

CUMULUS BROADCASTING
ISSUES AND PROGRAMS REPORT
FOR STATION KSKS
THIRD QUARTER 2016 JULY 1 THROUGH SEPTEMBER 30

PREPARED BY:

RUTH MICHAELS

SAN JOAQUIN VALLEY ISSUES

ADDRESSED IN RESPONSIVE PROGRAMMING IN THE THIRD QUARTER 2016

1. **CRIME/LAW** –Daily segments called **Crimestoppers**. **Crimestoppers** is a cooperative effort between KSKS and several other media outlets to highlight unsolved crimes in the Central San Joaquin Valley in an attempt to bring criminals to justice; **Commonwealth Club**-addressing sexual assaults on campus and beyond.
2. **WOMENS ISSUES** – Interview and public service announcements supporting The Central California Women's Conference.
3. **ANIMALS** – -“**Kiss Critters**” - A cooperative effort between KSKS and the Central California SPCA to encourage animal adoption in the Valley.
4. **POLITICS** – **Commonwealth Club**-Senior Advisor to President Barack Obama Valerie Jarrett; William Kristol on where the Republican Party is headed; the history of the fight to vote in America; political satirist Will Durst’s take on the 2016 election cycle and the candidates.
5. **MEDICINE/HEALTH** – **Commonwealth Club**- Fighting Zika and other pandemics; a doctor’s experience facing a terminal illness.
6. **TECHNOLOGY** – **Commonwealth Club**- *Wired*’s Kevin Kelly on the future of tech; can the internet of things be Green and safe.
7. **RACE** – **Commonwealth Club**- Kareem Abdul-Jabbar.
8. **GLOBAL CHALLENGES** – **Commonwealth Club**-Who owns the China Sea.
9. **MILITARY** – **Commonwealth Club**-Author Mary Roach on the curious science of humans at war.
10. **ECONOMY/CLEAN ENERGY** – **Commonwealth Club**-Can the Pacific Coast lead the transition to a clean economy.

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 261 minutes of programming dedicated to **Crimestoppers** in the third 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 and :10 second recorded or live announcements scheduled to run 7 days a week at various times during the day for the entire 3rd 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 & 21 MINUTES DEVOTED TO THE TOPIC DURING THE 3rd QUARTER.

CRIMESTOPPERS

30 second segments airing at various times 7 days a week from July 1st, 2016 to September 30th, 2016. Total of 261 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

Above the Law? Addressing Sexual Assault on Campus and Beyond

Sunday, September 4th, 2016

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

Adam Bink- Campaign Director, UltraViolet

Michelle Dauber- Frederick I. Richman Professor of Law, Professor (by courtesy) of Sociology, Stanford University

Jay Boyarsky-Chief Assistant District Attorney, Santa Clara County

Jackie Speier-U.S. Representative (Democrat, California)

Mina Kim-News Anchor, KQED; Friday Host, "Forum"—Moderator

Are the current policies and laws in place regarding sexual assault on college campuses and in the broader community working as intended?

The public is in deep public debate over the issue of sexual assault and whether existing standards are fair and meet their intended goals of educating and protecting students and the public-at-large, supporting survivors and holding college and communities accountable.

Join INFORUM for a powerful panel discussion about the issue of sexual assault with leaders across the legal, academic, government and advocacy fields who are all playing a pivotal role in shaping how sexual assault is addressed on college campuses and beyond.

WOMEN'S ISSUES

**TOTAL OF 1 HOUR & 5 MINUTES DEVOTED TO THE TOPIC DURING THE
3rd QUARTER.**

KSKS MORNING SHOW

Central California Women's Conference

Jan Edwards - Director of Development, CCWC

August 15th, 2016. 8:10am. 5 minute in-studio interview.

Director of Development for the Central California Women's Conference, Jan Edwards, came to the Kiss studios to tell everyone about what was coming up at this year's event. She discussed some of the exciting topics and forums being presented and how listeners could find out more. The CCWC is an important annual forum for women of all generations and backgrounds to share practical ideas on how to succeed in their careers while juggling increasingly complex and diverse life demands. The conference offers sessions and speakers covering a myriad of topics of interest to women in the San Joaquin Valley and an opportunity to network.

KSKS PUBLIC SERVICE ANNOUNCEMENT

Central California Women's Conference

:60 recorded announcement ran a total of 60 times, 60 minutes of airtime.

