

CBS BROADCASTING, INC.
ISSUES AND PROGRAM REPORT
FOR
STATION KNCI FM AND HD 1

Third Quarter 2015

July 1, 2015 – Sept. 30, 2015

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CBS PUBLIC AFFAIRS 6:00AM – 7:00AM SUNDAYS

The program content is determined by local events, consumer news, features and reviews and by community ascertainment conducted by the CBS Sacramento Radio station group to determine local and consumer issues in accordance with the FCC rules in the appendix of the Federal Register, Vol. 41, Number 4.

ISSUES OF CONCERN TO THE SACRAMENTO AREA AND THE
RESPONSIVE PROGRAMMING IN THE THIRD
QUARTER OF 2015

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ISSUE

PUBLIC SAFETY

CBS PUBLIC AFFAIRS

August 23, 2015

6:00 am – 7:00 am

30 Minutes of a 60 Minute Program

Today's program features Matt Huckabay, Executive Director for the Center for Violence-Free Relationships, a Placerville based nonprofit agency that provides services to victims of domestic violence and sexual abuse. He is here today to provide background on the services and the center's support groups and to talk about two upcoming events: The 10 annual Kacie's Ride for Hope and the 32nd annual Season for Change Gala. Locally hosted and produced by Sarah Quelland

CBS PUBLIC AFFAIRS

August 23, 2015

6:00 am – 7:00 am

30 Minutes of a 60 Minute Program

Our guests were Kurt Von Gelden and Greg Cox directors of the River City Recovery Center a drug and alcohol primary residential treatment center for Men and Woman who suffered abuse as the result of their addiction. The center offers a safe, structured low cost living environment. Two ranch houses are used for the program with separate homes for men and women. Locally hosted and produced by Walt Shaw.

PUBLIC SAFETY CONTINUED

CBS PUBLIC AFFAIRS
September 27, 2015
6:00 am – 7:00 am
15 Minutes of a 60 Minute Program

David Markatz joined the program to talk about the reasons people admit to crimes they didn't commit. Mr. Markatz is a researcher on criminal behavior and says police departments report that this happens all the time and police have to be careful not to arrest the wrong person. He says police do make mistakes and often arrest the wrong person because of somebody who says he or she is the guilty person. Locally hosted and produced by Walt Shaw.

CBS PUBLIC AFFAIRS
September 20, 2015
6:00 am – 7:00 am
15 Minutes of a 60 Minute Program

Our guest was Nina Salarno, who had a sister that was murdered and talked about the terrible toll the crime has taken on the children. She talked about a fund raising effort to help the family victims of this unspeakable crime and the efforts to put their lives back together again. Nina Salarno was also the founder of Crime Victims United. Locally hosted and produced by Walt Shaw.

ISSUE

HEALTH

CBS PUBLIC AFFAIRS

July 12, 2015

6:00 am – 7:00 am

30 Minutes of a 60 Minute Program

Our guest today was John Monrow a holistic eye care specialist who talked about the proper diet, eye exercises and treatment of poor eyesight. He explained the different types of eye diseases and what people need to tell their doctor when they suspect eye problem. Locally hosted and produced by Walt Shaw.

CBS PUBLIC AFFAIRS

September 27, 2015

6:00 am - 7:00 am

15 Minutes of a 60 Minute Program

Dr. Ann Mallic joined the program to talk about eye health. She specializes in Ophthalmology and treats 35 conditions including cataract removal surgery, Bells Palsy, Astigmatism and various eye problems. She also talked about how vision changes as we age. Locally hosted and produced by Walt Shaw.

ISSUE

MILITARY

CBS PUBLIC AFFAIRS

August 9, 2015

6:00 am – 7:00 am

30 Minutes of a 60 Minute Program

A look at American invades, a book by Stuart Laycock that details the extent of American invasions and involvement around the world. The U.S. is a military partner with many countries and over history the U.S. had had a global reach in all but three countries. He pointed out that some of our closest allies were at war with the U.S. at one time. These included the United Kingdom, Canada, France, Philippines, etc. Locally hosted and produced by Walt Shaw.

ISSUE

EDUCATION

CBS PUBLIC AFFAIRS

August 30, 2015

6:00 am – 7:00 am

30 Minutes of a 60 Minute Program

Our guest was Gal Borenstin a recognized expert and strategist in education using social media, digital branding, online management and teaching skills using the internet. His Master's degree is from George Mason University. He says no longer is social networking for the young but can be used by administrators, teachers and students. He also says there is no such thing as privacy anymore in the digital age and people have to learn to be careful using it. Locally hosted and produced by Walt Shaw.

