

CUMULUS BROADCASTING

ISSUES AND PROGRAMS REPORT

FOR STATION KMGV

FOURTH QUARTER 2022 OCTOBER 1 THROUGH DECEMBER 31

PREPARED BY:

RUTH MICHAELS

SAN JOAQUIN VALLEY ISSUES

ADDRESSED IN RESPONSIVE PROGRAMMING IN THE FOURTH QUARTER 2022

1. **CRIME** –Weekly live **Crimestoppers** segment with Fresno Sheriff Margaret Mimms.
2. **CHILDREN**—Toys for Tots
3. **POLITICS--Commonwealth Club-** Bridging the Great American Divide; The Donald Trump White House Years; Politics, Donald Trump and the Breaking of America; Persuaders in a Hot and Polarized World; Inside the New Republican Party; Meme Wars.
4. **GLOBAL ECONOMY– Commonwealth Club-** Chip War and the Battle Between the United States and China.
5. **WOMEN OF COLOR—Commonwealth Club-** The Resilience and Power of Black Women; Misty Copeland: What I've Learned from My Mentor Raven Wilkinson.
6. **UKRAINE – Commonwealth Club-** President Zelensky Ukraine's Battle for Democracy, and What It Means for the Rest of the World.
7. **ENVIRONMENT--Commonwealth Club-** Yvon Chouinard: Giving It All Away.
8. **HEALTH – Commonwealth Club-** How to Get a Good Night's Sleep.
9. **MEDIA—Commonwealth Club-** The Rolling Stone Generation.
10. **FAMILY & FAITH—Commonwealth Club-** Family, Faith and Responsibility.

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.

CRIMESTOPPERS MINUTE: 2-minute weekly segments that run at 6:35am every Tuesday morning featuring Fresno Sheriff Margaret Mimms highlighting a different crime every week with information about the event, suspect, rewards, and how to get in touch with authorities.

KMGV 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 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 third quarter can be found in the public service announcement list included with this report.

CRIME

A TOTAL OF 26 MINUTES DEVOTED TO THE TOPIC DURING THE 4th QUARTER.

MEGA MORNING SHOW

CRIMESTOPPERS MINUTE WITH SHERIFF MARGARET MIMMS

2-minute segment airing at 7:35am every Tuesday from October 4th, 2022 to December 27th, 2022. 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.

CHILDREN

TOTAL OF 2 HOURS & 32 MINUTES DEVOTED TO THE TOPIC DURING THE 4th QUARTER.

KMGV PUBLIC SERVICE ANNOUNCEMENT

Toys for Tots

Thursday, November 24th, 2022-Sunday, December 4th, 2022

:30 recorded and live announcements. A total of 125 times-62 minutes of airtime.

KMGV promoted donating new, unwrapped toys or cash to Toys for Tots in the two weeks leading up to-and during-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 2nd, 2022-Sunday, December 4th, 2022. 10am-5pm Friday; 10am-5pm Saturday; 10am-5pm Sunday.

Live call-ins every hour from the event for the hours we were on-site. Live mentions on-air throughout the weekend.

A total of 90 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.

POLITICS

TOTAL OF 5 HOURS DEVOTED TO THE TOPIC DURING THE 4th QUARTER.

COMMONWEALTH CLUB

Sunday, October 23rd, 2022

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

Bridging the Great American Divide

Joan Blades-Co-founder, LivingRoomConversations.org

John Gable-Co-founder, AllSides.com

Greg Dalton-Founder and Host, Climate One

Most Americans say they support climate action, but you wouldn't know it from Congress or the courts—or from most of the media. People on both the left and the right experience the same devastating floods, the same life-threatening heatwaves and the same catastrophic wildfires. Climate change knows no borders. Yet individuals tend to socialize within insulated political tribes, operate in completely different information bubbles and see the problems and solutions through different lenses.

Joan Blades, co-founder of LivingRoomConversations.org (and before that, MoveOn.org) and John Gable, founder of AllSides.com, have been working to burst those bubbles and bridge the divides. Together, they model an all-too-rare friendship, with deep respect for each other's views. How can the rest of us learn to bridge ideological divides, develop trust, and find the common ground needed to rebuild respectful civil discourse?

COMMONWEALTH CLUB

Sunday, October 30th, 2022

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

The Donald Trump White House Years; Politics, Donald Trump and the Breaking of America

Module 1

Peter Baker-Chief White House Correspondent, The New York Times; Co-author, *The Divider: Trump in the White House*, 2017-2021

POLITICS (CONT.)

