

# **CUMULUS MEDIA FRESNO**

**ISSUES AND PROGRAMS REPORT**

**FOR STATION KSKS**

**SECOND QUARTER 2016 APRIL 1 THROUGH JUNE 30**

PREPARED BY:

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## SAN JOAQUIN VALLEY ISSUES

### ADDRESSED IN RESPONSIVE PROGRAMMING IN THE SECOND QUARTER 2016

1. **CRIME/LAW**---Ongoing daily segment called **Crimestoppers**. **Crimestoppers** is a cooperative effort between KSKSV and several other media outlets to highlight unsolved crimes in the Central San Joaquin Valley in an attempt to bring criminals to justice; criminal justice reform.
2. **HUNGER**---“**Hunger Heroes**” – Kiss Country 93.7 teamed with the Community Food Bank and fellow Cumulus Fresno radio stations to raise money to fight hunger in the Valley.
3. **ANIMALS**---“**Kiss Critters**” – A cooperative effort between KSKS and the Central California SPCA to encourage animal adoption in the Valley.
4. **POLITICS**---EMILY’s List and electing pro-choice women; the politics of race; Republican presidential candidate, John Kasich; how women impact politics; Fox News political analyst, Juan Williams; a discussion of how America’s changed demographics have revolutionary implications for U.S. politics in 2016 and beyond.
5. **BUSINESS**---How work in America has changed in the past decade; leading with purpose; how the fashion industry and consumers are collectively moving the needle on sustainability.
6. **TERRORISM**---A behind-the-scenes look at America's anti-terror efforts with former CIA Director, Michael Hayden.
7. **ENERGY/ENVIRONMENT**---Transforming the world by driving innovation and unleashing the power of clean.
8. **MEDIA**---A conversation with 60 Minutes correspondent, Lesley Stahl.

## **KSKS 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:** 30 second segments that run 7 days a week at various times for a total of 273 minutes of programming dedicated to **Crimestoppers** in the second quarter. **Crimestoppers** is a cooperative effort between **KSKS FM, KMJ FM, KMGV FM, KMJ AM, KWYE FM, KSEE 24 TV**, and **The Fresno Bee** newspaper to help valley law enforcement bring criminals to justice. A different crime is outlined in a new segment each week with information about the crime, suspect and reward.

**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 second recorded or live announcements scheduled to run 7 days a week at various times during the day for the entire 2nd 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/LAW

**A TOTAL OF 5 HOURS & 33 MINUTES DEVOTED TO THE TOPIC DURING THE 2<sup>nd</sup> QUARTER.**

### CRIMESTOPPERS

**30 second segments airing at various times 7 days a week from April 1<sup>st</sup>, 2016 to June 30<sup>th</sup>, 2016. Total of 273 minutes.**

Crimestoppers is a cooperative effort between **KSKS FM, KMJ FM, KMJ AM, KMGV FM, KWYE FM, KSEE 24 TV, and the Fresno Bee.** A different crime is spotlighted every week with details about the crime, suspects, rewards, and how to get in touch with authorities.

### COMMONWEALTH CLUB

**Sunday, May 1<sup>st</sup>, 2016.**

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

**Van Jones**-President & Co-Founder, #cut50; CNN Political Commentator; Former White House Special Advisor

**Shaka Senghor**-Director of Strategy and Innovation, #cut50; Author, *Writing My Wrongs: Life, Death, and Redemption in an American Prison*; Mentor; Motivational Speaker

Currently, more than 2 million Americans are in prison, close to one out of every 100 Americans. As a result, the federal government spends \$80 billion each year on the incarceration industry while projects such as improving our national infrastructure and educational systems continue to be drastically underfunded.

#Cut50, a national, bipartisan initiative co-founded by Van Jones, is working to safely and smartly reduce the American prison population by 50 percent over the next 10 years. Hear from Van and Shaka Senghor, author of the memoir *Writing My Wrongs: Life, Death, and Redemption in an American Prison*, about why they believe that now is the perfect time to achieve meaningful criminal justice reform and how #cut50 plans to make it happen.

## **HUNGER**

**TOTAL OF 1 HOUR & 40 MINUTES DEVOTED TO THE TOPIC DURING THE  
2<sup>ND</sup> QUARTER.**

### **KSKS PUBLIC SERVICE/DAY-OF-EVENT ANNOUNCEMENTS**

#### **Hunger Heroes**

:30 recorded and live announcements. A total of 200 times-1 hour & 40minutes of  
airtime.