KMGV supported this important annual event for women with recorded public service announcements to complement the live promos and in-studio interview by the conference's Director of Development Jan Edwards.

ANIMALS

**TOTAL OF 1 HOUR & 10 MINUTES DEVOTED TO THE TOPIC DURING THE
3rd QUARTER.**

KSKS MORNING SHOW

"Kiss Critters"

Humane Educator, CCSPCA

**July 1st, 2016 – September 30th, 2016. 5 minute in-studio interview Friday mornings
at 7:20am, 70 minutes of airtime total in the quarter.**

A 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. The CCSPCA also offers valuable information to listeners on spaying, neutering, fostering animals, education and training classes and more. KSKS also features "Kiss Critters" on the Kiss website- ksks.com.

POLITICS

A TOTAL OF 4 HOURS DEVOTED TO THE TOPIC DURING THE 3RD QUARTER.

COMMONWEALTH CLUB

Valerie Jarrett, Senior Advisor to President Obama

Sunday, July 3rd, 2016

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

Valerie Jarrett-Senior Advisor to President Barack Obama

In conversation with **Judge LaDoris Hazzard Cordell (Ret.)**-Chair, Santa Clara County Jail Commission; Former Independent Police Auditor, City of San Jose

As President Barack Obama nears the end of his two terms, White House Senior Advisor Valerie Jarrett, who oversees the Offices of Public Engagement and Intergovernmental Affairs and is chair of the White House Council on Women and Girls, will sit down with The Commonwealth Club to talk about the president's work on behalf of the American people and the important priorities that are still ahead.

COMMONWEALTH CLUB

William Kristol: Where Is the Republican Party Headed?

Sunday, July 10th, 2016

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

William Kristol-Editor, The Weekly Standard; Political Commentator and Columnist

Kori Schake-Research Fellow, Hoover Institution—Moderator

William Kristol has been called “the godfather of neoconservatism.” Most recently, he has been outspoken in his concern over a Donald Trump presidency. Kristol is the editor of The Weekly Standard, a regular on ABC's "This Week" and on ABC's special events and election coverage, and appears frequently on other leading political commentary shows. Before starting The Weekly Standard in 1995, he led the Project for the Republican Future, where he helped shape the strategy that produced the 1994 Republican congressional victory. Prior to that, Kristol served as chief of staff to Vice President Dan Quayle during the first Bush Administration and to Education Secretary William Bennett under President Reagan. Before coming to Washington in 1985, Mr. Kristol was on the faculty of Harvard University's Kennedy School of Government and the Department of Political Science at the University of Pennsylvania. Here's chance to hear from one of the major voices of the Republican establishment on where the party and the country are headed.

POLITICS (CONT.)

COMMONWEALTH CLUB

Michael Waldman: The Fight to Vote

Sunday, August 14th, 2016

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

Michael Waldman-President, Brennan Center for Justice, New York University School of Law; Author, *The Fight to Vote*; Twitter [@mawaldman](https://twitter.com/mawaldman)

Judge LaDoris Hazzard Cordell (Ret.)-Chair, Santa Clara County Jail Commission; Former Independent Police Auditor, City of San Jose—Moderator

Previously, Michael Waldman traced the ongoing argument on gun rights from The Bill of Rights to the current day. Now, in *The Fight to Vote*, Waldman takes a succinct and comprehensive look at an even more crucial struggle: the past and present effort to define and defend government based on “the consent of the governed.” From the writing of the Constitution, and at every step along the way, as Americans sought the right, others have fought to stop them. This is the first book to trace the entire story from the Founders’ debates to today’s restrictions: gerrymandering, voter ID laws, the flood of money unleashed by the nonprofit Citizens United, making voting difficult for the elderly, the poor and the young, by restricting open polling places.

COMMONWEALTH CLUB

Will Durst: 2016 Election Madness!

Sunday, August 28th, 2016

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

Will Durst-Political Satirist; Twitter [@willdurst](https://twitter.com/willdurst)

Melissa Caen-Political Analyst, CBS SF—Moderator

In possibly one of the most contentious and hotly contested elections in our lifetimes, don’t miss Will Durst’s take on the 2016 election cycle and the candidates seeking the White House.

