

SEATTLE SPORTS (KIRO AM)
SEATTLE, WASHINGTON
QUARTERLY ISSUES/PROGRAMMING REPORT FOR:
JANUARY 1 TO MARCH 31, 2024

EACH QUARTER, SEATTLE SPORTS (KIRO AM) PLACES IN ITS PUBLIC INSPECTION FILE A LIST OF WHAT IT CONSIDERS TO HAVE BEEN SIGNIFICANT PROGRAMMING IN CATEGORIES THAT IT HAS DEEMED OF IMPORTANCE TO THE COMMUNITY.

THE ATTACHED QUARTERLY LISTING OF PROBLEMS AND NEEDS IS BEING FILED IN THE PUBLIC INSPECTION FILE OF KIRO AM IN ACCORDANCE WITH THE FCC REQUIREMENTS FOR THE THREE-MONTH PERIOD OF JANUARY 1 TO MARCH 31, 2024.

WHILE THIS LIST CONTAINS A BRIEF OVERVIEW OF SEATTLE SPORTS (KIRO AM) TYPICAL TALK SHOW BROADCASTING, IT DOES NOT INCLUDE ALL ITEMS BROADCAST BY THE STATION DURING THE THREE MONTH PERIOD.

SEATTLE SPORTS (KIRO AM) – PROGRAMMING

SEATTLE SPORTS (KIRO AM) TALK PROGRAMMING TACKLES ISSUES THAT MATTER MOST TO THE PEOPLE OF THE NORTHWEST. LOCAL TALK SHOWS FOCUS ON NEWS STORIES OF THE DAY AND OTHER TOPICS DEEMED IMPORTANT TO THE LISTENING AUDIENCE. SEATTLE SPORT'S INFORMATIVE AND ENGAGING HOSTS PROVIDE THE COMMUNITY WITH AN OUTLET TO EXPRESS THEIR OWN PERSONAL VIEWS, WHILE GIVING THE PUBLIC A CHANCE TO DISCUSS WHAT MATTERS TO THEM. IN ADDITION TO NEWS AND TALK PROGRAMMING, SEATTLE SPORTS (KIRO AM) IS ALSO THE FLAGSHIP STATION FOR THE SEATTLE SEAHAWKS FOOTBALL TEAM AND THE SEATTLE MARINERS BASEBALL TEAM.

SEATTLE SPORTS (KIRO AM) QUARTERLY ISSUES ARE LISTED BY CATEGORIES DETERMINED TO BE IMPORTANT TO THE LISTENING AUDIENCE. THESE CATEGORIES ARE AS FOLLOWS:

1. SAFETY – INCLUDES ISSUES SUCH AS POLICE/COMMUNITY RELATIONS, LAW ENFORCEMENT, GUN CONTROL, NATURAL DISASTERS, HUMAN WELFARE, DRUG ABUSE/PREVENTION, THE JUDICIAL SYSTEM, AND ALL OTHER ISSUES PERTAINING TO GENERAL SAFETY AND SAFETY PREVENTION.

2. EDUCATION AND CULTURE – INCLUDES ISSUES SUCH AS CHILDHOOD EDUCATION, PUBLIC EDUCATION, REFORM EFFORTS, SCHOOL VIOLENCE/DISCIPLINE, HIGHER EDUCATION, TEACHING, AND OTHER ARTS, LITERATURE AND COMMUNICATION-RELATED ISSUES THAT PERTAIN TO EDUCATION. IT ALSO INCLUDES ITEMS OF CULTURAL EDUCATION AND CULTURAL APPRECIATION.

3. BUSINESS AND TECHNOLOGY – INCLUDES ISSUES SUCH AS THE ECONOMY, BUSINESS PRACTICES, NEW TECHNOLOGY PRODUCTS, INDUSTRY IN THE PUGET SOUND REGION, JOB TRAINING AND EMPLOYMENT.

4. INTEGRITY – INCLUDES ISSUES OF MORAL AND ETHICAL DECISION MAKING, ISSUES FACED BY THE ELDERLY, MINORITIES AND OTHER GENDER-SPECIFIC ISSUES. THE INTEGRITY CATEGORY ALSO INCLUDES COVERAGE OF RELIGIOUS GROUPS, THE LGBTQ+ COMMUNITY AND THE HOMELESS, AS WELL AS LOCAL AND NATIONAL GOVERNMENTAL POLICIES THAT AFFECT THESE GROUPS.

5. HEALTH – INCLUDES NUTRITION, PHYSICAL FITNESS, MENTAL AND PREVENTATIVE HEALTH, GOVERNMENT HEALTHCARE POLICIES, LOCAL AND NATIONAL REFORM EFFORTS, AS WELL AS THE EFFECTS OF THE ENVIRONMENT ON COMMUNITY'S WELL-BEING.

6. GROWTH – INCLUDES ISSUES REFLECTING POPULATION, TRAFFIC, TRANSPORTATION, INFLATION, THE ECONOMY, TRADE, CONSUMER ISSUES, TAX REFORM, THE POPULATION'S EFFECTS ON THE ENVIRONMENT, AIR AND WATER POLLUTION, ALTERNATIVE ENERGY AND LEGISLATION INVOLVING LOCAL AND NATIONAL GROWTH.

