

# **CUMULUS MEDIA FRESNO**

**ISSUES AND PROGRAMS REPORT**

**FOR STATION KSKS**

**SECOND QUARTER 2019 APRIL 1 THROUGH JUNE 30**

PREPARED BY:

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## **SAN JOAQUIN VALLEY ISSUES**

### **ADDRESSED IN RESPONSIVE PROGRAMMING IN THE SECOND QUARTER**

**2019**

- 1. ANIMALS---**“Kiss Critters” – A cooperative effort between KSKS and the Central California SPCA to encourage animal adoption in the Valley.
- 2. WOMEN IN TECH---** Emily Chang’s Brotopia: One Year Later; Alpha Girls: Women Upstarts in Silicon Valley.
- 3. POLITICS---** Mayor Pete Buttigieg; Democratic Presidential Candidate; Valerie Jarrett: Politics, The Obamas and Finding My Voice; Speaker of the House Nancy Pelosi; Rep. Adam Schiff, Chair of the House Intelligence Committee.
- 4. CLIMATE---** EPA Chief Andrew Wheeler on Cars, Coal, and Climate; David Gergen: Climate Change, Politics and Public Opinion; Sea Changes: Why Oceans Play a Bigger Role in Climate Than You Think.
- 5. LGBTQ---** Dustin Lance Black: Coming of Age in Red and Blue America.
- 6. NATIONAL SECURITY---** Janet Napolitano: Homeland Security Since 9/11.
- 7. MENTAL ILLNESS—** Glenn Close: Bring Change to Mind.
- 8. MORALITY—** David Brooks: The Quest for a Moral Life.

## **KSKS 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.

**KSKS MORNING SHOW:** Interviews on the **KSKS** 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.

**KSKS PUBLIC SERVICE ANNOUNCEMENTS:** :60 & :30 second recorded or live announcements scheduled to run 7 days a week at various times during the day for the entire 2nd 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.

**ANIMALS**

**TOTAL OF 1 HOUR & 5 MINUTES DEVOTED TO THE TOPIC DURING THE  
2<sup>nd</sup> QUARTER.**

**KSKS MORNING SHOW**

**"Kiss Critters"**

**CCSPCA humane education representative**

**Friday, April 5<sup>th</sup>, 2019 – Friday, June 28<sup>th</sup>, 2019. 5 minute in-studio interview every  
Friday morning at 7:20am, 65 minutes of airtime total in the quarter.**

A humane education representative from the Central California SPCA brings in two of the shelters "adoptables" every Friday morning to introduce them to the Kiss 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.

## **WOMEN IN TECH**

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

### **COMMONWEALTH CLUB**

**Sunday, April 7<sup>th</sup>, 2019.**

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

#### **Emily Chang's Brotopia: One Year Later**

**Emily Chang**-Anchor and Executive Producer, Bloomberg Technology; Author, *Brotopia: Breaking Up the Boys' Club of Silicon Valley*; Twitter @emilychangtv

**Aileen Lee**-Partner, Cowboy VC; Founder, All Raise—Moderator

In 2018, Emily Chang's *Brotopia: Breaking Up the Boys' Club of Silicon Valley* made national headlines, further opening up the conversation around discrimination, sexual harassment and toxic work environments taking place across industries and in Silicon Valley.

One year later, join Chang and moderator Aileen Lee, partner at Cowboy VC and founder of All Raise, the new nonprofit dedicated to strategically engaging more women and minorities in the founding and funding of technology-driven companies. In this powerful expose, Chang reveals how Silicon Valley got so sexist despite its utopian ideals. Drawing on her deep network of tech insiders, Chang sheds light on how hard it is for women to crack the Silicon ceiling and offers insight on what companies and employees need to do to bring down the "brotopia" culture once and for all.

## **COMMONWEALTH CLUB**

**Sunday, June 23<sup>rd</sup>, 2019.**

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

### **Alpha Girls: Women Upstarts in Silicon Valley**

**Julian Guthrie**-New York Times Best-Selling Author, *Alpha Girls: The Women Upstarts Who Took on Silicon Valley's Male Culture and Made the Deals of a Lifetime*

**Meaghan Rose**-CEO and Founder, Rocksbox

**Magdalena Yesil**-Founding Investor and Board Member, Salesforce; Board of Directors, Informed, SoFi, Smartsheet and Zuora

**William Randolph Hearst III**-Editor and Publisher, *Journal of Alta California*; Chairman of the Board, Hearst Corp.—Moderator

In her new book, *Alpha Girls*, award-winning journalist Julian Guthrie tells the unforgettable story of four different women who, through grit and ingenuity, became stars in the cutthroat, high-stakes, male-dominated world of venture capital in Silicon Valley, and helped build some of the foremost companies of our time.