A five-time Emmy nominee, Will Durst has been hailed by The New York Times as “quite possibly the best political satirist working in the country today.” Durst frequently appears on numerous television broadcasts, including CNN, MSNBC and Fox News. His Off-Broadway one-man show, “The All American Sport of Bipartisan Bashing,” and book of the same name received rave reviews from The New York Times and The New York Post, and he continues to be a leading voice in American political satire. He is currently performing his one-man show, “Elect to Laugh: 2016,” at theaters around the Bay Area, including every Tuesday at The Marsh in San Francisco.

MEDICINE/HEALTH

**A TOTAL OF 2 HOURS DEVOTED TO THE TOPIC DURING THE 3rd
QUARTER**

COMMONWEALTH CLUB

Dr. Larry Brilliant, Chairman of Skoll Global Threats: Fighting Zika and Other Pandemics

Sunday, July 17th, 2016

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

Larry Brilliant-Chairman, Skoll Global Threats; Former Executive Director,
Google.org; Twitter@larrybrilliant

Shannon Bennett-Ph.D., Chief of Science and Dean of Science Research Collections,
California Academy of Sciences—Moderator

How safe are we from an Ebola, Zika, H7N9, or MERS outbreak? How can we prevent a bioterrorist attack or lab accidents? Public health expert Brilliant will discuss today's growing pandemic risks.

Brilliant was the executive director of Google.org and chaired the Presidential Advisory Committee on Bio-Surveillance. He lived in India for more than 10 years working as a United Nations medical officer, where he played a key role in the success World Health Organization smallpox eradication program in South Asia. He also co-founded The Seva Foundation, an international NGO whose programs and grantees have given back sight to more than 3.5 million blind people in more than 20 countries.

COMMONWEALTH CLUB

Dr. Lucy Kalanithi: When Breath Becomes Air

Sunday, August 7th, 2016

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

Lucy Kalanithi, M.D.-Faculty, Stanford School of Medicine; Widow of Dr. Paul
Kalanithi, Author of When Breath Becomes Air

In conversation with **Mark Zitter**-Co-founder and Former Chairman, Vital Decisions

Stanford neurosurgery resident Paul Kalanithi was 36 years old when he was diagnosed with stage 4 lung cancer. A gifted writer, he spent the last two years of his life giving birth to both a baby and a book. When Breath Becomes Air describes his experience as a doctor facing a terminal illness. Paul Kalanithi's widow, Dr. Lucy Kalanithi, shepherded the book through publication and wrote a moving epilogue. She will be interviewed by Mark Zitter as part of the Commonwealth Club's ongoing series on end-of-life issues. The session will include readings from the book.

TECHNOLOGY

A TOTAL OF 2 HOURS DEVOTED TO THE TOPIC DURING THE 3RD QUARTER.

COMMONWEALTH CLUB

Wired's Kevin Kelly: The Future of Tech

Sunday, August 21st, 2016

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

Kevin Kelly-Senior Maverick, Wired; Author, *The Inevitable: Understanding the 12 Technological Forces that Will Shape Our Future*; Twitter@kevin2kelly
In conversation with **Diego Rodriguez**-Partner, IDEO; Visiting Scientist, MIT Media Lab; Founding Faculty, Stanford d.school

Much of what will happen in the next 30 years is inevitable, driven by technological trends that are already in motion. In his provocative new book, Kevin Kelly provides an optimistic road map for the future, showing how the coming changes in our lives—from virtual reality in the home to an on-demand economy to artificial intelligence embedded in everything we manufacture—can be understood as the result of a few long-term, accelerating forces.

COMMONWEALTH CLUB

Can the Internet of Things Be Green and Safe?

Sunday, September 11th, 2016

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

General Keith Alexander (Ret.)-Founder and CEO, IronNet Cybersecurity; Former Head, U.S. Cyber Command and the National Security Agency

Alfred R. Berkeley-Director, World Economic Forum USA; Co-Author, *The New Paradigm for Cyber Security*

David Mount-Partner, Kleiner Perkins Caufield & Byers

California law requires the state to source half of its energy from renewable sources by 2030. That will present big challenges for a grid that was built to be only one-way. Companies financing and supplying renewable energy are scrambling to figure out how to make the grid both green and safe from cyber attacks.

How California manages the transition may be a model for the country for what to do—or not do. Join us for a conversation about the transition to smart homes and a smart grid and whether smart hackers can exploit the situation to wreak havoc on our connected lives. We also will discuss broader issues of cybersecurity and privacy in a hyper-connected age.

