

# **CUMULUS BROADCASTING**

## **ISSUES AND PROGRAMS REPORT**

### **FOR STATION KSKS**

**THIRD QUARTER 2019 JULY 1 THROUGH SEPTEMBER 30**

PREPARED BY:

RUTH MICHAELS

## SAN JOAQUIN VALLEY ISSUES

### ADDRESSED IN RESPONSIVE PROGRAMMING IN THE THIRD QUARTER

2019

1. **CRIME/GUNS –Commonwealth Club-**Moms Demand Action for Gun Sense in America.
2. **ANIMALS – –“Kiss Critters” -** A cooperative effort between KSKS and the Central California SPCA to encourage animal adoption in the Valley.
3. **CLIMATE– Commonwealth Club-**Republicans and a Democrat on Climate; the Art of the Green Deal.
4. **POLITICS—Commonwealth Club-**The Future of Conservatism; 2020 Democratic Presidential Candidates Tom Steyer and Michael Bennet.
5. **NATIONAL SECURITY – Commonwealth Club-** Ash Carter-Former U.S. Secretary of Defense; George P. Shultz-former U.S. Secretary of State; Cyber Threats In The Digital Age.
6. **RACE--Commonwealth Club-** An Evening with Dr. Cornel West.
7. **BUSINESS – Commonwealth Club-** The Battle for Uber.
8. **EDUCATION/MENTORING – Commonwealth Club-** How To Raise Successful People.
9. **END OF LIFE – Commonwealth Club-**A Beginner’s Guide to the End of Life.
10. **ENTERTAINMENT – Commonwealth Club-** Former Co-Host of Mythbusters- Adam Savage: My Life as a Maker.

## **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.

**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 and :10 second recorded or live announcements scheduled to run 7 days a week at various times during the day for the entire 3rd 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/GUNS

**A TOTAL OF 1 HOUR DEVOTED TO THE TOPIC DURING THE 3rd QUARTER.**

### COMMONWEALTH CLUB

**Sunday, July 7<sup>th</sup>, 2019**

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

#### **Fight Like A Mother**

**Shannon Watts**-Founder, Moms Demand Action; Author, *Fight Like a Mother: How a Grassroots Movement Took on the Gun Lobby and Why Women Will Change the World*

**Clara Jeffery**-Editor in Chief, Mother Jones Magazine

The United States experiences the highest number of school shootings in the world. Shannon Watts decided to do something about it. In the wake of the Sandy Hook Elementary School shooting, Watts, a mother of five and former communications executive, started Moms Demand Action for Gun Sense in America, an organization that advocates for gun regulation reform. Moms Demand Action has grown into one of the largest and most far-reaching organizations in American politics with a grassroots network in all 50 states and millions of supporters. Under Watts' leadership, Moms Demand Action has enjoyed a 93 percent success rate in beating the NRA in state legislatures.

In her forthcoming book, *Fight Like a Mother: How a Grassroots Movement Took on the Gun Lobby*, Watts recounts how she and other mothers turned their outrage into action to drive progress in gun safety. The book celebrates the unique strength and power of women and highlights the potential for everyone to engage in everyday activism. In addition to her work with Moms Demand Action, Watts is the founder and board chair of Rise to Run, an organization dedicated to mobilizing young progressive women to run for office, and an active board member of Emerge America. Join Watts live at INFORUM as she shares her inspiring journey of how one woman's cry for change became a driving force in a national demand for action.

## ANIMALS

**TOTAL OF 55 MINUTES DEVOTED TO THE TOPIC DURING THE 3<sup>rd</sup> QUARTER.**

### KSKS MORNING SHOW

#### **"Kiss Critters"**

Humane Educator, CCSPCA

**July 12<sup>th</sup>, 2019 – September 27<sup>th</sup>, 2019. 5 minute in-studio interview Friday mornings at 7:20am, 55 minutes of airtime total in the quarter.**

A 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. The CCSPCA also offers valuable information to listeners on spaying, neutering, fostering animals, education and training classes and more. KSKS also features "Kiss Critters" on the Kiss website- [ksks.com](http://ksks.com).