Susan Glasser-Staff Writer, The New Yorker; Co-author, The Divider: Trump in the White House, 2017-2021

In Conversation with **Adam Lashinsky**- Journalist; Author; Twitter @adamlashinsky

Module 2

Maggie Haberman-Senior Political Reporter, The New York Times; Author, Confidence Man: The Making of Donald Trump and the Breaking of America

In Conversation with **Tim Miller**-Writer-at-large, The Bulwark; Author, Why We Did It: A Travelogue from the Republican Road to Hell

This radio program from The Commonwealth Club draws on two separate events: “Peter Baker and Susan Glasser: The Donald Trump White House Years” and “Maggie Haberman: Politics, Donald Trump and the Breaking of America.” Veteran journalists Peter Baker and Susan Glasser chart the ambitious and lasting history of the Trump presidency, drawing on unprecedented access to key players from President Trump himself to cabinet officers, military generals, and more. Based on these exclusive interviews, Baker and Glasser reveal moments both tense and comical, from how close the United States got to nuclear war with North Korea to whether Trump asked Japan’s prime minister to nominate him for a Nobel Prize. They also explore the moral choices confronting those around Trump—how they justified working for him and where they drew their lines. Who is Donald Trump? Pulitzer Prize-winning New York Times reporter Maggie Haberman chronicles his life from his rise in New York City to the White House. Haberman discusses what she learned during interviews with hundreds of sources as well as numerous interviews over the years with Donald Trump himself, a man she says is both a complicated and often contradictory historical figure who pushed American democracy to the brink.

COMMONWEALTH CLUB

Sunday, November 13th, 2022

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

Persuaders in a Hot and Polarized World

POLITICS (CONT.)

Anand Giridharadas-Author, *The Persuaders: At the Front Lines of the Fight for Hearts, Minds, and Democracy*

Greg Dalton-Founder and Host, Climate One

In a democracy, meaningful change often requires a certain level of public consensus. Some believe finding common ground and building rapport is the best way to change minds. Others believe activism and protests are key to bringing awareness to an issue. Increasingly, however, the act of persuasion is left out, as each side is convinced that the other is unmovable. Anand Giridharadas, author of the new book *The Persuaders: At the Front Lines of the Fight for Hearts, Minds, and Democracy*, believes that understanding the art of persuasion is critical to strengthening democracy and fostering positive societal change.

COMMONWEALTH CLUB

Sunday, November 20th, 2022

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

Inside the New Republican Party

Nouriel Roubini on Megathreats & Rana Foroohar on The Path to Prosperity in a Post-Global World

Nouriel Roubini-Professor of Economics, New York University's Stern School of Business; Author, *MegaThreats: Ten Dangerous Trends That Imperil Our Future, And How to Survive Them*

In Conversation with **Barry Eichengreen**-George C. Pardee and Helen N. Pardee Professor of Economics and Political Science, University of California, Berkeley

Rana Foroohar-Founder and Host, Climate One

In Conversation with **Kirk Hanson**-Senior Fellow and Former Executive Director, The Markkula Center for Applied Ethics, Santa Clara University

This radio program from The Commonwealth Club draws on two separate events

Nouriel Roubini on Megathreats In the 1970s, the United States faced stagflation: high rates of inflation combined with stagnant employment and growth. Global economist Nouriel Roubini predicts we are heading toward another Great Stagflation that will be difficult to recover from.

POLITICS (CONT.)

Is it too late to avoid this economic catastrophe? Financial and geopolitical certainties that we once took for granted have disappeared, and Roubini says we are now facing a period of severe instability, conflict and chaos. He offers a sobering analysis of 10 “megathreats” that are interconnected, immense in scale, and bearing down on us. Rana Foroohar on The Path to Prosperity in a Post-Global World Financial Times columnist and CNN global economic analyst Rana Foroohar offers a deep look at the vulnerabilities of globalization. She makes the case that the reign of globalization as we’ve known it is over and the rise of local, regional and homegrown business is now at hand. She says that for decades, the neoliberal economic philosophy of prioritizing efficiency over resilience and profits over local prosperity has produced massive inequality, persistent economic insecurity, and distrust in our institutions. Place-based economics and a wave of technological innovations now make it possible to keep operations, investment and wealth closer to home, wherever that may be. With the pendulum of history swinging back, Foroohar explores both the challenges and the possibilities of this new era, and how she says it can usher in a more equitable and prosperous future.