RACE

**A TOTAL OF 1 HOUR DEVOTED TO THE TOPIC DURING THE 3rd
QUARTER**

COMMONWEALTH CLUB

An Evening with Kareem Abdul-Jabbar

Sunday, September 25th, 2016

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

**Kareem Abdul-Jabbar-NBA Hall of Fame Inductee; Columnist, Time Magazine;
Author, Writings on the Wall: Searching for a New Equality Beyond Black and White
In conversation with **Van Jones**-CNN Commentator**

Since retiring from professional basketball as the NBA's all-time leading scorer, Kareem Abdul-Jabbar has become a lauded observer of culture and society, a New York Times bestselling author, and a regular contributor to The Washington Post, Time magazine and Time.com. At a pivotal time in our history and in the midst of a presidential race that threatens to divide us, Mr. Abdul-Jabbar will give his take on the origins of bias and inequality that remain a stubborn part of America, 240 years after its founding document declared that all Americans are created equal. He contends that many Americans, out of fear and sometimes ignorance, make too many false assumptions about fellow citizens who aren't like them.

Join Mr. Abdul-Jabbar for an unabashed and important conversation on how America can be a more unified country.

GLOBAL CHALLENGES

A TOTAL OF 1 HOUR DEVOTED TO THE TOPIC DURING THE 3RD
QUARTER.

COMMONWEALTH CLUB

Who Owns the China Sea?

Sunday, September 18th, 2016

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

Bill Hayton-BBC Correspondent, Author, *The South China Sea: The Struggle for Power in Asia*

Frank Wu-Professor and former Dean, University of California Hastings Law School; Chairman, Committee of 100—Moderator

The South China Sea is where China's rising ambitions are colliding with the United States' global role. This strategic competition is interacting in dangerous and unpredictable ways with tensions about the fate of the atolls and islands that dot the sea: the Spratly islands, the Paracels and Scarborough Shoal. Bill Hayton will explain the — sometimes bizarre — origins of the various claims and suggest how they might be resolved.

Hayton's *The South China Sea* was named as one of *The Economist's* books of the year in 2014. He has given presentations about South China Sea and Southeast Asian issues for think-tanks and government institutions in the UK, United States, the Philippines, Malaysia, Indonesia, Singapore and Vietnam. His written work has been published in *The Economist*, *the South China Morning Post*, *The Diplomat* and *The National Interest*.

MILITARY

A TOTAL OF 1 HOUR DEVOTED TO THE TOPIC DURING THE 3RD QUARTER.

COMMONWEALTH CLUB

Mary Roach: The Curious Science of Humans at War

Sunday, July 24th, 2016

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

Mary Roach-Author, Bonk, Stiff, Packing for Mars, and Grunt: The Curious Science of Humans at War; Twitter [@mary_roach](https://twitter.com/mary_roach)

Millions of people serve in our armed forces, but what does it take get them prepared and keep them alive? Roach tackles the science behind some of a soldier's most challenging adversaries – panic, exhaustion, heat and noise. She shares some of her bizarre experiences dodging hostile fire as part of a training exercise with the U.S. Marine Corps Paintball Team and staying up all night with the crew manning missiles on the nuclear submarine USS Tennessee.

Take a tour of duty with Roach and you'll never think about our nation's defenders the same way again.

CLEAN ENERGY

**A TOTAL OF 1 HOUR DEVOTED TO THE TOPIC DURING THE 3rd
QUARTER**

COMMONWEALTH CLUB

Can the Pacific Coast Lead the Transition to a Clean Economy?

Sunday, July 31st, 2016

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

Kate Brown-Governor, Oregon

Jay Inslee-Governor, Washington

Mary Polak-Minister of Energy, British Columbia

Can California and other West Coast economies accelerate the global transition to clean energy technologies? The chief executives of Pacific Coast states and provinces say policies pushing clean power have boosted their economies and created jobs. Companies involved in solar power and electric vehicles agree. But some business groups say going green can hit consumers in the pocket book and hamper the economy.