**KSKS** teamed with the Community Food Bank, volunteers and fellow Cumulus Fresno stations **KMGV, KWYE, and KMJ** to help raise money the Food Bank will use to help those who struggle with hunger in the Valley. The announcements were aired leading up to and on the day of the drive on Tuesday, May 17<sup>th</sup>. The stations also broadcast and took donations in the Cumulus parking lot that day.

## ANIMALS

**TOTAL OF 2 HOURS & 10 MINUTES DEVOTED TO THE TOPIC DURING  
THE 2<sup>nd</sup> QUARTER.**

### KSJS MORNING SHOW

**"Kiss Critters"**

**CCSPCA humane education representative**

**Friday, April 1<sup>st</sup>, 2016 – Friday, June 24<sup>th</sup>, 2016. 10 minute in-studio interview every  
Friday morning at 7:20am, 130 minutes of airtime total in the quarter.**

A humane education 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. They also offer valuable information on spaying neutering, fostering animals, education and training classes and more. Kiss also features "Kiss Critters" on the Kiss website-  
ksjs.com.

## POLITICS

**A TOTAL OF 6 HOURS DEVOTED TO THE TOPIC DURING THE 2<sup>nd</sup> QUARTER.**

### COMMONWEALTH CLUB

**Sunday, April 10th, 2016.**

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

**Ellen R. Malcolm**-Founder, EMILY's List; Author, When Women Win: EMILY's List and the Rise of Women in American Politics

**Christine Bronstein**- Founder, Nothing But the Truth Publishing; Author; Mother—Moderator

In 1985 Ellen R. Malcolm launched EMILY's List, which has grown into a powerhouse political organization over three million members strong, focused on creating change by electing pro-choice women to office. When EMILY's List began, there were only 12 Democratic women in the House and none in the Senate; today, EMILY's List has played a vital role in helping to elect 19 female senators, 11 governors and 110 Democratic women to the House.

Join us for a lively discussion with Ellen R. Malcolm about the evolution of EMILY's List, the brave women who have successfully navigated our nation's tough political landscape and what the future holds for women in politics.

### COMMONWEALTH CLUB

**Sunday, April 17<sup>th</sup>, 2016.**

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

**Michael Eric Dyson**-Op-Ed Columnist, The New York Times; Sociology Professor, Georgetown University; Author, The Black Presidency: Barack Obama and the Politics of Race in America.

**Judge LaDoris Cordell (ret)**-Chair, Santa Clara County Jail Commission—Moderator

How have race relations defined President Obama's administration? Dyson takes a deeper look and explores the powerful and surprising ways that race and politics have shaped Obama's identity and time in office. He reveals some of the president's greatest achievements and most challenging obstacles that will define what kind of legacy Obama leaves behind.

Dyson also offers his thoughts on what can be done to spark social change and justice in our country.

A lively discussion featuring a rare appearance by one of the U.S. government's top economists and a veteran presidential advisor, who give their takes on where the U.S. and global economies are headed and what should be done to keep them on track.

## **COMMONWEALTH CLUB**

**Sunday, May 8th, 2016.**

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

**John Kasich**-Ohio Governor (R); Current Republican Presidential Candidate

**Kori Schake**-Research Fellow, Hoover Institution, Stanford University—Moderator

Governor Kasich came in second in the New Hampshire primary earlier this year and won his home state of Ohio in a winner-take-all primary.

Governor Kasich served for nine terms in the U.S. House of Representatives, during which he was instrumental in the passage of both the Balanced Budget Act of 1997 and welfare reform. He was the youngest person ever elected to the Ohio State Senate, where he served from 1979 until 1983.

Prior to seeking public office, Governor Kasich worked as an investment banker, serving as managing director of the Lehman Brothers office in Columbus, Ohio.

## **COMMONWEALTH CLUB**

**Sunday, May 15th, 2016.**

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

**Jay Newton Small**- Political Correspondent, Time Magazine; Author, *Broad Influence: How Women Are Changing The Way America Works*

**Melissa Caen**- Contributor, CBS SF ("Mornings with Melissa"); Host, "The Cheat Sheet"; Attorney—Moderator

The year 2016 will be one of the most historic years in politics: It marks the potential for the first female president of the United States, and the 100th anniversary of the first woman elected to Congress. Additionally, in 2016, single women will be one of the most pivotal voting groups heading into the general election, being courted by Democrats and Republicans. At the centennial of the first woman elected to Congress (which was three years before women legally earned the right to vote), their presence and influence in Washington has reached a tipping point that affects not only the inner workings of the federal government, but also directly influences how Americans live and work. Jay Newton-Small will discuss how women make an enormous impact once they reach critical mass (20–30 percent) in the private and public sectors.