## **CLIMATE**

**A TOTAL OF 2 HOURS DEVOTED TO THE TOPIC DURING THE 3rd QUARTER**

### **COMMONWEALTH CLUB**

**Sunday, July 21<sup>st</sup>, 2019**

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

**Republicans And A Democrat On Climate**

**Carlos Curbelo**-Former U.S. Representative (R-FL)

**Ryan Costello**-Former U.S. Representative (R-PA)

**Christine Pelosi**-Executive Committeewoman, Democratic National Committee

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

When it comes to climate politics, is the U.S. getting closer to bipartisan solutions that are both practical and profound enough to address the scale of the problem? We'll hear former U.S. Representative Carlos Curbelo (R-FL), co-founder of the bipartisan Climate Solutions Caucus in Congress, who introduced a carbon tax bill in 2018; former U.S. Representative Ryan Costello (R-PA), who now manages the political advocacy group Americans for Carbon Dividends; and Christine Pelosi, executive committeewoman with the Democratic National Committee.

### **COMMONWEALTH CLUB**

**Sunday, September 1<sup>st</sup>, 2019**

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

**The Art Of The Green Deal**

**Matt Gaetz**-U.S. Representative (R-FL)

**Miranda Green**-Reporter, The Hill

**Ed Markey**-U.S. Senator (D-MA)

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

With the Green New Deal, New York Democratic Rep. Alexandria Ocasio-Cortez's vision challenges her own party to move farther and faster on climate action than ever before. Deal co-sponsor Sen. Ed Markey has spent 40 years in Congress and shares similar experiences pushing for bold climate action—not always successfully. How are the insurgent and veteran working together on this ambitious proposal?

Meanwhile, Rep. Matt Gaetz (R-FL) vigorously supports President Trump—except for when it comes to climate and extreme weather, which have battered his district in the Florida panhandle. Gaetz says climate is a real concern that needs to be addressed through his Green Real Deal, a market-based alternative to the Green New Deal's regulatory approach. Where is the U.S. headed with political action on climate: Green New Deal, Green Real Deal, or no deal at all?

## **POLITICS**

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

### **COMMONWEALTH CLUB**

**Sunday, August 4<sup>th</sup>, 2019**

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

#### **The Future Of Conservatism**

**George Will**-Columnist, The Washington Post; Author, *The Conservative Sensibility*  
**In Conversation with Lenny Mendonca**-Chief Economic and Business Advisor and Director of the Office of Business and Economic Development, State of California; Member, Commonwealth Club Board of Governors

George Will has been a columnist for *The Washington Post* since 1974 and is one of the most influential political pundits today. He is vocally dissatisfied with the directions that both the American Right and Left have dragged the nation. His new book, *The Conservative Sensibility*, asks Americans to revisit their history books and remind themselves of the values America was founded upon—values which he sees both sides of the aisle straying dangerously far from.

The book covers everything from the natural rights of man and the history of American democracy to the modern capitulation of congressional checks on the power of the executive. He believes the solution to many of the high-profile political issues of today can be found by going back to the founders' intentions for the nation, and by grounding modern solutions more solidly in a historical context.

People of all political affiliations have found themselves in agreement with much of what he has to say. Join us for a conversation with one of the most respected journalists and political commentators in the nation.

## POLITICS (cont.)

### COMMONWEALTH CLUB

**Sunday, September 15<sup>th</sup>, 2019**

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

**Tom Steyer**-Activist; Businessman; 2020 Democratic Presidential Candidate

**Michael Bennet**-U.S. Senator (D-CO); 2020 Democratic Presidential Candidate; Author, The Land of Flickering Lights: Restoring America in an Age of Broken Politics

**Greg Dalton**-Greg Dalton Founder and Host, Climate One; in conversation with Tom Steyer

**Scott Shafer**-Senior Editor for the Politics and Government Desk, KQED; in conversation with Michael Bennet

This program draws from two Commonwealth Club speaker events: [Tom Steyer](#), on August 19, 2019, and [Michael Bennet](#), on August 23, 2019.

Steyer and Bennet are both candidates for the Democratic Party nomination for president of the United States. Steyer is a billionaire hedge fund manager, philanthropist, environmentalist and activist. Bennet is the senior senator from Colorado; he has also been a businessman and a lawyer.



## NATIONAL SECURITY

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

### COMMONWEALTH CLUB

**Sunday, July 14<sup>th</sup>, 2019**

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

**Ash Carter**-Former U.S. Secretary of Defense; Director of the Belfer Center for Science and International Affairs, Harvard University's Kennedy School; Author, *Inside the Five-Sided Box: Lessons from a Lifetime of Leadership in the Pentagon*

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

The Department of Defense is the single largest institution in America, managing the most complex information network, carrying out more research and development than Google, Apple and Microsoft combined, owning and operating more real estate and spending more money than any other entity. In his new book, *Inside the Five-Sided Box: Lessons from a Lifetime of Leadership in the Pentagon*, former U.S. Secretary of Defense Ash Carter gives us an inside look into all that happens in one of the most secretive and secure locations in the nation—the obstacles it faces and the innovation taking place there.

