

KALZ/KRZR  
Fresno, CA  
Quarterly Issues/Programs List  
Third Quarter, 2017  
10/02/2017

KALZ / KRZR  
Quarterly Issues/Programs List

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KALZ/KRZR provides its listeners with programming and public service announcements that address issues of concern to our local community. Among the issues determined to be of most concern to the community during the preceding calendar quarter were:

- **Animal Shelters:**
- **BLOOD DONATIONS:** DEAN ELLER CEO/RETIRING
- **Business; Gardening:** Overcoming the Fear of Public Speaking; The Mysterious World of Plants
- **Community:** LT DAVID RAMSEY SOUTH PRECINCT
- **DISASTER RELIEF:** Hurican ARelief Special
- **Economics; Education:** The Demise of Cash; The Overlooked Importance of College Professors
- **Education:** LISA BOOK / KAREN JOHANSON / CHRISTY PRATER
- **Family; History:** How Domestic Violence happens and how we can try to stop it; Asa Jennings:A forgotten American hero
- **FOSTER CARE CHILDREN:** NATHAN LEE & JENNIFER MCDUGAL
- **HANDICAP SERVICES:** GUY ADAMS / JACK HANNAH
- **Health; Family:** Pregnancy Behind Bars; : The Struggles of Co-Parenting and Tips on Overcoming Them

- **Hunger Prevention:** ANDY SOUZA
- **Literature; Economics:** How author Don Winslow approaches hot-topic issues; The collapse of the Stroh Brewing Company
- **Literature; Mental Health:** What we love in the Harry Potter series and being used to treat PTSD and depression
- **Mental Health; Business:** Finding Happiness; How to Make Your Start-up Work
- **Mental hlth; education:** The Pursuit of Happiness; Teaching Girls to Code: The mission to close the gender gap in tech
- **Politics; Family:** Bobby Kennedy?s Legacy; The Perils of Over-parenting
- **Privacy; Technology:** What Big Data Can Teach Us About Ourselves; The Story of Apollo 8
- **Productivity; Ethics:** Getting Things Done: It?s all in the planning; Knowing when and how to say "no"
- **Psychology; Education:** Mate Choice in Fish & Humans; First Impressions & Their Pitfalls

**Section I  
LOCAL PROGRAMMING**

Section I lists regularly-scheduled and special programs that represent the station's issue-responsive programming providing the most significant treatment of the issues listed above for the calendar quarter.

| ISSUE          | PROGRAM / TITLE   | DESCRIPTION                  | GUEST         | DATE/TIME              | DURATION |
|----------------|-------------------|------------------------------|---------------|------------------------|----------|
| Community      | Community Matters | BUILDING HEALTHY COMMUNITIES | Augie Blancus | 07/02/2017<br>06:00 PM | 015:06   |
| Animal Shelter | Community Matters | Animal shelter               | Beth Cafferey | 07/02/2017<br>06:16 PM | 014:33   |