Guthrie takes readers behind the closed doors of venture capital, an industry that transforms economies and shapes how we live. Through their experiences juggling work and family, the featured leaders and others continued to shape the tech landscape we know today while overcoming unequal pay, actual punches, betrayals, and the sexist attitudes prevalent in Silicon Valley and in male-dominated industries everywhere. Despite the setbacks, they would rise again to rewrite the rules for an industry they love, paving the way for the next generation of women along the way.

Join Guthrie for a powerful live conversation featuring Magdalena Yesil, one of the “alpha girls” in the book, and Meaghan Rose, a rising startup founder. The discussion will be led by Will Hearst of *Journal of Alta California*. They’ll explore the world of tech, startups, venture capital and work culture—and how it has and hasn’t changed.

## POLITICS

**A TOTAL OF 4 HOURS DEVOTED TO THE TOPIC DURING THE 2<sup>nd</sup> QUARTER.**

### COMMONWEALTH CLUB

**Sunday, April 21<sup>st</sup>, 2019.**

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

#### **Mayor Pete Buttigieg: Democratic Presidential Candidate**

**Pete Buttigieg**-32nd Mayor of South Bend, Indiana; 2020 Democratic Presidential Candidate; Author, *Shortest Way Home: One Mayor's Challenge and a Model for America's Future*

**Clara Jeffery**-Editor-in-Chief, *Mother Jones*—Moderator

At 37 years old, Democratic presidential candidate Pete Buttigieg already has a few firsts under his belt. In 2011 and at the age of 29, he was elected mayor of South Bend, IN, making him the youngest mayor of a U.S. city with at least 100,000 residents, and the first openly gay municipal executive in Indiana. In December 2018, he announced his 2020 campaign for the presidency and is now the first millennial and the first openly gay presidential candidate. With fellow politicians like President Barack Obama touting him as the future of the Democratic Party, Buttigieg is seemingly in for an incredible year.

### COMMONWEALTH CLUB

**Sunday, May 5<sup>th</sup>, 2019.**

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

#### **Valerie Jarrett: Politics, The Obamas and Finding My Voice**

**Valerie Jarrett**-Former Senior Adviser to President Barack Obama; Author, *Finding My Voice: My Journey to the West Wing and the Path Forward*

**In Conversation with London Breed**-Mayor, City of San Francisco

Despite the almost constant streams of media reporting on the White House, very few people know what really goes on in the West Wing. Valerie Jarrett, senior adviser to the president in the Obama administration, is one of those people. From the day she interviewed a young Michelle Robinson in July 1991 to the night of January 20, 2017, when the first family departed the White House, Jarrett has been a trusted confidante and a close friend of the Obama family.

In her book, *Finding My Voice: My Journey to the West Wing and the Path Forward*, Jarrett shares her story of growing up with American parents in the town of Shiraz, Iran, living in Chicago during the civil rights movement and ultimately finding her voice in public service. She led the Obama administration's criminal justice reforms, advocated for women's rights and political empowerment, and fought to improve the lives of working families.

## **COMMONWEALTH CLUB**

**Sunday, June 16th, 2019.**

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

### **Speaker of the House Nancy Pelosi**

Nancy Pelosi-Speaker, U.S. House of Representatives (D-CA 12th District)

**In Conversation with Dr. Gloria Duffy**-President and CEO, The Commonwealth Club

From the time Nancy Pelosi spent helping her father while he served as the mayor of Baltimore, working for Jerry Brown's presidential campaign or serving as the Democratic Party chair of California, she developed skills that would propel her to the peak of American politics. As the speaker of the U.S. House of Representatives, she is now the most powerful woman in the political history of the United States.

In the first 100 days of the 116th Congress, Speaker Pelosi and House Democrats have worked on their "for the people" agenda, passing legislation to clean up corruption and restore ethics to Washington, D.C., a bipartisan background checks bill, and what many Democrats call a landmark paycheck fairness bill. House Democrats are also pursuing a bipartisan infrastructure deal, looking at ways to expand and protect the right to vote, tackling climate change, and lowering health care costs and prescription drug prices for all Americans.

