

CUMULUS MEDIA FRESNO

ISSUES AND PROGRAMS REPORT

FOR STATION KSKS

FIRST QUARTER 2016 JANUARY 1 THROUGH MARCH 31

PREPARED BY:

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SAN JOAQUIN VALLEY ISSUES
ADDRESSED IN RESPONSIVE PROGRAMMING IN THE FIRST QUARTER
2016

1. **CRIME/LAW**---Ongoing daily segment 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; an account of the way President Theodore Roosevelt's distinctive constitutional vision shaped modern America.
2. **ANIMALS**-----**"Kiss Critters"** - A cooperative effort between KSKS and the Central California SPCA to encourage animal adoption in the Valley.
3. **BUSINESS/ECONOMY**--- Growing the U.S. economy; Bank of America/Merrill Lynch Walter E. Hoadley annual economic forecast; fair trade and corporate responsibility.
4. **U.S. SECURITY**---Reduce the nuclear threat in the world; a conversation with the U.S. Secretary of Defense Dr. Ashton B. Carter.
5. **POLITICS**---_New Jersey Senator Cory Booker in conversation; conservatism from Goldwater to the Tea Party and beyond.
6. **FOOD**---Celebrity chef Joanne Weir; taking on Big Soda (and winning).
7. **ENERGY/ENVIRONMENT**--- A conversation on decoupling economic growth from carbon pollution.
8. **SCIENCE**---Evolutionary Biologist Richard Dawkins discusses his life in science.
9. **THE ARTS**---A behind-the-scenes look at the Berkeley Rep's production of William Shakespeare's Macbeth featuring actors Conleth Hill and Frances McDormand.

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 first 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 1st 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 1st QUARTER.**

CRIMESTOPPERS

30 second segments airing at various times 7 days a week from January 1st, 2016 to March 31st, 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, January 24th,, 2016.

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

Theodore Roosevelt's Vision and How It Shaped America

Kermit Roosevelt III- Professor of Constitutional law, University of Pennsylvania; Great Great Grandson of President Theodore Roosevelt; Author, Allegiance, the Award-winning novel In the Shadow of the Law, and The Myth of Judicial Activism

Roy Eisenhardt- Lecturer, U.C. Berkeley School of Law; Member, The Commonwealth Club's California Book Awards Jury—Moderator

A dynamic account of President Theodore Roosevelt's distinctive constitutional vision and the way it has shaped modern America.

Please join Kermit Roosevelt as he takes us on a journey through a century of progress, stumbles, and endeavors in American politics while examining the profound value of staying true to our American ideals.

ANIMALS

**TOTAL OF 2 HOURS DEVOTED TO THE TOPIC DURING THE 1ST
QUARTER.**

KSKS MORNING SHOW

"Kiss Critters"

Humane Educator, CCSPCA

**January 8th, 2016-March 25th, 2016. 10 minute in-studio interview Friday mornings
at 7:20am, 120 minutes of airtime total in the quarter.**

A representative from the Central California SPCA brings in one 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.

BUSINESS/ECONOMY

A TOTAL OF 3 HOURS DEVOTED TO THE TOPIC DURING THE 1st QUARTER.

COMMONWEALTH CLUB

Sunday, January 3rd, 2016.

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

Growing the U.S. Economy

Rick Snyder- Governor, Michigan

William Clay Ford Jr.- Executive Chairman, Ford Motor Company

Greg Daulton- Founder and Host, Climate One – Moderator

In Governor Snyder's first term, the state passed four balanced budgets, eliminated a \$1.5 billion deficit and reformed tax and regulatory codes. Snyder says Michigan has created nearly 400,000 new private sector jobs since he took office, and that Michigan's unemployment rate is now at its lowest in 12 years.

As executive chairman of Ford Motor Company (and the great grandson of Henry Ford), William Clay Ford, Jr. has been at its helm since January 1999. He also served as CEO of the company from 2001 to 2006. Ford says his company made two big bets during the recent economic downturn—on fuel economy and on technology, investing heavily at a time when many others were pulling back. Today, he says, Ford is a leader in both.

COMMONWEALTH CLUB

Sunday, February 7th, 2016.

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

Bank of America/Merrill Lynch Walter E. Hoadley Annual Economic Forecast

John Williams-Ph.D., President and Chief Executive Officer, San Francisco Federal Reserve

John Taylor-Ph.D., Mary and Robert Raymond Professor of Economics and George P. Shultz Senior Fellow in Economics, Stanford University's Hoover Institution; Former Economic Advisor to Presidents Gerald Ford, Jimmy Carter, George H. W. Bush, and George W. Bush

Edward Wasserman- Ph.D., Dean, U.C. Berkeley Journalism School; Former Executive Business Editor, Miami Herald; Ph.D., London School of Economics—Moderator

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, March 27th, 2016.