### COMMONWEALTH CLUB

**Sunday, August 11<sup>th</sup>, 2019**

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

**Secretary Schultz: Thinking About The Future**

**George P. Shultz**-Distinguished Fellow, Hoover Institution; Former U.S. Secretary of State; Author, *Thinking About the Future*

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

In a rich and varied career that has included roles as U.S. secretary of state, secretary of the treasury and secretary of labor, George P. Shultz has aided presidents, confronted national and international crises, and argued passionately that the United States has a vital stake in promoting democratic values and institutions. In speeches, articles, congressional testimony and conversations with world leaders, he has helped shape policy and public opinion on topics such as technology, terrorism, drugs and climate change. The result is a body of work that has influenced the decisions of nations and leaders and impacted the lives of ordinary people.

In his newest book, *Thinking About the Future*, Secretary Shultz has collected and revisited key writings, applying his past thinking to America's most pressing contemporary problems. In the more than half a century since Shultz entered public life, the world has changed dramatically. But he remains guided by the belief that "you can learn about the future—or at least relate to it—by studying the past and identifying principles that have continuing application to our lives and our world." Here's a rare chance to hear from one of America's most respected statesmen.

## NATIONAL SECURITY(CONT.)

### COMMONWEALTH CLUB

**Sunday, September 8<sup>th</sup>, 2019**

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

#### **Cyber Threats In The Digital Age**

**Richard Clarke**-Former U.S. National Coordinator for Security, Infrastructure Protection and Counterterrorism; Co-Author, *The Fifth Domain: Defending Our Country, Our Companies, and Ourselves in the Age of Cyber Threats*; Twitter @richardclarke

**In Conversation with Audrey Cooper**-Editor in Chief, San Francisco Chronicle

Cyber warfare is at the intersection of innovation and danger. It can be comical, like the malware which blasted AC/DC's song "Thunderstruck" at full blast in the middle of the night in Iranian nuclear facilities. It can also be catastrophic, like EternalBlue, the 2017 cyber battle that closed hospitals in Britain and froze shipping crates in Germany in midair. Richard Clarke, former U.S. national coordinator for security, infrastructure protection and counterterrorism, takes us behind the scenes with the scientists, executives and government officials who are on the forefront of cyber technologies.

In the new book, *The Fifth Domain: Defending Our Country, Our Companies, and Ourselves in the Age of Cyber Threats*, Clarke explains that the threat of cyberattacks is manageable and provides concrete steps that can be taken toward cyber resilience, including building more resistant systems, raising the costs for cyber crime and avoiding the trap of overreacting to digital attacks. From the quantum-computing labs racing to develop cyber superweapons to the boardrooms of corporations that have been hacked to the corridors of U.S. intelligence agencies that work to defend against these attacks, Clarke effortlessly guides readers through the complexities of this fifth domain. Join us for a timely discussion with a former White House terrorism czar on this pressing issue.

## RACE

**A TOTAL OF 1 HOURS DEVOTED TO THE TOPIC DURING THE 3<sup>RD</sup> QUARTER**

### COMMONWEALTH CLUB

**Sunday, August 25<sup>th</sup>, 2019**

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

**An Evening With Dr. Cornel West**

**Cornel West, Ph.D.**-Professor of the Practice of Public Philosophy, Harvard University; Professor Emeritus, Princeton University; Author, Race Matters

**In Conversation with Sheryl Davis**-Executive Director, San Francisco Human Rights Commission

Dr. Cornel West says his passion is to keep alive the legacy of the Rev. Martin Luther King Jr.—a legacy of telling the truth and bearing witness to love and justice. In addition to his posts at Harvard and Princeton, West has taught at Union Theological Seminary, Yale and the University of Paris. He graduated Magna Cum Laude from Harvard in three years and obtained his master's and doctorate in philosophy at Princeton.

Sheryl Davis is the executive director of the San Francisco Human Rights Commission (HRC), a city agency mandated to address the causes of and problems resulting from prejudice, intolerance, bigotry and discrimination in San Francisco. Davis previously served as commissioner from 2011 to 2016, including a tenure as vice chair of the commission. Prior to her work with the HRC, she was the executive director of Collective Impact, a community-based organization in the Western Addition neighborhood of San Francisco.