How will the Democratic Party try to recreate the success it saw in the 2018 midterm elections? As America heads toward the presidential election in 2020, join us for a conversation with the iconic face of the Democratic Party, and bring your questions.

## **COMMONWEALTH CLUB**

**Sunday, June 30<sup>th</sup>, 2019.**

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

### **Rep. Adam Schiff, Chair of the House Intelligence Committee**

Adam Schiff-U.S. Representative for District 28 (D-CA); Chair, U.S. House Intelligence Committee

**In Conversation with John Diaz**-Editorial Page Editor, San Francisco Chronicle

After eight years of Republican control, the blue wave of 2018 put Democrats back in charge of the U.S. House and made Representative Adam Schiff chair of the House Intelligence Committee. With broad power and jurisdiction, Schiff's committee oversees the nation's intelligence agencies, from components of the Departments of Defense and Homeland Security, Justice, and the CIA. While his investigations and public comments have made him one of the president's favorite Twitter targets, Schiff has defended them as vital to American security.

As one of the leading Democrats in Congress, Schiff's voice is one of the most important coming out of Washington, D.C. With their new majority, how will Democrats lead until the 2020 election? How will the completion of the Mueller investigation impact domestic politics? Join us for a timely and important conversation about politics and the integrity of the American political system.



## **CLIMATE**

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

### **COMMONWEALTH CLUB**

**Sunday, April 14<sup>th</sup>, 2019.**

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

#### **EPA Chief Andrew Wheeler on Cars, Coal, and Climate**

**Andrew Wheeler**-U.S. Environmental Protection Agency Chief

**Mary Nichols**-Chair of the California Air Resources Board

**Albert Cheung**-Bloomberg New Energy Finance

**Helen Clarkson**-The Climate Group

**Greg Dalton**-Founder and Host, Climate One; Moderator

Greg Dalton sits down for a rare interview with newly-confirmed U.S. EPA Chief Andrew Wheeler on cars, coal, and climate. Mary Nichols, Chair of the California Air Resources Board, responds to Wheeler's position on vehicle standards, and discusses her agency's role leading a group of states in contesting the Trump administration's revised auto emissions rules. Also featuring Albert Cheung of Bloomberg New Energy Finance on the future of personal mobility, and Helen Clarkson of The Climate Group on getting some of the world's biggest companies to commit to 100% renewable energy.

### **COMMONWEALTH CLUB**

**Sunday, June 2<sup>nd</sup>, 2019.**

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

#### **David Gergen: Climate Change, Politics and Public Opinion**

**David Gergen**-Political Analyst

**Marianne Lavelle**-News Reporter, InsideClimate news

**Lori Weigel**-Public Opinion Strategies

Three experts weigh in on the Green New Deal and changing politics of climate. Political commentator David Gergen brings his perspective serving four U.S. presidents to the discussion. He is joined by climate news reporter Marianne Lavelle on the latest in climate action proposals, and Republican political strategist Lori Weigel on how conservation and conservatism can go hand-in-hand.

## **COMMONWEALTH CLUB**

**Sunday, May 12<sup>th</sup>, 2019.**

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

**Sea Changes: Why Oceans Play a Bigger Role in Climate Than You Think**

**Sara Aminzadeh**-Commissioner, California Coastal Commission

**Ken Caldeira**-Scientist, Department of Global Ecology at the Carnegie Institution for Science

**Daniela Fernandez**-Founder and CEO, Sustainable Ocean Alliance

**Greg Dalton**-Founder and Host, Climate One

Global temperatures would be soaring even higher were it not for a powerful heat-trapping ally: oceans. From regulating the temperature of the planet to generating half of the oxygen we breathe, oceans are a vital part of sustaining life on Earth. Increasing their temperature as little as two degrees, however, has an opposite effect, threatening marine biodiversity and turbocharging dangerous hurricanes and typhoons.

But there are bright prospects on the horizon for humans and oceans. Underwater, large-scale marine protected areas are an example of how ocean life can thrive with bold conservation efforts. Above the surface, offshore oil rigs are being replaced with wind farms, poised to be a significant driver of clean energy. Will coastal communities that once shunned offshore drilling welcome fossil fuel free wind power? What is the future for coastal communities and ocean biodiversity threatened by climate change?

Join us for a conversation on the health and future of our oceans with Sara Aminzadeh, commissioner with the California Coastal Commission; Ken Caldeira, scientist with the Department of Global Ecology at the Carnegie Institution for Science; and Daniela Fernandez, founder and CEO of the Sustainable Ocean Alliance.