## **COMMONWEALTH CLUB**

**Sunday, May 22nd, 2016.**

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

**Juan Williams**-Political Analyst, Fox News Channel; Author, *We the People: The Modern-Day Figures Who Have Reshaped and Affirmed the Founding Fathers' Vision of America*

In conversation with **Doug Sovern**- Political Reporter, KCBS Radio

Drawing on his nearly 10 years with Fox News, 10 years as senior national correspondent for NPR, and more than 20 years at the Washington Post, Juan Williams knows the American political landscape. Here's a chance to get his unfiltered views on Republicans, Democrats, media, race relations and the country as a whole. Related to his new book, he'll also give his take on what the Founding Fathers and such notables as Ronald Reagan, Eleanor Roosevelt, Thurgood Marshall, Martin Luther King and Betty Friedan would think of America today.

## **COMMONWEALTH CLUB**

**Sunday, June 5th, 2016.**

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

**Steve Phillips**- Civil Rights Attorney; Senior Fellow, Center for American Progress; New York Times Best-selling Author, *Brown Is the New White*

In conversation with **Stacey Abrams**- House Minority Leader, Georgia General Assembly; State Representative, 89th House District

The U.S. population has fundamentally changed, says Steve Phillips, and a new American voting majority has been created by progressive people of color along with progressive white voters. Phillips says these two groups make up 51 percent of all eligible voters in America, and that majority is growing larger every day. By failing to properly appreciate this reality, progressives are at risk of missing this moment in history—and losing. Phillips' new book is a searing indictment of the Democratic Party's practice of courting white swing voters and a discussion of how America's changed demographics have revolutionary implications for U.S. politics in 2016 and beyond.

## BUSINESS

**A TOTAL OF 3 HOURS DEVOTED TO THE TOPIC DURING THE 2<sup>nd</sup> QUARTER**

### COMMONWEALTH CLUB

**Sunday, April 24<sup>th</sup>, 2016.**

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

**Kimberly Bryant**-Founder, Black Girls Code

**Ben Casnocha**-Entrepreneur; Executive; Co-author, *The Alliance: Managing Talent in the Networked Age* and *The Start-Up of You: Adapt to the Future, Invest in Yourself, and Transform Your Career*

**Justin Dangal**-Entrepreneur; Founder, Chairman of the Board and Former CEO, GOJI

**Steven C. Pitts**-Associate Chair, UC Berkeley Center for Labor Research and Education

**Farai Chideya**-Political Journalist; Cultural Analyst; Educator; Author, *The Episodic Career: How to Thrive at Work in the Age of Disruption*—Moderator

When it comes to the world of work, there is “disruptive innovation” and then there are those who find their jobs or careers disrupted. Join our panel of experts for a provocative and holistic look at how work in America has changed in the past decade; what lies ahead; and how cities like San Francisco are dealing with the wide disparities in work and wealth.

### COMMONWEALTH CLUB

**Sunday, May 29<sup>th</sup>, 2016.**

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

**Bill McDermott**- CEO, SAP; Author, *Winners Dream: A Journey from Corner Store to Corner Office*

In conversation with **Carl Guardino**-President and CEO, Silicon Valley Leadership Group

How do you lead with purpose? McDermott’s unique start as a young entrepreneur helped solidify his journey to lead SAP, the world’s largest business software company. Hear his thoughts on leadership and innovation in today’s competitive global market.

**COMMONWEALTH CLUB**

**Sunday, June 12th, 2016.**

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

**Patti Cazzato-** CEO, Timbuk2

**Mike Natenshon-** Founder and CEO, Marine Layer

**Connie Ulasewicz-** Ph.D., Professor, San Francisco State University; Researcher; Speaker; Author

**Jason Kibbey-** CEO, Sustainable Apparel Coalition—Moderator

Fast fashion is out; thoughtful fashion is in. Companies and consumers alike increasingly rank sustainable practices, materials and missions as core to their values. Decisions around producing and purchasing often include assessing materials, manufacturing, supply chain practices and more, and it's not just about the "made in" label on shirts anymore.