In a polarized country, with issues of voter disenfranchisement, police shootings of unarmed African-Americans and discussions of reparations at the forefront, our guests will explore the possibilities for improved life outcomes and opportunities for black people, particularly in cities such as San Francisco as the wealth gap continues to swell. In commemoration of the 55th anniversary of the HRC, created in response to antiblack racism in businesses, government services and community investments, join us for a conversation with one of the nation's most prominent and provocative civil rights champions about America's (and San Francisco's) present and future racial equity.

## **BUSINESS**

**A TOTAL OF 1 HOUR DEVOTED TO THE TOPIC DURING THE 3rd  
QUARTER**

### **COMMONWEALTH CLUB**

**Sunday, September 29<sup>th</sup>, 2019**

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

**Michael Isaac: The Battle For Uber**

**Mike Isaac**-Technology Reporter, The New York Times; Author, *Super Pumped: The Battle for Uber*

**In Conversation with Molly Wood**

Host, "Marketplace Tech"; Co-Host, "Make Me Smart with Kai and Molly"

Since its launch in 2009, ride-hailing service Uber has undergone major shifts to become a worldwide transportation network despite severe setbacks. Harassment allegations that led to the firing of 20 employees and the resignation of former CEO Travis Kalanick publicly embarrassed the company, yet Uber has grown to become the highest valued private tech company in Silicon Valley. In his new book, *Super Pumped: The Battle for Uber*, *New York Times* tech reporter Mike Isaac delves into the ambition, excess and massive loss of Uber and Kalanick over the last few years.

Isaac has nearly a decade of experience writing about technology industry in the San Francisco Bay Area. He has spent the past few years covering the controversial ascent of Uber and the company's issues of workplace harassment, sexism and allegations of misconduct that reveal the problematic work culture of Silicon Valley tech companies. Join us as he narrates the deception and bad behavior of Uber that culminated in one of the most controversial periods in American corporate history.

## **EDUCATION/MENTORING**

**A TOTAL OF 1 HOUR DEVOTED TO THE TOPIC DURING THE 3<sup>RD</sup> QUARTER.**

### **COMMONWEALTH CLUB**

**Sunday, August 18<sup>th</sup>, 2019**

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

**Esther Wojcicki: How To Raise Successful People**

**Esther Wojcicki**-Educator; Author, *How to Raise Successful People: Simple Lessons for Radical Results*

**In Conversation with Roy Eisenhardt**-Lecturer, UC Berkeley Law School

What does it take to raise successful people? Esther Wojcicki, lovingly referred to as the Godmother of Silicon Valley, has a simple answer to this million-dollar question. It comes in the convenient form of an acronym: TRICK (Trust, Respect, Independence, Collaboration and Kindness). It also comes in the form of her new book, *How to Raise Successful People: Simple Lessons for Radical Results*. Her tried-and-true advice for parents, employers and mentors of all kinds is to trust individuals to follow their passions and to work hard, to be supportive of their achievements and, above all, to relax. Her wisdom applies to the corporate hiring process, to young parents raising children, to teachers trying to be the best advocates for their students they can be.

Wojcicki is a revered high school teacher in the media arts program she founded at Palo Alto High School, a role model for Silicon Valley legends such as Steve Jobs (and his daughter Lisa), and the mother of three successful daughters: the CEO of YouTube, a professor of pediatrics at UCSF medical school and one of the co-founders of 23andMe. Come join us for a conversation about mentoring, trust and unlocking human potential with a teacher and parent who has it figured out.

## **END OF LIFE**

**A TOTAL OF 1 HOUR DEVOTED TO THE TOPIC DURING THE 3<sup>RD</sup> QUARTER.**

### **COMMONWEALTH CLUB**

**Sunday, September 22<sup>nd</sup>, 2019**

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

#### **A Beginner's Guide To The End Of Life**

**Shoshana Berger**-Editorial Director, IDEO; Co-Author, *A Beginner's Guide to the End: Practical Advice for Living Life and Facing Death*

**Bruce (B.J.) Miller Jr.**-M.D., Palliative Care Physician, UCSF; Co-Author, *A Beginner's Guide to the End: Practical Advice for Living Life and Facing Death*

**The Rev. Cynthia Carter Perrilliat**-Executive Director, Alameda County Care Alliance (ACCA)—Moderator

How do we cope with the inevitability of death? How can we make better decisions for ourselves and our families? B.J. Miller and journalist Shoshana Berger visit INFORUM to answer the questions about death we're all afraid to ask with their new book: *A Beginner's Guide to the End: Practical Advice for Living Life and Facing Death*. Berger and Miller offer step-by-step instructions on managing the end of life, including how to navigate a complex system of hidden costs and intense emotions without shame and guilt often associated with this period of life.