7. POLITICS AND GLOBAL ISSUES – INCLUDES ISSUES PERTAINING TO THE GOVERNMENT, LEGISLATION, LOCAL AND NATIONAL ELECTIONS, TAXES, WAR, TERRORISM, ANTI-TERRORISM EFFORTS, POLITICAL DEBATE, LOCAL AND NATIONAL CAMPAIGNS, LAWS AND LAW REFORM, ALL BRANCHES OF THE MILITARY, ISSUES FACED BY LOCAL MILITARY FAMILIES, VOTING AND ALL OTHER REFORM EFFORTS.

SEATTLE SPORTS (KIRO AM) STRIVES TO DISCUSS OUR QUARTERLY ASCERTAINMENT ISSUES THROUGH OUR VARIOUS TALK PROGRAMMING. THE FOLLOWING ARE EXAMPLES OF SEATTLE SPORTS (KIRO AM) PROGRAMMING FOR JAN 1 TO MARCH 31, 2024 THAT REPRESENT THESE ISSUES.

KIRO (AM) QUARTERLY ISSUES/PROGRAMS LIST

Issue	Title	Description	Date	Time	Duration
Safety	Brock & Salk	The NFL has banned the hip drop tackle due to the risk of serious injury.	3/26	7:20am	3:00
Safety	Bump & Stacy	Court storming is put under the microscope after Iowa star Caitlin Clark was ran into following a loss to Ohio State.	1/22	11:30am	4:00
Safety	Wyman & Bob	The NFL has scheduled two games on Christmas Day (a Wednesday) this season. Is it safe to play two games in 72 hours?	3/26	4:10pm	5:00
Education & Culture	Brock & Salk	UW Athletic Director Troy Dannen makes a surprise announcement that he has accepted a job as the new Athletic Director at the University of Nebraska, ESPN's Pete Thamel joins Brock & Salk to discuss the move.	3/20	7:30am	9:00
Education & Culture	Bump & Stacy	The breaking news of Kalen DeBoer leaving the University of Washington for Alabama	1/12	12:45pm	9:00
Education & Culture	Wyman & Bob	University of Washington grad Michael Penix impresses NFL scouts at the UW Pro Day on their Montlake campus.	3/29	2:30pm	9:00
Business & Technology	Brock & Salk	Broncos GM George Paton says Russell Wilson's benching had nothing to do with contract and the door is still open for Russ to return. Russell Wilson claims he was asked to take a pay cut before being benched. The NFLPA in not investigating.	1/10	6:30am	4:00
Business & Technology	Bump & Stacy	Tiger Woods and Nike are parting ways after a 27 year partnership.	1/8	11:35am	4:00
Business & Technology	Wyman & Bob	ESPN broadcast accidentally picked up MLB PitchCom pitch calls on air via a wireless microphone on a mic'd up player.	3/29	4:45pm	3:00

<i>Integrity</i>	Brock & Salk	Mike Salk and Brady Henderson interview ESPN's Tisha Thompson who details her story of the Shohei Ohtani sports gambling scandal with former translator Ippei Mizuhara.	3/21	8:00am	9:00
<i>Integrity</i>	Bump & Stacy	ESPN was forced to return 37 Emmy awards after a probe found they had used fake names to secure awards for the stars of College Gameday.	1/11	11:35am	4:00
<i>Integrity</i>	Wyman & Bob	Audio of ESPN host Mike Greenberg ccusing Dodgers star Shohei Ohtani of lying about betting on sports.	3/28	4:45pm	3:00
<i>Health</i>	Brock & Salk	Mariners pitcher Bryan Woo is going to the IL, no structural damage but he has shoulder inflammation	3/26	6:00am	5:00
<i>Health</i>	Bump & Stacy	Discussion of Angels 1B Nolan Schanuel's weird offseason workout routine that sees him stand from sun up to sun down	2/21	11:35am	4:00
<i>Health</i>	Wyman & Bob	injury updates on the health of the Mariners pitching staff after starting pitcher Bryan Woo was sidelined with an arm issue.	3/29	4:30pm	5:00
<i>Growth</i>	Brock & Salk	Brock is feeling passionate and emotional over the state of college football compared to what it used to be before NIL.	1/10	7:30am	8:00
<i>Growth</i>	Bump & Stacy	The Chiefs/Dolphins Peacock exclusive game was the most streamed event of any kind in the United States	1/15	11:30am	3:00
<i>Growth</i>	Wyman & Bob	discussing what the Seahawks free agent signings means for their roster and chances of improvement in 2024.	3/21	2:00pm	9:00
<i>Politics & Global Issues</i>	Brock & Salk	Salk speaks with reporter Evan Drellich of The Athletic to share the details of why Salk believes the 'biggest strike' is imminent within a few years	3/21	6:30am	5:00

		from the MLB after players called for the resignation of the 2nd in command.			
<i>Politics & Global Issues</i>	Bump & Stacy	Discussion of the very obviously photoshopped picture of Kate Middleton and her kids	3/11	11:30am	5:00
<i>Politics & Global Issued</i>	Wyman & Bob	The Oakland, CA city council presented a proposal to keep the A's in the city until 2028.	3/29	3:50pm	4:00