Today, global brands hire chief sustainability officers, and fledgling designers source materials carefully from day one. Consumers do their research, and magazines and fashion blogs feature resources to help identify environmentally friendly products. How can businesses weave sustainability into the fabric of their enterprises from day one? What questions can consumers ask to encourage more environmentally friendly practices from the brands they love?

Join INFORUM and a panel of fashion and retail entrepreneurs and experts for a deep dive into how the fashion industry and consumers are collectively moving the needle on sustainability.

## TERRORISM

A TOTAL OF 1 HOUR DEVOTED TO THE TOPIC DURING THE 2<sup>nd</sup>  
QUARTER.

### COMMONWEALTH CLUB

**Sunday, April 3rd, 2016.**

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

**General Michael Hayden**- Former Director, National Security Agency; Former Director, Central Intelligence Agency; Author, *Playing to the Edge: American Intelligence in the Age of Terror*

**Hon. Ellen Tauscher**-Former State Department Special Envoy for Strategic Stability and Missile Defense and Under Secretary of State for Arms Control and International Security Affairs; Former U.S. Representative (D-CA, 10th District)

General Hayden presents an unprecedented high-level master narrative of America's intelligence wars, from the only person ever to helm both the CIA and the NSA, at a time of extreme new threats and wrenching change.

How did American intelligence respond to terrorism, a major war and the most sweeping technological revolution in the last 500 years? What was the NSA before 9/11 and how did it change in its aftermath? Why did the NSA begin the controversial terrorist surveillance program that included the acquisition of domestic phone records? What else was set in motion during this period that formed the backdrop for the infamous Snowden revelations in 2013?

A behind-the-scenes look at America's anti-terror efforts.

## CLEAN ENERGY/ENVIRONMENT

**A TOTAL OF 1 HOUR DEVOTED TO THE TOPIC DURING THE 2<sup>nd</sup> QUARTER.**

### COMMONWEALTH CLUB

**Sunday, June 19th, 2016.**

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

**Andy Karsner**-Managing Partner, Sustainability, Emerson Collective

**Tom Steyer**-Member, Breakthrough Energy Coalition

Countries and corporations united in Paris to forge a global climate deal to reduce carbon pollution while continuing to expand the economy. Now comes the hard part.

California is pushing ahead with green policies and technologies that are creating jobs and markets. But in today's highly stratified society, many people don't have access to the benefits of cleaner jobs and products. How can average people engage with the clean economy? Is climate about more than pretty faraway places and exotic species? Can the United States transition to clean energy by using existing technology or does it need some big breakthroughs to break the death grip of fossil fuels?

This will be a broad-ranging discussion with a veteran of the George W. Bush administration now working for Laurene Powell Jobs and a business leader focused on making climate a ballot-box issue. They will share their vision for transforming the world by driving innovation and unleashing the power of clean energy.

**MEDIA**  
**A TOTAL OF 1 HOUR DEVOTED TO THE TOPIC DURING THE 2<sup>nd</sup>  
QUARTER.**

**COMMONWEALTH CLUB**

**Sunday, June 26th, 2016.**

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

**Lesley Stahl**-Correspondent, "60 Minutes"; Author, Being Grandma: The Joys and Science of the New Grandparenting

In conversation with **Judge LaDoris Cordell (ret)**-Chair, Santa Clara County Jail Commission

Lesley Stahl stands as an icon in the field of broadcast journalism. In 25 years as a “60 Minutes” correspondent, and prior to that as CBS News White House correspondent, she has interviewed the likes of Margaret Thatcher, Boris Yeltsin, Yasir Arafat, and virtually every top U.S. official. Here’s a rare chance to hear Lesley Stahl unedited—on politics, media, the challenges facing women, and her own personal rise to success. She’ll also discuss what she says is her most transformative life experience: becoming a grandmother. Ms. Stahl says the therapeutic effects of grandchildren on grandparents and families in general are eye-opening.

In her professional life, Lesley Stahl covered Watergate, the assassination attempt on President Reagan, and the 1991 Gulf War. Her “60 Minutes” pieces have encompassed terrorist capabilities to hack the U.S. infrastructure, a profile of Supreme Court Justice Antonin Scalia, an inside look at Guantamo Bay Prison, and China’s huge real estate bubble.