COMMONWEALTH CLUB

Sunday, December 4th, 2022

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

Meme Wars

Joan Donovan-Research Director, Harvard Kennedy School’s Shorenstein Center; Co-author, Meme Wars: The Untold Story of the Online Battles Upending Democracy in America

Emily Dreyfuss-Journalist; Co-author, Meme Wars: The Untold Story of the Online Battles Upending Democracy in America

In Conversation with **Lauren Goode**-Senior Editor, Wired

Just how dangerous are memes? The power of memes has grown and is now a weapon used to push disinformation, spread ideologies, and deepen partisanship. They are fueling a cultural war that continues to accelerate and intensify. Joan Donovan and Emily Dreyfuss recount how “Stop the Steal” went from online to real life. They reveal startling secrets from the digital war rooms and the troubling developments led by conspiracists and extremists to upend our country’s democracy. As the battle continues, learn more about what could be at stake for the future of our country.

GLOBAL ECONOMY

A TOTAL OF 1 HOUR DEVOTED TO THE TOPIC DURING THE 4th QUARTER.

COMMONWEALTH CLUB

Sunday, November 6th, 2022

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

Chip War and the Battle Between the United States and China

Chris Miller-Author, *The Chip War: The Fight for the World's Most Critical Technology*

In Conversation with **Niall Ferguson**-Milbank Family Senior Fellow, the Hoover Institution, Stanford University; Senior Faculty Fellow, the Belfer Center for Science and International Affairs, Harvard University

From microwaves to missiles, smartphones to the stock market, our world is increasingly dependent on microchip technology. According to Chris Miller, microchips are the new oil, a critical resource that defines the current state of military, economic and geopolitical power. At the heart of the decades-long battle over control of this technology are the United States and China, two superpowers engaging in a war that puts America's economic prosperity at risk.

In *Chip War*, Miller provides a comprehensive analysis of the semiconductor chip and its impact on national security and international economics. Tracing the global history of microchips, he recounts the fascinating events that enabled the United States to perfect the chip design, and the role that faster chips played in America's Cold War victory over the Soviet Union. As Miller reveals, the United States once dominated advancements in microchips, but now, China is investing billions into a chip-building initiative to bridge the gap, leading to a power competition that will define the world's geopolitical future.

WOMEN OF COLOR

**A TOTAL OF 2 HOURS DEVOTED TO THE TOPIC DURING THE 4th QUARTER.
COMMONWEALTH CLUB**

Sunday, November 27th, 2022

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

The Resilience and Power of Black Women

April Ryan-White House Correspondent, The Griot; Political Analyst, CNN; Author, Black Women Will Save the World: An Anthem

In Conversation with **Allison Aimee**-Founder, She the People

From the beginning of the nation to today, Black women have transformed their pain into progress and have been at the frontlines of many of the nation's political, social and economic struggles. In her new book *Black Women Will Save the World*, April Ryan celebrates the tenacity, power and impact that Black women have had across America. She highlights trailblazing "sheroes" ranging from political leaders like Vice President Kamala Harris and Rep. Maxine Waters, activists like Brittany Packnett Cunningham, and artists like Regina King who fight for fairness and justice. Ryan also chronicles her own journey from working-class Baltimore to the elite echelons of journalism and speaks candidly about the hurdles she faced in becoming one of the most well-connected members of the Washington press corps. Ryan notes we are at a moment unlike any other in our nation's history where we need to acknowledge the presence and unrivaled contributions of Black women. Hear more about how they continue to lead and drive change in our country.

WOMEN OF COLOR (CONT.)

COMMONWEALTH CLUB

Sunday, December 11th, 2022

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

Misty Copeland: What I've Learned from My Mentor Raven Wilkinson

Misty Copeland-Principal Dancer, American Ballet Theatre; Author, *The Wind at My Back: Resilience, Grace, and Other Gifts from My Mentor*, Raven Wilkinson

In conversation with **Mina Kim**-Host, "Forum" on KQED

In 2015, Misty Copeland made history and changed the dance world forever when she became the first African-American female principal dancer at the American Ballet Theatre. But as she will tell you, achievements like this never happen in a void. Behind her and supporting her rise was her mentor, Raven Wilkinson. A trailblazer in the world of ballet, Wilkinson fought to be taken seriously as a Black ballerina in the 1950s and '60s. During this time Wilkinson faced overt and casual racism, hostile crowds, and death threats for having the audacity to dance ballet. Copeland honors the unheralded contributions made by women like Wilkinson who helped pave the way so she could pursue her dream career. She will also share more about her own journey, struggles with racism and exclusion, and intergenerational friendship and mentorship with Wilkinson.