CBS PUBLIC AFFAIRS

August 30, 2015

6:00 am – 7:00 am

30 Minutes of a 60 Minute Program

What should we look for in our next president? Professor Emilio Lodice who has spent more than three decades as a senior executive and educator in the private and public sectors says we need to do as much as possible in our schools to encourage participation in the political process and to understand the leadership skills we need for today and tomorrow. He says students should not be afraid to engage each other and professors in discussing the issues that affect us all. Locally hosted and produced by Walt Shaw.

ISSUE

SERVICES FOR THE HOMELESS

CBS PUBLIC AFFAIRS

July 5, 2015

6:00 am – 7:00 am

30 Minutes of a 60 Minute Program

Jenny Teel of Raley's grocery chain joined the program to talk about the Food for Families Program which helps support food for needy families. The grocery chain will match any donations from the public to provide food and services for poor families working through charities like Loaves and Fishes, the Salvation Army and Union Missions to give free food to the homeless and needy people. Locally hosted and produced by Walt Shaw

ISSUE

COMMUNITY EVENTS

CBS PUBLIC AFFAIRS

August 2, 2015

6:00 am – 7:00 am

30 Minutes of a 60 Minute Program

Today's program features Jody Jones, Board President of Homeward Bound Golden Retriever Rescue and Sanctuary, a non- profit organization based in Elverta. She is here today to talk about the sanctuary as well as the 15th annual Kibble and Bits celebration scheduled for August 13 at the Old Sugar Mill in Clarksburg. Locally hosted and produced by Sarah Quelland.

CBS PUBLIC AFFAIRS

August 16, 2015

6:00 am – 7:00 am

30 Minutes of a 60 Minute Program

Our guest was Alice Perez the new CEO of the California Hispanic Chamber talking about the many events the Hispanic Chamber sponsors. She also says the Hispanic Chamber advocates on behalf of Latino run businesses in the State Capitol and provides support services for over 30 local Hispanic Chambers by helping access capital and secure contracts. Locally hosted and produced by Walt Shaw.

CBS PUBLIC AFFAIRS

September 6, 2015

6:00 am – 7:00 am

30 Minutes of a 60 Minute Program

This segment was a conservation with Becky Boone, President of the Friends of the Folsom Zoo, who talks about the Folsom Zoo Sanctuary as well as the "Growl", a wine fundraising event scheduled for September 12 at the Folsom Community Center. Locally hosted and produced by Sarah Quelland.

ISSUE

HANDICAPPED SERVICES

CBS PUBLIC AFFAIRS

August 2, 2015

6:00 am – 7:00 am

30 Minutes of a 60 Minute Program

Our guest was Gail Harris who talked about a deaf woman found her identity through love and adoption. Mrs. Harris lived at the Kripalu Center for Yoga and Health where she worked with deaf people to restore their intuition and how to trust the “gut instincts” to lead to the best decisions. She also talked about how science has helped the hearing impaired and schools for the deaf. Locally hosted and produced by Walt Shaw.

ISSUE

BUSINESS

CBS PUBLIC AFFAIRS

July 26, 2015

6:00 am – 7:00 am

39 Minutes of a 60 Minute Program

Our guest was Anthony Saccaro an investment broker talking about the different types of investments and plans to help support your retirement and help with college education. He gave us a good outline of what is available and how to apply it. Mr. Saccaro says there are many investment houses that are more interested in getting your money than helping you as a client. Locally hosted and produced by Walt Shaw.

CBS PUBLIC AFFAIRS

August 9, 2015

6:00 am – 7:00 am

30 Minutes of a 60 Minute Program

Mark Roberts, owner and CEO of Affinity Asset Management joined the program to talk about how to select a financial advisor. He says many of them are missing the blueprints for financial success. He offered advice on retirement tax strategies that are unique to the individual. He says many financial advisors only push products that bring in the most commission. Locally hosted and produced by Walt Shaw.

CBS PUBLIC AFFAIRS

September 20, 2015

6:00 am – 7:00 am

30 Minutes of a 60 minute program

Jim Poolman, Director of the Indexed Annuity Leadership Council (IALC) was our guest to talk about the many types of annuities and how they can be applied. He also cited a survey that reveals that 37% of millennials say they have no money for retirement and 24% say the owe more money they've saved. Mr. Poolman says this generation seems to have no idea where to start saving for their future and had some simple savings tips. Locally hosted and produced by Walt Shaw.

ISSUE SERVICES FOR YOUTH AND WOMEN

CBS PUBLIC AFFAIRS

July 5, 2015

6:00 am – 7:00 am

30 Minutes of a 60 Minute Program

Our guest was Dr. Elizabeth Yoon talking about child care and how it affects single mothers. Dr. Yoon meets with an average of 30 students a week to provide resources according to children's needs and the needs of mothers. She assists clients with applying for local and federal benefits such as SSIL, SSD, SNAP and others. Locally hosted and produced by Walt Shaw.