Miller is an assistant clinical professor of medicine at UCSF, where he practices and teaches palliative medicine. Berger is a journalist and editorial director at IDEO.

## **ENTERTAINMENT**

**A TOTAL OF 1 HOUR DEVOTED TO THE TOPIC DURING THE 3<sup>RD</sup> QUARTER.**

### **COMMONWEALTH CLUB**

**Sunday, July 28<sup>th</sup>, 2019**

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

**Adam Savage: My Life As A Maker**

**Adam Savage**-Former Co-Host, "MythBusters"; Author, Every Tool's a Hammer: Life Is What You Make It

**In Conversation with Kishore Hari**-Host, "Inquiring Minds" Podcast

Adam Savage is a maker. From his elaborate Comic-Con costumes to a 1,000-shot Nerf gun, he has built thousands of projects as a special effects artist and co-host of the hit TV show "MythBusters."

Savage will highlight some of his memorable ideas and shares what inspires him to build, make, invent, explore and above all else create.

Savage spent 14 years as the popular co-host of "MythBusters." He currently stars on Tested.com's YouTube channel and is the host of "MythBusters Jr."

**CUMULUS BROADCASTING STATIONS**  
**QUARTERLY PSA ACTIVITY REPORT**  
**THIRD QUARTER 2019**

**STATION: KSKS FRESNO**



- 1) :30 SPOT-84 TIMES---NO KILL VALLEY.ORG
- 2) :30 SPOT-28 TIMES---CATHOLIC CHARITIES
- 3) :30 SPOT-12 TIMES---PRE TERM BIRTH INITIATIVE
- 4) :30 SPOT-16 TIMES—KINGSBURG BAND CONCERT SERIES
- 5) :30 SPOT-20 TIMES---KARE FOR KIDNEY RACE 2019
- 6) :30 SPOT-20 TIMES---BOYS & GIRLS CLUB FUNDRAISER
- 7) :30 SPOT-16 TIMES-MARJAREE MASON CENTER-BACK TO SCHOOL
- 8) :30 SPOT-24 TIMES---KNIGHTS OF COLOMBUS DANCE
- 9) :30 SPOT-12 TIMES- YFC FUN RUN
- 10) :30 SPOT-18 TIMES-COCKTAILS FOR A CAUSE-VCH FUNDRAISER
- 11) :30 SPOT 20 TIMES-FCC CITYFEST
- 12) :30 SPOT-16 TIMES-UCP WALK & WIFFLE
- 13) :30 SPOT-10 TIMES-GAVIN GLADDING FOUNDATION GOLF TOURNAMENT
- 14) :30 SPOT-12 TIMES-SMOKEY BEAR RUN
- 15) :30 SPOT-16 TIMES---FRESNO COUNTY DEPT. OF HEALTH-FLU CLINIC
- 16) :30 SPOT—8 TIMES-HUNNTER LA MAR BLOOD DRIVE
- 17) :30 SPOT-12 TIMES-BRONX WANDERERS-CA ARMENIAN HOME
- 18) :30 SPOT-16 TIMES-RED CROSS SHELTER OF HOPE
- 19) :30 SPOT-14 TIMES-AVILA’S CANCER FUND
- 20) :30 SPOT-16 TIMES-FRESNO COUNTY DEPT. OF BEHAVIORAL HEALTH
- 21) :30 SPOT-12 TIMES-FIRST FIVE CALIFORNIA
- 22) :30 SPOT-12 TIMES-PROJECT HOPE HURRICANE DORIAN
- 23) :30 SPOT-12 TIMES-CAL-SEPTEMBER SPECTACULAR RESOURCE FAIR
- 24) :30 SPOT-8 TIMES-BREAK THE BARRIERS
- 25) :30 SPOT 10 TIMES-YFC COMEDY CAFE
- 26) :30 SPOT-8 TIMES-POLK ELEMENTARY CARNIVAL

**TWENTY-SIX :30 LIVE & RECORDED PUBLIC SERVICE ANNOUNCEMENTS WERE SCHEDULED TO RUN A TOTAL OF 452 TIMES DURING THE MONTHS OF JULY, AUGUST AND SEPTEMBER.**

**TOTAL ESTIMATED AIRTIME VALUE FOR THIS QUARTER: \$20,340.**

## **POLITICAL COVERAGE**

THE ONLY POLITICAL COVERAGE OUTSIDE OF REGULARLY SCHEDULED NEWSCASTS ON **KSKS** DURING THE 3rd QUARTER OF 2019 WAS CONTAINED IN **THE COMMONWEALTH CLUB. SEE POLITICS.**