

KALZ/KRZR  
Fresno, CA  
Quarterly Issues/Programs List  
First Quarter, 2014  
03/31/2014

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 Shelter:** VALLEY ANIMAL CENTER
- **Bullying; Economy:** Bullying and Hazing: dealing with the fallout; Long-Term Unemployed: Its more than just a financial
- **Cancer Awareness:** LEUKEMIA LYMPHOMA SOCIETY
- **Crime; Science, education:** Human Trafficking and Its Toll; The Future of the Mind
- **Employment; Mental Health:** Resumes and Digital Interviews: What you need to know; Phobias: Living in a fearful world
- **Environment; government:** Drought and Water Conservation; George Washington and the Making of the Presidency
- **Health:** GO RED FOR HEART DISEASE/AMERICAN HEART ASSOCIATION
- **History; Health:** America's History Through Objects & Artifacts; New Year's Resolutions: How to make them to keep them
- **Income Tax:** CALIFORNIA TAX EDUCATION COUNCIL
- **Pet Adoption:** WALK A DOG A THON EVENT
- **Poverty; Child development:** Dorothea Lange: Great Depression/Dust Bowl Photographer; How dark and gory books affect children
- **Safety:** LYDIA SANTILLAN
- **Safety; com involvement:** A SAFE PLACE/PEGGY AND JOE

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**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
History; Health	ViewPoints	America's History Through Objects & Artifacts;New Year's Resolutions: How to make them to keep them	Richard Kurin; Frank Farley, Paul McKenna	01/05/2014 06:02 PM	027:53
ANIMALS	CMT MTRS	HEART OF THE HORSE THERAPY RANCH	GUY ADAMS/JACK HANNAH	01/05/2014 06:30 PM	014:35
Health	TERIANN - CALIFORNIA BLOOD CENTER DECEMB	Blood donations	Dean eller	01/05/2014 06:45 PM	014:14
Poverty; Child development	ViewPoints	Dorothea Lange: Great Depression/Dust Bowl Photographer; How dark and gory books affect children	Elizabeth Partridge; Adam Gidwitz, Anthony Horowitz	01/12/2014 06:00 PM	027:55
Animals	TA COM MTRS - VALLEY ANIMAL CENTER	ROSIE DAVENPORT	Valley Animal	01/12/2014 06:28 PM	014:26
Health	TA COM MTRS - TEAM IN TRAINING!	BECKY BROWN AND CORRINA MENDOZA LEUKEMIA LYMPHOMA SOCIETY	Team In Trainin	01/12/2014 06:43 PM	015:40
Children; Health	ViewPoints	Technology: Too much tech for our kids?; Goodman discusses her childhood with her artist father and how his life and hers changed after he contracted early-onset Alzheimer's.	Anne Katherine, Rob Weiss; Tanya Ward Goodman	01/26/2014 06:05 PM	027:58
Health	TA COM MTRXS - JOE PROADO	FLU BREAKOUT IN FRESNO/PUBLIC HEALTH	Dept. of Health & Human Svcs.	01/26/2014 06:34 PM	024:54
Education; Family	ViewPoints	Projects that Make Learning Science Fun; Family Trees: What you can find; why it's important	Stephen Voltz and Fritz Grobe; Ori Soen, David Lask	02/09/2014 06:17 PM	027:57