## **LGBTQ**

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

### **COMMONWEALTH CLUB**

**Sunday, June 9<sup>th</sup>, 2019.**

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

#### **Dustin Lance Black: Coming of Age in Red and Blue America**

**Dustin Lance Black**-Academy Award-Winning Screenwriter, *Milk*; Author, *Mama's*

*Boy: A Story from Our Americas*; Activist

**Mina Kim**-News Anchor, KQED; Host, Friday's "Forum"

Join Dustin Lance Black, influential LGBTQ+ activist and the Academy Award-winning screenwriter behind *Milk*, as he reveals his unexpectedly conservative origins in his new memoir, *Mama's Boy: A Story from Our Americas*, providing personal and philosophical insight into the complicated divide between red and blue America.

Black's memoir chronicles his coming of age in a military, Mormon household in Texas and moving to more liberal California after his mother's remarriage. Finding himself at odds with the religious and political atmosphere of his family and his community's condemnation of his sexuality, Black kept his identity a secret. He ultimately found release and professional success in the arts and reveals that throughout his often difficult childhood, he and his mother always managed to share a powerful bond of support. When Black played an instrumental role in the overturning of California's antigay marriage Proposition 8, she was next to him despite a lifetime of opposition.

Join Dustin Lance Black live at INFORUM as he reflects on his personal journey to self-acceptance and success and shares his unique perspective on bridging the many divides in our country today.

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

**COMMONWEALTH CLUB**

**Sunday, April 28<sup>th</sup>, 2019.**

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

**Janet Napolitano: Homeland Security Since 9/11**

**Janet Napolitano**-President, University of California; Former U.S. Secretary of Homeland Security, Author, *How Safe Are We? Homeland Security Since 9/11*  
**In Conversation with John Diaz**-Editorial Page Editor, San Francisco Chronicle

The Department of Homeland Security seems to appear in the headlines and in the media more and more often. Covering everything from terrorism prevention, law enforcement, disaster recovery and public safety, the department's goals can often seem self-contradictory and overly politicized, especially today. Few people understand this better than Janet Napolitano, who served as the Secretary of Homeland Security from 2009-2013.

In her new book, *How Safe Are We? Homeland Security Since 9/11*, Napolitano unabashedly acknowledges the shortcomings and challenges facing the Department of Homeland Security today, especially the politicization of border security and our lagging cybersecurity sector. But she also makes a pragmatic and honest case for its successes and explains the ways in which Homeland Security does indeed make us safer. Join us for a discussion that chronicles the evolution of our national security and cuts through the political noise that too often dominates these conversations.

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

**COMMONWEALTH CLUB**

**Sunday, May 26<sup>th</sup>, 2019.**

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

**Glenn Close: Bring Change to Mind**

**Glenn Close**-Co-Founder, Bring Change to Mind; Actor; Advocate

**Stephen Hinshaw, Ph.D.**-Liaison, Bring Change to Mind Scientific Advisory Council; Professor in Residence and Vice Chair for Child and Adolescent Psychology in the Department of Psychology, UC Berkeley; Co-Director, Child Teen and Family Center in the Department of Psychiatry, UCSF Weill Institute for Neurosciences at UC San Francisco

**Hannah Deng**-High School Student Advocate, Bring Change to Mind

**Calen Pick**-Ambassador, BC2M; Artist; Advocate

**Judge LaDoris Hazzard Cordell**-(Ret.)—Moderator

The stigma and discrimination surrounding mental illness is deeply rooted in American culture and society. Bring Change to Mind (BC2M) is a national nonprofit organization dedicated to encouraging dialogue about mental health and to raising awareness, understanding and empathy. Award-winning actor and advocate Glenn Close co-founded Bring Change to Mind in 2010 after her sister Jessie Close was diagnosed with bipolar disorder and her nephew Calen Pick was diagnosed with schizoaffective disorder.

Science and evidence-based programs are essential to achieving the work of BC2M. The organization's seven public service announcements have provided stigma-reducing messaging to more than four billion individuals. By mobilizing deeply engaged change agents, especially youth, to collectively talk about mental health, BC2M is able to encourage healthy help seeking behavior, greater resilience and self-care techniques. It is transforming feelings of isolation and despair into feelings of community and hope. The organization's peer-led high school clubs, operating in 16 states, are a great example of how youth can, and will, change the perspectives on mental illness in our lifetime. Join Glenn Close and other BC2M leaders for a conversation about the power of advocacy, science and youth leadership to reduce stigma and create positive change in the world of mental health.