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

Fair Trade and Corporate Responsibility: From Niche to Norm

Edward Rollet-Co-founder, Alter Eco

Brooke McDonnell-Co-founder, Equator Coffee

Maya Spaul-Director of New and Emerging Categories, Fair Trade USA

Tierra Del Forte-Director of Product and Merchandising, PACT Apparel

Haven Bourque-Principal, HavenBMedia – Moderator

How does a corporate commitment to social justice and sustainable development impact farmers and the food you consume—such as coffee, chocolate, rice, quinoa, honey, olive oil, bananas or wine? Socially responsible corporate brands are increasingly using fair-trade practices to create a variety of products made around the world. How are businesses ranging from home furnishings to clothes to toys implementing these practices in their global industries to make sure the products are sustainably sourced? And how does that benefit the consumer, protect the environment and bring greater strength and transparency to the production supply chain?

A discussion of the real-world reasons businesses are choosing to prioritize the social good—along with their bottom line.

U.S. SECURITY

**A TOTAL OF 2 HOURS DEVOTED TO THE TOPIC DURING THE 1st
QUARTER**

COMMONWEALTH CLUB

Sunday, February 14th, 2016.

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

A Personal Journey to Reduce the Nuclear Threat

William Perry- Ph.D., U.S. Secretary of Defense 1994-97; Senior Fellow, Stanford University's Freeman Spogli Institute and Hoover Institution; Author, My Journey at the Nuclear Brink

Gloria Duffy- Ph.D., President and CEO, The Commonwealth Club; Deputy Assistant Secretary of Defense during the Clinton Administration

Perry's appointment as undersecretary of defense for research and engineering in the late 1970s put him at the helm of crafting a defense strategy that would usher in the age of stealth, smart weapons, GPS, and sophisticated technologies and weaponry that changed the face of modern warfare. As secretary of Defense, Dr. Perry galvanized efforts to secure nuclear stockpiles inherited by former Soviet states and presided over the dismantlement of more than 8,000 nuclear weapons.

In 2007, Dr. Perry, George Shultz, Sam Nunn and Henry Kissinger together formed the Nuclear Security Project, to share the vision of a world free from nuclear weapons with urgent but practical steps that can be taken immediately to reduce nuclear dangers.

COMMONWEALTH CLUB

Sunday, March 6th, 2016.

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

Dr. Ashton B. Carter-25th U.S. Secretary of Defense

Remarks followed by conversation with **Dr. Gloria Duffy**-President and CEO, The Commonwealth Club

A physicist and Rhodes Scholar, Defense Secretary Ashton "Ash" Carter has spent more than three decades applying his knowledge of science and technology, global strategy, and policy in leadership roles during both Democratic and Republican administrations. For his government service, Secretary Carter has been awarded the Department of Defense Distinguished Service Medal, DoD's highest honor, on five separate occasions. Secretary Carter is author or co-author of 11 books and more than 100 articles on physics, technology, national security and management.

Join us for what promises to be a provocative and informative discussion.

POLITICS

A TOTAL OF 2 HOURS DEVOTED TO THE TOPIC DURING THE 1st QUARTER.

COMMONWEALTH CLUB

Sunday, February 28th, 2016.

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

Cory Booker-U.S. Senator from New Jersey

In Conversation with California Lt. Gov. **Gavin Newsom**

Cory Booker, the junior U.S. senator from New Jersey, has built his career in public service by fighting for his belief that we as a nation must come together and rise above that which divides us in order to protect the principles and ideals that unite us. Join us for an uplifting and insightful conversation.

COMMONWEALTH CLUB

Sunday, March 13th, 2016.

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

Where the Right Went Wrong

EJ Dionne Jr.-Columnist, The Washington Post; Author, Why the Right Went Wrong: Conservatism from Goldwater to the Tea Party and Beyond.

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

From one of our most engaging political reporters and the author of Why Americans Hate Politics comes the story of conservatism from the Goldwater 1960s to the present-day tea party that he says has resulted in broken promises and an ideological purity that drives away moderate Republicans.

Dionne argues that American conservatism and the Republican Party took a wrong turn when they adopted Barry Goldwater's worldview during and after the 1964 campaign. The radicalism of today's conservatism is not the product of the tea party; Dionne says tea partiers are the true heirs to Goldwater ideology, and the purity movement did more than drive moderates out of the Republican Party—it beat back alternative definitions of conservatism.

FOOD

A TOTAL OF 2 HOURS DEVOTED TO THE TOPIC DURING THE 1st QUARTER.

COMMONWEALTH CLUB

Sunday, January 17th, 2016.