| ISSUE                         | PROGRAM / TITLE                                 | DESCRIPTION   | GUEST   | DATE/TIME              | DURATION |
|-------------------------------|---|---|---|------------------------|----------|
| Privacy; Technology           | Viewpoints                                      | What Big Data Can Teach Us About Ourselves; The Story of Apollo 8                                   | Seth Stephens-Davidowitz; Jeffrey Kluger          | 07/02/2017<br>06:31 PM | 027:58   |
| Community/Poverty             | Community Matters PART 1                        | REMEMBERING MIKE MCGARVIN   | Cruz Avila  | 07/09/2017<br>06:00 PM | 012:28   |
| Community/Poverty             | Community Matters PART 2                        | REMEMBERING MIKE MCGARVIN   | Cruz Avila  | 07/09/2017<br>06:13 PM | 017:39   |
| Family; History               | Viewpoints                                      | How Domestic Violence happens and how we can try to stop it; Asa Jennings:A forgotten American hero | Dr. Shannon Karl, Dr. Jay Richards; Lou Ureneck   | 07/09/2017<br>06:31 PM | 027:55   |
| Handicapped                   | Community Matters - RESOURCE 4 INDEPENDENCE     | Handicapped resources   | Charity Tokash                                    | 07/16/2017<br>06:00 PM | 014:34   |
| Community Poverty             | Community Matters - CATHOLIC CHARITIES          | Poverty/hunger  | Kelly Lilles                                      | 07/16/2017<br>06:15 PM | 015:20   |
| Literature; Economics         | Viewpoints                                      | How author Don Winslow approaches hot-topic issues; The collapse of the Stroh Brewing Company       | Don Winslow; Frances Stroh                        | 07/16/2017<br>06:31 PM | 027:54   |
| Health                        | Community Matters - ALZHEIMERS EVELYN MARMOLEJO | Walk to End Alzhiemer's   | Evelyn Marmolejo                                  | 07/23/2017<br>06:00 PM | 014:53   |
| First aide response/community | Community Matters - CCADT 7/23                  | Central California Animal Disaster Team – responding to fire evacs                                  | Beth Cafferey                                     | 07/23/2017<br>06:15 PM | 014:45   |
| Literature; Mental Health     | Viewpoints                                      | What we love in the Harry Potter series and being used to treat PTSD and depression                 | John Granger, Jonathan Lethem; Dr. Janina Scarlet | 07/23/2017<br>06:30 PM | 027:57   |
| Community                     | Community Matters - FRESNO NIGHT OUT            | Fresno Night Out  | LT DAVID RAMSEY                                   | 07/30/2017<br>06:00 PM | 015:29   |

| ISSUE                | PROGRAM / TITLE                                  | DESCRIPTION  | GUEST                                     | DATE/TIME              | DURATION |
|----------------------|--|--|---|------------------------|----------|
| Education            | Community Matters - ICES                         | Education  | LISA BOOK                                 | 07/30/2017<br>06:16 PM | 014:34   |
| Productivity; Ethics | Viewpoints                                       | Getting Things Done: It's all in the planning; Knowing when and how to say "no"    | David Allen, Steve McClatchy; Ira Chaleff | 07/30/2017<br>06:31 PM | 027:56   |
| FOSTER CARE CHILDREN | Community Matters - CASA 8/6                     | Need more volunteers for kids in foster care                                       | NATHAN LEE                                | 08/06/2017<br>06:00 PM | 013:07   |
| HANDICAP SERVICES    | Community Matters - 8/6 BRK THE BARRIERS         | Break the Barriers handicap services   | DEBBIE HERGENRADER                        | 08/06/2017<br>06:13 PM | 016:49   |
| Business; Gardening  | Viewpoints                                       | Overcoming the Fear of Public Speaking; The Mysterious World of Plants             | Larry Ventis, Michael Port; Michael Largo | 08/06/2017<br>06:31 PM | 027:58   |
| Hunger Prevention    | Community Matters - 8/13 COM FOOD BANK           | Food / poverty   | ANDY SOUZA                                | 08/13/2017<br>06:00 AM | 014:46   |
| BLOOD DONATIONS      | Community Matters - 8/13 CEN CAL BLOOD           | Blood drive needs  | DEAN ELLER                                | 08/13/2017<br>06:15 AM | 015:22   |
| Health; Family       | Viewpoints                                       | Pregnancy Behind Bars; : The Struggles of Co-Parenting and Tips on Overcoming Them | Carolyn Sufrin; Karen Bonnell             | 08/13/2017<br>06:31 AM | 027:58   |
| HANDICAP SERVICES    | Community Matters -8/20 PT 1 HEART OF THE HORSE  | Handicap therapy   | GUY ADAMS                                 | 08/20/2017<br>06:09 AM | 014:18   |
| HANDICAP SERVICES    | Community Matters - 8/20 PT 2 HEART OF THE HORSE | Handicap therapy   | GUY ADAMS                                 | 08/20/2017<br>06:23 AM | 014:45   |
| Economics; Education | Viewpoints                                       | The Demise of Cash; The Overlooked Importance of College Professors                | Kenneth Rogoff; Jacques Berlinerblau      | 08/20/2017<br>06:38 AM | 027:58   |
| HANDICAP SERVICES    | Community Matters -8/20 PT 1 HEART OF THE HORSE  | Handicap therapy   | GUY ADAMS                                 | 08/27/2017<br>06:00 PM | 014:18   |