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

**COMMONWEALTH CLUB**

**Sunday, May 19<sup>th</sup>, 2019.**

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

**David Brooks: The Quest for a Moral Life**

**David Brooks**-Op-Ed Columnist, The New York Times; Author, The Second Mountain:  
The Quest for a Moral Life.

**In Conversation with Dr. Gloria Duffy**-President and CEO, The Commonwealth Club

What does it take to lead a meaningful life? Brooks believes we live in a society that celebrates freedom and takes individualism to the extreme.

He explains that personal fulfillment depends on how well we choose and execute our commitments. Through his research, he identifies and explores four principal commitments that define a life of meaning and purpose.

Brooks is a popular political and social commentator and appears regularly on “PBS NewsHour” and “Meet the Press.”

**CUMULUS MEDIA FRESNO STATIONS**  
**QUARTERLY PSA ACTIVITY REPORT**  
**SECOND QUARTER 2019**

**STATION: KSKS FRESNO**

- 1) :30 SPOT-450 TIMES---NO-KILL VALLEY.ORG
- 2) :60 SPOT-40 TIMES---MARCH OF DIMES
- 3) :30 SPOT-27---CENTRAL SIERRA HISTORICAL SOCIETY
- 4) :30 SPOT-70 TIMES---CENTRAL CALIFORNIA WOMEN'S CONFERENCE
- 5) :30 SPOT-36 TIMES---MARCH FOR BABIES
- 6) :30 SPOT-42 TIMES---FRESNO CITY COLLEGE ASIANFEST
- 7) :30 SPOT-36 TIMES---CENTRAL CA FOOD BANK HOME OF HOPE
- 8) :30 SPOT-36 TIMES---ART OF LIFE HOME OF HOPE
- 9) :30 SPOT-12 TIMES---VIETNAM VETERANS MEMORIAL SUNRISE SERVICE
- 10) :30 SPOT-18 TIMES---AQUARIUS AQUARIUM
- 11) :30 SPOT-16 TIMES---GIRL SCOUTS GREATEST SHOWMAN
- 12) :30 SPOT-24 TIMES---FIRST FIVE CALIFORNIA
- 13) :30 SPOT-8 TIMES---KINGSBURG CITY BAND
- 14) :30 SPOT-18 TIMES---CLAWSON HONDA/POVERELLO HOUSE DRIVE
- 15) :30 SPOT-18 TIMES---CATHOLIC CHARITIES
- 16) :30 SPOT-16 TIMES---JR. LEAGUE MASQUERADE CELEBRATION
- 17) :30 SPOT-12 TIMES---ROMPS SUPPORT THE TROOPS RIDE
- 18) :30 SPOT-6 TIMES---DEPT. OF TOXIC SUBSTANCE CONTROL
- 19) :30 SPOT-16 TIMES---PRIDE PARADE
- 20) :30 SPOT-24 TIMES--- EXEPTIONAL PARENTS UNLIMITED FIESTA
- 21) :30 SPOT-44 TIMES---MOUNTED PATROL DINNER/DANCE
- 22) :30 SPOT-14 TIMES---BLACK INFANT HEALTH
- 23) :30 SPOT-12 TIMES---PARKINSON'S FOUNDATION CONCERT/MOVING DAY
- 24) :30 SPOT--12 TIMES---EXPERIMENTAL AIRCRAFT ASSOC. MEETING
- 25) :30 SPOT-10 TIMES---PTBIFRESNO.ORG
- 26) :30 SPOT-8 TIMES---PI SHOP SPEAKER
- 27) :30 SPOT-12 TIMES---REEDLEY VOLLEYBALL REUNION

**27-:60 & :30 LIVE & RECORDED PUBLIC SERVICE ANNOUNCEMENTS RAN A TOTAL OF 1037 TIMES DURING THE MONTHS OF APRIL, MAY, AND JUNE.**

**TOTAL ESTIMATED AIRTIME VALUE FOR THIS QUARTER: \$47,865.**



## **POLITICAL COVERAGE**

The only political coverage outside of regularly scheduled newscasts on **KSKS** during the 2<sup>nd</sup> quarter of 2019 was contained in the **Commonwealth Club**. See **POLITICS**.