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

Joanne Weir-Chef and Owner, Copita Tequileria y Comida; Host, "Joanne Weir's Cooking Confidence"; James Beard Award Winner for Best Cookbook, 2005; Author, Kitchen Gypsy: Recipes and Stories from a Lifelong Romance with Food. In conversation with **Gary Danko**-Chef and Principal, Restaurant Gary Danko; James Beard Award Winner for Best Chef-California, 1995 and Best New Restaurant, 2000

Chef, cooking instructor, and television host Joanne Weir has inspired legions of home cooks across the globe with her California-Mediterranean cuisine. The author of more than 20 cookbooks and the host of two popular PBS series, Chef Weir is the recipient of numerous awards, including the very first IACP Julia Child Cooking Teacher Award of Excellence and the 2005 James Beard Best Cookbook award for Weir Cooking in the City.

Join these two powerhouse chefs as Weir takes a trip down culinary memory lane, sharing stories from her days cooking with Alice Waters at Chez Panisse, traveling and teaching throughout Europe and becoming the California chef she is today.

COMMONWEALTH CLUB

Sunday, January 31st, 2016.

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

Soda Politics

Dr. Marion Nestle-Professor, New York University; Author, Soda Politics: Taking on Big Soda (and Winning).

Alice Huan-mei Chen-MD, MPH, Chief Medical Officer, San Francisco Health Network; Co-Director, Center for Innovation in Access and Quality at San Francisco General Hospital; Professor of Medicine, University of California, San Francisco-Moderator

Sodas are remarkable products. Little more than flavored sugar water, these drinks cost practically nothing to produce or buy, yet have turned their makers—principally Coca-Cola and PepsiCo—into a multibillion-dollar industry with global recognition, distribution and political power. Sodas are also so well established as contributing factors to poor dental hygiene, higher calorie intake, obesity and type-2 diabetes that critics say the first line of defense against any of these conditions is to simply stop drinking them.

Join us as Dr. Nestle addresses the tools she says the public needs to keep up pressure on Big Soda to build healthier and more sustainable food systems.

ENERGY/ENVIRONMENT

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

COMMONWEALTH CLUB

Sunday, February 21st, 2016.

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

U.S. Energy Secretary & Business Leaders

Hal Harvey-CEO, Energy Innovation

Danny Kennedy-Managing Director, California Clean Energy Fund

Lyndon Rive-Co-Founder and CEO, SolarCity

Ernest Moniz-U.S. Secretary of Energy

At the Paris climate summit last month, 195 nations agreed to go on a carbon diet. In June energy ministers from around the world will gather in San Francisco to advance their plans for cutting use of fossil fuels while keeping economies growing. That is a major transition and the paths vary for wealthy and poor countries. One tool for all countries is to promote existing clean energy such as solar and wind, something the United States agreed to do in a recent bipartisan budget deal. Another priority is to develop new technologies at universities and in innovative companies. All countries will be putting new policies in place to drive the transition to cleaner energy.

How are big emitters such as China, the United States and India going to meet their Paris commitments? What role will business play? Who is going to pay to develop and deploy new technologies? A conversation on decoupling economic growth from carbon pollution.

SCIENCE

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

COMMONWEALTH CLUB

Sunday, January 10th, 2016.

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

My Life in Science

Richard Dawkins-Evolutionary Biologist; Author, The Selfish Gene, The God Delusion, and Brief Candle in the Dark: My Life in Science

Lynn J. Rothschild-Evolutionary Biologist and Astrobiologist, NASA Ames Research Center—moderator

Dawkins has been central to kick-starting new conversations and debates surrounding creationism and intelligent design. His gene-centric view of evolution helped popularize the radical new understanding of Darwinism.

In the sequel to his bestselling memoir, Dawkins offers a candid look at the remarkable events and ideas that encouraged him to shift his attention to the intersection of culture, religion and science.

THE ARTS

**A TOTAL OF 1 HOUR DEVOTED TO THE TOPIC DURING THE 1st
QUARTER.**

COMMONWEALTH CLUB

Sunday, March 20th, 2016.

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

An Evening with Conleth Hill and Frances McDormand

Conleth Hill-Actor; Olivier Award Winner; Tony Award Nominee; and Lord Varys in "Game of Thrones"

Frances McDormand-Actor ("Olive Kitteridge"); Tony, Academy, and Emmy Award Winner

Tony Taccone-Michael Leibert Artistic Director, The Berkeley Rep Theatre—Moderator

Join us for a behind-the-scenes look at the Berkeley Rep's upcoming production of William Shakespeare's Macbeth! Our guests, Olivier Award winner and Tony Award nominee Conleth Hill and Tony, Academy, and Emmy Award winner Frances McDormand star as the notorious couple in Shakespeare's murderous play about the lust for power and the fickleness of fate. Joining these two powerhouses of the stage and screen for the discussion is Berkeley Rep's Michael Leibert Artistic Director, Tony Taccone.