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
Health	TA COM MTRXS - GO RED FASHION SHOW	GO RED FOR HEART DISEASE/AMERICAN HEART ASSOCIATION	AMERICAN HEART ASSOCIATION	02/09/2014 06:46 PM	017:40
Environment; government	ViewPoints	Drought and Water Conservation; George Washington and the Making of the Presidency	Dr. Mark LeChevallier, John RogersHarlow Giles Unger	02/16/2014 06:02 PM	027:59
SAFETY	CMTY MTRS	DRUNK/DISTRACTED DRIVING HOLIDAYS	CHRIS COCHRAN	02/16/2014 06:31 PM	014:07
Health	TA COM MTRXS - CENTRAL CAL BLOOD CENTER BLOOD DRIVE WIT	CLOVIS WEST HIGH BLOOD DRIVE FOR CAL BLOOD CENTER	CA Blood Ctrs	02/16/2014 06:45 PM	013:31
Environment; Health	ViewPoints	Maple Syrup: There's more to it than you might think; A former teacher who is battling brain cancer and who traveled around the country to find out if his students thought he made a difference in their lives.	Dr. Michael Farrell, Douglas Whynott; David Menasche	02/23/2014 06:00 PM	027:59
SAFETY	CMTY MTRS	DRUNK/DISTRACTED DRIVING HOLIDAYS	CHRIS COCHRAN	02/23/2014 06:28 PM	014:07
Animal Shelter	TA COM MTRS - ROSIE VALLEY ANIMAL CENTER	VALLEY ANIMAL CENTER	Valley Animal	02/23/2014 06:42 PM	016:39
Family, Science	ViewPoints	Secrets and Lies: How they can change our lives; History of Physics: Why it's important and fun to learn	Dr. Robert Feldman, Jane Isay; Tom Jackson	03/02/2014 06:03 PM	027:59
Pet Adoption	TA COM MTRXS - VALLEY OAK SPCA - WALK A DOG A	WALK A DOG A THON EVENT	VALLEY OAK SPCA	03/02/2014 06:31 PM	013:00

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
THON					
Children	TA COM MTRS - HEART OF THE HORSE THERAPY RANCH	CONCERT TO BENEFIT HEART OF THE HORSE	HEART OF THE HORSE THERAPY RA	03/02/2014 06:45 PM	014:35
Family, Employment	ViewPoints	Adventures in manhood and about what he learned from the experiences and the men who schooled him.; How to Work a Room: Navigating business and social events	Joel Stein; Susan RoAne	03/09/2014 06:00 PM	027:58
Community health	TA COM MTRXS - MS AWARENSS AN WALK	MS AWARENSS AN WALK	FOTINI ALFIERIS	03/09/2014 06:28 PM	014:27
Community support	TA COM MTRXS - POVERELLO HOUSE	Poor impoverished	KATHRYN WEAKLAND	03/09/2014 06:42 PM	017:20
Bullying; Economy	ViewPoints	Bullying and Hazing: dealing with the fallout; Long-Term Unemployed: Its more than just a financial	Jodee Blanco, Dr. Nadine Kaslow; Ofer Sharone	03/16/2014 06:00 PM	027:54
Safety	TA COM MTRXS - CTAP HEALTH FAIR	LYDIA SANTILLAN	CALIFORNIA TELEPHONE ACCESS P	03/16/2014 06:28 PM	016:15
Safety; com involvement	TA COM MTRXS - YOUTH OUT REACH SAFE PLACE	A SAFE PLACE/PEGGY AND JOE	EEOC/A SAFE PLACE	03/16/2014 06:44 PM	017:57
Employment; Education, crime	ViewPoints	Choosing the Boss: What makes a great CEO?; Pranksters: How pranks, hoaxes & cons affect us and our world	Bill Pasmore, Adam Bryant; Kembrew McLeod	03/23/2014 06:02 PM	027:59
Income Tax	TA COM MTRXS - CTEC GRETA	CALIFORNIA TAX EDUCATION COUNCIL	CTEC	03/23/2014 06:31 PM	012:01

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
	ZEIMATZ - BOARD OF DIRECTORS				
Community governement	TA COM MTRXS - AUGIE BLANCAS - WE CONNEC	Obamacare sign ups	AUGIE BLANCAS	03/23/2014 06:43 PM	015:48
Crime; Mental Health	ViewPoints	Human Trafficking and Its Toll; how research into brain function is opening up new areas of understanding the mind and its possibilities	Melysa Sperber; Kay Buck; Dr. Michio Kaku	03/30/2014 06:01 PM	027:57
Income Tax	TA COM MTRXS - CTEC GRETA ZEIMATZ - BOARD OF DIRECTORS	CALIFORNIA TAX EDUCATION COUNCIL	CTEC	03/30/2014 06:31 PM	012:01
Cancer Awarenes	TA COM MTRXS - LLS - BETHANIE MILLS AND LYNN QUIN RN	LEUKEMIA LYMPHOMA SOCIETY	LEUKEMIA LYMPHOMA SOCIETY	03/30/2014 06:45 PM	013:31