UKRAINE

A TOTAL OF 1 HOUR DEVOTED TO THE TOPIC DURING THE 4th QUARTER

COMMONWEALTH CLUB

Sunday, October 2nd, 2022

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

President Zelensky Ukraine's Battle for Democracy, and What It Means for the Rest of the World

Iuliia Mendel-Former Press Secretary and Spokesperson for Ukraine President Volodymyr Zelenskyy (2019-2021); Author, *The Fight of Our Lives: My Time with Zelenskyy, Ukraine's Battle for Democracy, and What It Means for the World*

In Conversation with **Steven Pifer**-Former U.S. Ambassador to Ukraine; Fellow, Center for International Security and Cooperation, Stanford University

When Iuliia Mendel got the call telling her she had been hired to work for Ukrainian President Volodymyr Zelenskyy, she had no idea what was to come.

Mendel had a front row seat to many of the key events and meetings between President Zelenskyy, Vladimir Putin, and other European leaders preceding the 2022 Russian invasion of Ukraine. She saw firsthand President Zelenskyy's efforts to transform Ukraine into a vibrant and prosperous European democracy.

As the war in Ukraine continues, Mendel shares what's at stake not only for her homeland but the rest of the world.

ENVIRONMENT

A TOTAL OF 1 HOUR DEVOTED TO THE TOPIC DURING THE 4th QUARTER

COMMONWEALTH CLUB

Sunday, December 18th, 2022

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

Yvon Chouinard: Giving It All Away

Yvon Chouinard-Founder, Patagonia

Michael Kavate-Staff Writer, Inside Philanthropy Ariana Brocious Producer, Climate One

Greg Dalton-Founder and Host, Climate One

Patagonia founder Yvon Chouinard made headlines recently when he announced that he and his family had transferred their \$3 billion stake in the storied outdoor gear company to a special purpose trust and nonprofit that would give away \$100 million a year, specifically to environmental causes. Patagonia has a long history of donating at least one percent of its profits – and 100% of profits made on Black Friday – to grassroots environmental non-profits. Yet even with this massive gift, and Laurene Powell Jobs’ own recent \$3.5 billion pledge, climate philanthropy still only accounts for a small fraction of all charitable giving. This week, we look back to our 2016 interview with Yvon Chouinard and bring the story up to date with Inside Philanthropy’s Michael Kavate.

HEALTH

A TOTAL OF 1 HOUR DEVOTED TO THE TOPIC DURING THE 4th QUARTER

COMMONWEALTH CLUB

Sunday, December 25th, 2022

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

How to Get a Good Night's Sleep

Aric A. Prather-Professor of Psychiatry and Behavioral Sciences, University of California, San Francisco; Author, *The Sleep Prescription: Seven Days to Unlocking Your Best Rest*

Mark Zitter-Founder, Zetema Project; Member, Commonwealth Club of California Board of Governors—Moderator

We all need sleep to survive. It is essential to our physical and mental wellbeing and just as important as food, water and oxygen. So why do so many of us struggle to get a good night's rest? Dr. Aric Prather runs one of the world's most successful sleep clinics and shares effective techniques that he uses to help his own patients achieve healing and restorative sleep. Hear more about this powerful plan to improve your quality of sleep in just seven days.

MEDIA

A TOTAL OF 1 HOUR DEVOTED TO THE TOPIC DURING THE 4th QUARTER.

COMMONWEALTH CLUB

Sunday, October 16th, 2022

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

The Rolling Stone Generation

Jann Wenner-Founder, Rolling Stone Magazine; Member, Rock and Roll Hall of Fame

Paul Liberatore-Music Columnist, Marin Independent Journal

Jann Wenner has had an outsized impact on Bay Area history, music, popular culture and the world of magazines.

In 1967, with the founding of Rolling Stone magazine in San Francisco, Wenner not only created the "bible of the counterculture," he helped catalyze a generation of young people into a force that would go on to transform the politics and lifestyles of much of the country. In his deeply personal new memoir, *Like a Rolling Stone*, Wenner vividly describes an epoch of cultural change that swept America and beyond, and the role his magazine played in it. His book goes on to explore not only his own work, but the lives of Bob Dylan, John Lennon, Mick Jagger, Bono and Bruce Springsteen. He also discusses the role he played in the careers of Hunter S. Thompson, Tom Wolfe and Annie Leibovitz.