| ISSUE                   | PROGRAM / TITLE                                      | DESCRIPTION   | GUEST                                      | DATE/TIME              | DURATION |
|-------------------------|--|---|--|------------------------|----------|
| HANDICAP SERVICES       | Community Matters - 8/20 PT 2 HEART OF THE HORSE     | Handicap therapy  | GUY ADAMS                                  | 08/27/2017<br>06:15 PM | 014:45   |
| Psychology; Education   | Viewpoints   | Mate Choice in Fish & Humans; First Impressions & Their Pitfalls  | Gil Rosenthal; Alexander Todorov           | 08/27/2017<br>06:31 PM | 027:58   |
| Hurricane Relief        | iHeartRadio Red Cross Hurricane Harvey Special       | Special to raise money and support for Hurricane Harvey relief  | Red Cross                                  | 09/03/2017<br>06:00 PM | 030:00   |
| Politics; Family        | Viewpoints   | Bobby Kennedy's Legacy; The Perils of Over-parenting  | Larry Tye; Carl Honor, Terri Khonsari      | 09/03/2017<br>06:31 PM | 027:58   |
| Community               | Community Matters                                    | Coarsegold Rodeo  | Tanner Tweed & Chloe Ferguson              | 09/10/2017<br>06:00 PM | 016:28   |
| Community safety        | Community Matters                                    | Cen Cal Animal Disaster team  | Beth Cafferey                              | 09/10/2017<br>06:17 PM | 013:59   |
| Mental Health; Business | Viewpoints   | Finding Happiness; How to Make Your Start-up Work   | Tim Bono, Frederic Lenoir; Daniel DiPiazza | 09/10/2017<br>06:31 PM | 027:54   |
| Community poverty       | Community Matters - CAL FRESH                        | Food stamp program  | DENISE CUENDETT                            | 09/17/2017<br>06:00 PM | 021:51   |
| Community poverty       | Community Matters - CAL FRESH                        | Food stamp program  | DENISE CUENDETT                            | 09/17/2017<br>06:21 PM | 008:01   |
| Disaster Relief         | iHeart Media Irma Special                            | Discussed what is ahead for those in the affected regions, along with the economic impact that it will have nationwide on such things as gasoline prices and insurance rates. A strong appeal to donate to the American Red Cross | iHeart Media and Red Cross                 | 09/17/2017<br>06:29 PM | 029:59   |
| Animal Shelter          | Community Matters 6/25 LYDIA HOUSE VALLEY OAK ANIMAL | Animal shelter  | LYDIA HOUSE                                | 09/24/2017<br>06:00 PM | 014:46   |

| ISSUE                     | PROGRAM / TITLE  | DESCRIPTION   | GUEST                             | DATE/TIME              | DURATION |
|---------------------------|--|---|-----------------------------------|------------------------|----------|
| Animal Shelter            | Community Matters -<br>CEN CAL ANIMAL<br>DISASTER TEAM | Animal evacuation for communities in distress   | BETH CAFFEREY                     | 09/24/2017<br>06:15 PM | 014:16   |
| Mental hlth;<br>education | Viewpoints   | The Pursuit of Happiness; Teaching Girls to<br>Code: The mission to close the gender gap in<br>tech | Neil Pasricha;<br>Reshman Saujani | 09/24/2017<br>06:31 PM | 027:54   |

**Section II**  
**NETWORK (and/or SYNDICATED) PROGRAMMING**

Section II lists the network-provided (and/or syndicated) programming that the station broadcast during the preceding calendar quarter that addresses community issues.

| ISSUE | PROGRAM / TITLE | DESCRIPTION | DATE/TIME | DURATION |
|-------|-----------------|-------------|-----------|----------|
|-------|-----------------|-------------|-----------|----------|

(Insert network and/or syndicator-provided programs lists here.)