**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
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(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
Health	Autism Speaks	000:59	001
-----	CC PSA - Rotary Storyland - KALZ	000:31	039
Drunk Driving	CC PSA MADD - MOTHERS AGAINST DRUNK DRIVING	000:31	015
Safety	Fire Adapted Community	001:00	001
BULLYING	notcool.com	000:30	075
BULLYING	Stopbullying.gov	000:30	062
Cancer Awarenes	L and L Society	000:30	036
Community	Fresno Flood Co	000:31	040
Community	Multiple Sclerosis	000:31	042
Community	United Way	000:30	131
Community	valley air district	000:26	036
Community Involvement	L and L Society	000:31	042
Community Involvement	United Way	001:00	106
Community Involvement	valley air district	000:31	042
DUI	Nat. Hwy. Traffic Safety Adm.	000:30	062
DUI	R.A.D.D.	000:30	070
Economy/Education.	Amer. Institute of CPA's	000:30	058
Economy/Education.	FeedThePig.org	000:30	116
Economy/Education.	FeedThePig.org	000:59	225
Education	EveryoneOn.org	000:30	106
Education	Teach.org	000:15	244
Education	Teach.org	000:30	121
Education	Teach.org	001:00	220
Education	US Army	000:15	134
Education	US Army	000:30	068
Education	US Army	001:00	113
Emergency Preparedness	www.ready.gov	001:00	219
Environment / Air / Water	Keep America Beautiful	000:20	158

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
Environment / Air / Water	Keep America Beautiful	000:30	056
Environment / Air / Water	Keep America Beautiful	001:00	004
Environment / Air / Water	US Dept. of Energy	000:15	400
Environment / Air / Water	US Dept. of Energy	000:30	198
Environment / Air / Water	US Dept. of Energy	000:59	109
Environment / Air / Water	US Dept. of Energy	001:00	341
Environment / Air / Water	US Forest Service	000:59	231
Environment / Air / Water	US Forest Service	001:00	108
Health	AMERICAN STROKE ASSOCIATION	000:30	067
Health	Autism Speaks	000:59	110
Health	Environmental Protection Agy.	000:20	156
HEALTH AND FITNESS	AMERICAN HEART ASSOCIATION	000:30	030
Homelessness, Shelter, Abuse	Poverello House	000:30	107
Homelessness, Shelter, Abuse	Poverello House	000:31	222
Hunger Prevention	Feeding America	000:30	111
Hunger Prevention	Feeding America	001:00	111
MILITARY AND VETERANS	Dept. of Defense	000:30	128
MILITARY AND VETERANS	E.S.G.R.	000:30	062
MILITARY AND VETERANS	Paralyzed Veterans of America	000:15	131
MILITARY AND VETERANS	Realwarriors.net	000:29	163
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:29	127
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:30	274
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:31	061
MILITARY AND VETERANS	US AIR FORCE	000:30	065

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
MILITARY AND VETERANS	US Army	000:30	066
Nutritional Education	USDA	000:30	062
Nutritional Education	USDA	001:00	112
Organ Donation	MatchingDonors	000:31	018
Recycling	Keep America Beautiful	000:30	066
Safety	Center for Internet Security	000:56	138
Safety	Nat. Hwy. Traffic Safety Adm.	000:15	121
Safety	Nat. Hwy. Traffic Safety Adm.	000:30	133
Safety	YMCA	000:30	060
Safety, Environment	FireAdapted.org	000:15	236
Safety, Environment	FireAdapted.org	000:30	395
Safety, Environment	FireAdapted.org	001:00	330
SELF ESTEEM	Robert R. McCormick Foundatio	000:30	067