After leaving San Francisco for New York, Wenner's journey took him to the Oval Office with groundbreaking interviews with Bill Clinton and Barak Obama, leaders to whom Wenner's publication gave its historic, full-throated backing. Wenner also had his magazine focus on the Dalai Lama, Greta Thunberg, and others he felt should be seen and heard in the pages of *Rolling Stone*, because of their potential impact on American culture. It is not surprising that many have called him "the greatest magazine editor of his generation."

FAMILY & FAITH

A TOTAL OF 1 HOUR DEVOTED TO THE TOPIC DURING THE 4th QUARTER.

COMMONWEALTH CLUB

Sunday, October 9th, 2022

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

Family, Faith and Responsibility

Valerie Biden Owens-Chair, Biden Institute, University of Delaware

Welcome by **Paul J. Fitzgerald**-S. J., President, University of San Francisco

Introductions by **Charles M. Collins**-President Emeritus, YMCA of San Francisco

Dr. Gloria Duffy-President and CEO, The Commonwealth Club of California—Moderator

Join us for a conversation about family, faith and responsibility, with Valerie Biden Owens and Dr. Gloria Duffy. Valerie Biden Owens is Biden Institute chair at the University of Delaware, campaign manager, political strategist, and New York Times best-selling author of Growing Up Biden.

Welcome remarks will be delivered by Paul J. Fitzgerald, S. J., president of the University of San Francisco, with introductions by Charles M. Collins, president emeritus of YMCA of San Francisco.

CUMULUS BROADCASTING STATIONS
QUARTERLY PSA ACTIVITY REPORT
FOURTH QUARTER 2022

STATION: KMGV FRESNO

- 1) :30 SPOT-125 TIMES---TOYS FOR TOTS
- 2) :30 SPOT- 140 TIMES---HEART OF THE HORSE
- 3) :30 SPOT-465 TIMES---VALLEY PINK PATCH SUPPORTING MARJORIE E RADIN BREAST CANCER CENTER
- 4) :30 SPOT-300 TIMES---CENTRAL VALLEY HEART & STROKE WALK
- 5) :30 SPOT-48---BEAUTIFY FRESNO
- 6) :30 SPOT- 52 TIMES---CASA
- 7) :30 SPOT-36 TIMES---THE LIGHTHOUSE
- 8) :30 SPOT-36 TIMES---BREAK THE BARRIERS VET SERVICES
- 9) :30 SPOT-20 TIMES---FRESNO AIDS WALK
- 10) :30 SPOT-16 TIMES---VETNET
- 11) :30 SPOT-12 TIMES---AVILA'S CANCER FUND
- 12) :30 SPOT-20 TIMES---VETERAN'S MOTORCYCLE RUN
- 13) :30 SPOT-20 TIMES---MATCHING DONOR.ORG
- 14) :30 SPOT-16 TIMES---BROTHERS OF 1868 CONCERT
- 15) :30 SPOT-16 TIMES---BOYS2MEN/GIRLS2WOMEN SHOE DRIVE
- 16) :30 SPOT-12 TIMES---VALLEY CHILDREN'S HOSPITAL POKER TOURNAMENT
- 17) :30 SPOT-24 TIMES---ALZHEIMERS ASSOCIATION
- 18) :30 SPOT-20 TIMES---EASTER SEALS
- 19) :30 SPOT-20 TIMES---HOMES FOR OUR TROOPS

NINETEEN :30 LIVE & RECORDED PUBLIC SERVICE ANNOUNCEMENTS WERE SCHEDULED TO RUN A TOTAL OF 1,398 TIMES DURING THE MONTHS OF OCTOBER, NOVEMBER, AND DECEMBER. THIS IS A BEST ESTIMATE OF HOW MANY TIMES EACH SPOT RAN.

TOTAL ESTIMATED AIRTIME VALUE FOR THIS QUARTER: \$62,910.

POLITICAL COVERAGE

THE ONLY POLITICAL COVERAGE OUTSIDE OF REGULARLY SCHEDULED
NEWSCASTS ON **KMGV** DURING THE 4th QUARTER OF 2022 WAS CONTAINED IN
THE COMMONWEALTH CLUB. SEE POLITICS.