLITICAL COVERAGE OUTSIDE OF REGULARLY SCHEDULED NEWSCASTS ON **KMGV** DURING THE 4th QUARTER OF 2016 WAS CONTAINED IN **THE COMMONWEALTH CLUB. SEE POLITICS.**

## COMMUNITY EVENTS

During the fourth quarter of 2016 **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 Marine Corps League Detachment 14 for the Toys for Tots Marathon. On the first full weekend in December **Mega** joined volunteers 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. 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.**