CUMULUS BROADCASTING STATIONS
QUARTERLY PSA ACTIVITY REPORT
THIRD QUARTER 2016

STATION: KSKS FRESNO

- 1) :30 SPOT-522 TIMES-CRIMESTOPPERS
- 2) :60 SPOT-60 TIMES---CENTRAL CALIFORNIA WOMEN'S CONFERENCE
- 3) :60 SPOT-51 TIMES-VALLEY AIR DISTRICT HAL REPORTS
- 4) :30 SPOT-51 TIMES---MAKE-A-WISH FOUNDATION-WINE, WOMEN & SHOES
- 5) :30 SPOT-30 TIMES- HEART OF THE HORSE CELEBRATION
- 6) :30 SPOT-41 TIMES-FREEDOMFEST
- 7) :15 SPOT-13 TIMES-UCP DAY
- 8) :30 SPOT-25 TIMES-MARJAREE MASON CENTER TOP TEN PROFESSIONAL WOMEN NOMINATIONS
- 9) :30 SPOT 21 TIMES-MARINES
- 10) :30 SPOT 15 TIMES-CENTRAL VALLEY HONOR FLIGHT FUNDRAISING CONCERT
- 11) :30 SPOT-15 TIMES-CHILD SUPPORT SERVICES
- 12) :30 SPOT-15 TIMES-CENTRAL VALLEY VETERANS STAND DOWN
- 13) :30 SPOT-17 TIMES-KARE FOR KIDNEYS RACE
- 14) :30 SPOT-11 TIMES-MOOSE LODGE CLASSIC CAR SHOW
- 15) :30 SPOT-13 TIMES---CCSPCA BETS FOR PETS
- 16) :30 SPOT—7 TIMES-FRESNO SCOTTISH RITE ANNUAL DINNER
- 17) :30 SPOT-13 TIMES-KYJO BIG BANG WEEKEND
- 18) :30 SPOT-13 TIMES-REEDLEY HIGH SCHOOL VOLLEYBALL REUNION
- 19) :30 SPOT-13 TIMES-BONE MARROW DRIVE
- 20) :30 SPOT-25 TIMES-CALVET RESOURCE CENTER
- 21) :30 SPOT-19 TIMES-FRESNO METRO MINISTRIES-FOOD TO SHARE PROGRAM
- 22) :30 SPOT-21 TIMES-FRESNO POLICE DEPARTMENT MOUNTED PATROL FUNDRAISING DINNER
- 23) :30 SPOT-11 TIMES-DOCTORS WITHOUT BORDERS
- 24) :30 SPOT-31 TIMES-YOUTH FOR CHRIST
- 25) :30 SPOT-13 TIMES-HOME OF HOPE
- 26) :30 SPOT-21 TIMES-MEALS ON WHEELS
- 27) :30 SPOT-13 TIMES-ROTARY RUN
- 28) :30 SPOT-31 TIMES-FRESNO HUMANE SOCIETY
- 29) :30 SPOT-13 TIMES-ARMENIAN FESTIVAL
- 30) :30 SPOT-13 TIMES-FCCAP

31) :30 SPOT-11 TIMES-FIRST FIVE MADERA FARMER'S MARKET

32) :30 SPOT-12 TIMES-GOAL SKILLS CAMP & COOKOUT

33) :30 SPOT-12 TIMES-HOOVER HIGH 50TH REUNION

**THIRTY-THREE :60 & :30 LIVE & RECORDED PUBLIC SERVICE
ANNOUNCEMENTS RAN A TOTAL OF 1192 TIMES DURING THE MONTHS
OF JULY, AUGUST AND SEPTEMBER.**

TOTAL ESTIMATED AIRTIME VALUE FOR THIS QUARTER: \$56,970.

POLITICAL COVERAGE

THE ONLY POLITICAL COVERAGE OUTSIDE OF REGULARLY SCHEDULED NEWSCASTS ON **KSKS** DURING THE 3rd QUARTER OF 2016 WAS CONTAINED IN **THE COMMONWEALTH CLUB. SEE POLITICS.**

COMMUNITY EVENTS

During the third quarter of 2016 **KSKS** teamed up with fellow Cumulus Broadcasting stations to promote the Central California Women's Conference. This important annual event is a forum for women of all generations and backgrounds to share practical ideas on how to succeed in their careers while juggling increasingly complex and diverse life demands. The conference offers sessions and speakers covering a myriad of topics of interest to women in the San Joaquin Valley and an opportunity to network. Kiss promoted the event on-air with live & recorded promos & an in-studio interview with Director of Development for the conference, Jan Edwards.