**Section III**  
**PUBLIC SERVICE ANNOUNCEMENTS**

Section III lists public service announcements that the station broadcast during the preceding calendar quarter that address community issues.

| ISSUE                     | ORGANIZATION OR TITLE         | DURATION | RUNS |
|---------------------------|-------------------------------|----------|------|
| ARTS                      | Understood.org                | 000:30   | 011  |
| BULLYING                  | Stopbullying.gov              | 000:30   | 104  |
| Buzzed Driving Prevention | Nat. Hwy. Traffic Safety Adm. | 001:00   | 151  |
| Community Involvement     | 9-11 DAY                      | 000:30   | 005  |

| <b>ISSUE</b>              | <b>ORGANIZATION OR TITLE</b>  | <b>DURATION</b> | <b>RUNS</b> |
|---------------------------|-------------------------------|-----------------|-------------|
| Community Involvement     | Goodwill                      | 001:00          | 150         |
| Crime                     | Nat. Crime Prevention Council | 000:30          | 119         |
| DISASTER RELIEF           | American Red Cross            | 000:31          | 024         |
| DISASTER RELIEF           | American Red Cross            | 000:33          | 012         |
| DUI                       | Nat. Hwy. Traffic Safety Adm. | 001:00          | 154         |
| DUI                       | R.A.D.D.                      | 000:30          | 106         |
| Education                 | NATIONAL SUMMER LEARNING      | 000:30          | 007         |
| Education; environment    | Dept. Of Forestry             | 001:00          | 149         |
| Education; Family         | Liveunited.org                | 000:15          | 122         |
| Education; Family         | Liveunited.org                | 000:30          | 079         |
| Employment / Unemployment | Goodwill                      | 000:30          | 108         |
| Environment / Air / Water | US Dept. of Energy            | 001:00          | 149         |
| Environment / Air / Water | US Forest Service             | 000:59          | 306         |
| Health                    | Am Parkinson's Disease Assoc  | 000:30          | 100         |
| Health                    | Asthma and Allergy Fndtn      | 000:30          | 103         |
| Health                    | Prediabetes.org               | 001:00          | 147         |
| HEALTH AND FITNESS        | SAVE THE MALES                | 000:30          | 007         |
| HEALTH AND FITNESS        | UNITED                        | 000:30          | 107         |
| Health; Communication     | Liveunited.org                | 000:15          | 206         |
| Health; Communication     | Liveunited.org                | 000:30          | 104         |

| ISSUE                 | ORGANIZATION OR TITLE         | DURATION | RUNS |
|-----------------------|-------------------------------|----------|------|
| Homelessness, health  | Liveunited.org                | 000:15   | 200  |
| Homelessness, health  | Liveunited.org                | 001:00   | 152  |
| MILITARY AND VETERANS | Dept. of Defense              | 000:30   | 108  |
| MILITARY AND VETERANS | E.S.G.R.                      | 000:30   | 109  |
| MILITARY AND VETERANS | Paralyzed Veterans of America | 000:15   | 206  |
| MILITARY AND VETERANS | Realwarriors.net              | 000:29   | 133  |
| MILITARY AND VETERANS | US Army                       | 000:30   | 103  |
| PEACE                 | PEACE IN THE STREETS          | 000:31   | 009  |
| Pet Adoption          | ShelterPetProject.org         | 001:00   | 147  |
| Recreation; Family    | Dept. Of Forestry             | 000:29   | 096  |
| Recreation; Family    | Dept. Of Forestry             | 000:30   | 109  |
| Recreation; Family    | Dept. Of Forestry             | 000:59   | 153  |
| SAFE DRIVING          | Nat. Hwy. Traffic Safety Adm. | 001:00   | 147  |
| Safety                | Center for Internet Security  | 000:56   | 062  |
| Safety                | Nat. Hwy. Traffic Safety Adm. | 000:30   | 117  |
| Safety; Health        | R.A.D.D.                      | 000:30   | 110  |