CBS PUBLIC AFFAIRS

July 19, 2015

6:00 am 7:00 am

30 Minutes of a 60 Minute Program

This program is about child care and working with a nanny for young children. Our guest was Rachel Levy Lesser a teacher and author talking about the problems of not having a mother available for children at home. She says it is difficult for working mothers and especially if the kids are brought up by a nanny or other family members. Locally hosted and produced by Walt Shaw.

CBS PUBLIC AFFAIRS

September 20, 2015

6:00 am – 7:00 am

15 Minutes of a 60 Minute Program

Our guest was James Willington an advocate for women's rights who is proposing to congress that women can take a year off from work with pay after having a baby. He says some businesses in Europe are doing this. He states that the United States does not protect women who have young children by not giving them enough time off after childbirth. Locally hosted and produced by Walt Shaw

ISSUE CULTURE AND THE ARTS

CBS PUBLIC AFFAIRS
September 6, 2015
6:00 am – 7:00 am
30 Minutes of a 60 Minute Program

We had two guests today, Loretta Fitner and Robert Butner who talked about the impact of science fiction in books and in the movies. Our guests talked about how science fiction often highlights new products long before they come on the market place. He gave several examples from telephones to jet and rocket travel. Locally hosted and produced by Walt Shaw.

CBS PUBLIC AFFAIRS
September 13, 2015
6:00 am – 7:00 an
30 Minutes of a 60 Minute Program

Our guest today was Taylor Alvin, the “Boss Clown” of the Ringling Bros. and Barnum & Bailey Circus talking about what it takes to be in the circus and the long hours to learn how to become a clown in the clown college operated by the circus. He says this year it is being billed as the Xtreme Circus because of the new acts and training required. Locally hosted and produced by Walt Shaw.

CBS PUBLIC AFFAIRS
September 27, 2015
6:00 am – 7:00 am
30 Minutes of a 60 Minute Program

Today’s program features Tim Meunier, founder and festival director of the Sacramento Horror Film Festival and co-founder and convention director of Sinister Creature.Com. He discusses the Sacramento Horror Film Festival and the 40th anniversary celebration of the “Rocky Horror Picture Show.” Locally hosted and produced by Sarah Quelland

ISSUE

AGRICULTURE

CBS PUBLIC AFFAIRS

July 12, 2015

6:00 am – 7:00 am

30 Minutes of a 60 Minute Program

Our guest for this program was Elizabeth Millard an herb farmer and author who talked about growing herbs on small space farms. She talked about choosing medicinal plants all of which can be easily grown for sale or for home use. She shared her deep knowledge of what to grow for the medicine cabinet for good health. Locally hosted and produced by Walt Shaw.

CBS PUBLIC AFFAIRS

July 26, 2015

6:00 am – 7:00 am

30 Minutes of a 60 Minute Program

This week a look at the Sacramento State Fair and its influence on local youth farming in the area. The focus was on the efforts of 4-H and FFA students in raising livestock, growing crops and building ag-equipment. This fair is a stepping stone for future education for these young students. Our guest Dave Blackard also talked about the county displays. Students display not only agricultural products but employ woodwork and the arts. Locally hosted and produced by Walt Shaw.

CBS PUBLIC AFFAIRS

August 16, 2015

6:00 am – 7:00 am

30 Minutes of a 60 Minute Program

Our guest was Josh Simpson of Kamps Propane and how propane is used in farming. Mr. Simpson says propane is more economical than diesel or gasoline in running wind machines and other farm equipment. He says the gas is used by most rural home and ranch owners who have no natural gas supplies from the city. Locally hosted and produced by Walt Shaw.

ISSUE

RELIGION

CBS PUBLIC AFFAIRS

July 19, 2015

6:00 am – 7:00 am

30 Minutes of a 60 Minute Program

Our guest was Brian Kenneth Swain who talked about art being spiritual even without religion or faith. He says art can bridge two perspectives which includes religion, a visit to almost any museum can illustrate this and non-believers are missing the boat on the spiritual understanding of human nature. He also believes there is a middle ground between true believers and atheists. Locally hosted and produced by Walt Shaw.

CBS PUBLIC AFFAIRS

September 13, 2015

6:00 am – 7:00 am

30 Minutes of a 60 Minute Program

Elaine Stienon joined the program to talk about the LDS Church and the history of Mormonism. She talked about the Book of Mormon being a successful Broadway play, polygamist marriages and the church founder Joseph Smith had as many as 40 wives. She says the earliest Mormons did not practice polygamy and it was later stopped altogether. She says the early Mormons were more concerned about their own safety because they were targets for persecution in the 1800's. Locally hosted and produced by Walt Shaw.