CUMULUS MEDIA FRESNO STATIONS
QUARTERLY PSA ACTIVITY REPORT
FIRST QUARTER 2016

STATION: KSKS FRESNO

- 1) :30 SPOT-546 TIMES---CRIMESTOPPERS
- 2) :30 SPOT-264 TIMES---HEART OF THE HORSE THERAPY RANCH
- 3) :60 SPOT-80 TIMES---HINDS HOSPICE TEA PARTY
- 4) :30 SPOT-44 TIMES---U.S. ARMY JAZZ
- 5) :30 SPOT-45 TIMES---MARCH OF DIMES MARCH FOR BABIES
- 6) :60 SPOT-18 TIMES---FRESNO CHAMBER GOLF CLASSIC
- 7) :30 SPOT-110 TIMES---CHOCOLATE RUN
- 8) :30 SPOT-80 TIMES---GO RED FOR WOMEN
- 9) :30 SPOT-42 TIMES---LIVELY ARTS FOUNDATION
- 10) :30 SPOT-35 TIMES---BULLY RESCUE
- 11) :30 SPOT-59 TIMES---PEOPLE'S CHURCH
- 12) :30 SPOT-10 TIMES---SVJ REHAB/STROKE EVENT
- 13) :15 SPOT-56 TIMES---CHRISTIAN BUSINESS MEN AND WOMEN CONNECTION
- 14) :30 SPOT-28 TIMES---NORTHERN CALIFORNIA JOB CORPS
- 15) :30 SPOT-10 TIMES---FRESNO HIGH BASEBALL RECYCLING FUNDRAISER
- 16) :30 SPOT-16 TIMES---FRESNO ROTARY CHOCOLATE RUN
- 17) :30 SPOT-28 TIMES---MIDDLE CLASS SCHOLARSHIP
- 18) :30 SPOT-8 TIMES---CITY OF CLOVIS-MLK BREAKFAST
- 19) :30 SPOT-16 TIMES---FRESNO CITY COLLEGE-RENAISSANCE FESTIVAL
- 20) :30 SPOT-16 TIMES---AQUARIUS AQUARIUM-JANUARY JAZZ
- 21) :30 SPOT-20 TIMES--- FREEWHEEL PROJECT FUNDRAISER
- 22) :30 SPOT-20 TIMES---FRESNO 4H COLOR ME GREEN RUN
- 23) :30 SPOT-28 TIMES---FCWCC FRESNO COUNTY MOTHER OF THE YEAR
- 24) :30 SPOT-16 TIMES---AQUARIUS AQUARIUM POKER TOURNAMENT
- 25) :30 SPOT-20 TIMES---AQUARIUS AQUARIUM-RUN FOR THE REEF
- 26) :30 SPOT-32 TIMES---IRS-EARNED INCOME TAX CREDIT
- 27) :30 SPOT--25 TIMES---FRESNO ANIMAL HUMANE SERVICES
- 28) :30 SPOT-16 TIMES---GO RED FOR WOMEN
- 29) :30 SPOT-12 TIMES---FIG GARDEN WOMEN'S CLUB-ANTIQUÉ SHOW
- 30) :30 SPOT-6 TIMES---NEW COVENANT TOUCH A TRUCK FUNDRAISER
- 31) :30 SPOT-12 TIMES---ACADEMY OF NUTRITION & DIETETICS-NATIONAL NUTRITION MONTH
- 32) :30 SPOT-24 TIMES---CALVET
- 33) :30 SPOT-12 TIMES---WOMEN VETERANS SPRING LUNCHEON

34) :30 SPOT 12 TIMES---FIG GARDEN WOMEN'S CLUB FASHION SHOW

35) :30 SPOT 16 TIMES---CENTRAL CALIFORNIA BLOOD CENTER

36) :30 SPOT-4 TIMES---FCA NIGHT OF CHAMPIONS

**36-:60, :30, & :15 LIVE & RECORDED PUBLIC SERVICE ANNOUNCEMENTS
RAN A TOTAL OF 1,786 TIMES DURING THE MONTHS OF JANUARY,
FEBRUARY AND MARCH.**

TOTAL ESTIMATED AIRTIME VALUE FOR THIS QUARTER: \$81,910.

COMMUNITY EVENTS

POLITICAL COVERAGE

The only political coverage outside of regularly scheduled newscasts on **KSKS** during the 1st quarter of 2016 was contained in the **Commonwealth Club**. See **POLITICS**.