**CUMULUS MEDIA FRESNO STATIONS**  
**QUARTERLY PSA ACTIVITY REPORT**  
**SECOND QUARTER 2016**

**STATION: KSKS FRESNO**

- 1) :30 SPOT-546 TIMES---CRIMESTOPPERS
- 2) :30 SPOT-200 TIMES---COMMUNITY FOOD BANK "HUNGER HEROES"
- 3) :30 SPOT-113 TIMES---HEART OF THE HORSE THERAPY RANCH
- 4) :30 SPOT-45 TIMES---FRESNO CHAMBER GOLF
- 5) :30 SPOT-35 TIMES---HEART & STROKE BALL
- 6) :30 SPOT-35 TIMES---FREEDOMFEST
- 7) :60 SPOT-12 TIMES---VALLEY AIR DISTRICT
- 8) :30 SPOT-8 TIMES---TROOPATHON
- 9) :30 SPOT-48 TIMES---CALVET
- 10) :30 SPOT-51 TIMES---SANTE HEALTH FOUNDATION
- 11) :30 SPOT-12 TIMES---FIRST FIVE CA-WEEK OF THE YOUNG CHILD
- 12) :30 SPOT-30 TIMES---MARCH OF DIMES
- 13) :60 SPOT-18 TIMES---CCSPCA FLAPJACKS FOR FIDOS AND FELINES
- 14) :15 SPOT-20 TIMES---FCCAP CHILD ABUSE PREVENTION MONTH
- 15) :30 SPOT-20 TIMES---FRESNO STATE PROGRAMS FOR CHILDREN
- 16) :30 SPOT-12 TIMES---CLOVIS MEMORIAL RUN
- 17) :30 SPOT-29 TIMES---FRESNO METRO MINISTRY "FOOD TO SHARE"
- 18) :30 SPOT-18 TIMES---COMMUNITY FOOD BANK CANNED FOOD DONATIONS
- 19) :30 SPOT-16 TIMES---KYJO FUNDRAISER/FOOTBALL CLINIC
- 20) :30 SPOT-12 TIMES---FIRST FIVE CA-FARMER'S MARKET
- 21) :30 SPOT-18 TIMES---FRESNO PD MOUNTED PATROL FUNDRAISING DINNER
- 22) :30 SPOT-10 TIMES--- DOCTORS WITHOUT BORDERS
- 23) :30 SPOT-12 TIMES---MARINES
- 24) :30 SPOT-16 TIMES---FRESNO COUNTY CHILD ABUSE PREVENTION
- 25) :30 SPOT-8 TIMES---GRAPPLE FOR THE CURE-ST. JUDE'S CHILDRENS RESEARCH HOSPITAL
- 26) :30 SPOT-12 TIMES---FIG GARDEN WOMEN'S CLUB-FASHION SHOW
- 27) :30 SPOT-10 TIMES---IRS-EARNED INCOME TAX CREDIT
- 28) :30 SPOT--34 TIMES---FRESNO ANIMAL HUMANE SERVICES
- 29) :30 SPOT-10 TIMES---FOOTBALL SKILLS CAMP & COOKOUT
- 30) :30 SPOT-12 TIMES---COMMUNITY FOOD BANK/HOME OF HOPE
- 31) :30 SPOT-6 TIMES---BOXCART RACES
- 32) :30 SPOT-12 TIMES---PINC PARTY BENEFITTING "FEED OUR FUTURE"



**33) :30 SPOT-12 TIMES---MAKE A DIFFERENCE OUTDOORS**

**34) :30 SPOT-12 TIMES---FELLOWSHIP OF CHRISTIAN ATHLETES-NIGHT OF CHAMPIONS**

**35) :30 SPOT 20 TIMES---CENTRAL CALIFORNIA BLOOD CENTER**

**35-:60 & :30 LIVE & RECORDED PUBLIC SERVICE ANNOUNCEMENTS RAN A TOTAL OF 1464 TIMES DURING THE MONTHS OF APRIL, MAY, AND JUNE.**

**TOTAL ESTIMATED AIRTIME VALUE FOR THIS QUARTER: \$66,240.**

## COMMUNITY EVENTS

**Hunger Heroes.** KSKS teamed with the Community Food Bank, volunteers and fellow Cumulus Fresno stations **KMGV, KWYE, and KMJ** to help raise money the Food Bank will use to help those who struggle with hunger in the Valley. Recorded and live announcements were aired leading up to and on the day of the drive Tuesday, May 17<sup>th</sup>. The stations also broadcast and took donations in the Cumulus parking lot that day.

## POLITICAL COVERAGE

The only political coverage outside of regularly scheduled newscasts on **KSKS** during the 2<sup>nd</sup> quarter of 2016 was contained in the **Commonwealth Club**. See **POLITICS**.