

CUMULUS BROADCASTING

ISSUES AND PROGRAMS REPORT

FOR STATION KSKS
THIRD QUARTER 2021 JULY
1 THROUGH SEPTEMBER 30

PREPARED BY:

RUTH MICHAELS

SAN JOAQUIN VALLEY ISSUES

ADDRESSED IN RESPONSIVE PROGRAMMING IN THE THIRD QUARTER 2021

1. **CORONAVIRUS PANDEMIC - Commonwealth Club**- Dealing with the Pandemic.
2. **POLITICS—Commonwealth Club**-T BP and Washington’s Climate Story; A Conversation with Congresswoman Liz Cheney; The Right to Vote at Age 18: Gen Z and the Fight Against Voter Suppression; Which Way Are Swing Voters Swinging on Climate.
3. **HEALTH - Commonwealth Club**- The Menopause Manifesto.
4. **RACIAL INEQUALITY--Commonwealth Club**- Race and Guns in a Fatally Unequal America.
5. **SOCIAL MEDIA - Commonwealth Club**- Inside Facebook’s Battle for Domination.
6. **PARENTING—Commonwealth Club**- Learning to Be a Son and Father.
7. **FOOD—Commonwealth Club**- Black Smoke: African Americans and the United States of Barbecue.
8. **HISTORY—Commonwealth Club**- The Politics of Catastrophe.
9. **ART—Commonwealth Club**- The Power of Art.
10. **SCIENCE—Commonwealth Club**- Bright Galaxies, Dark Matter, and Beyond.

KMGV 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 MINUTE: 2-minute weekly segments that run at 6:35am every Tuesday morning featuring Fresno Sheriff Margaret Mimms highlighting a different crime every week with information about the event, suspect, rewards, and how to get in touch with authorities.

KMGV MORNING SHOW: Interviews on the **KMGV** 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.

KMGV 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

A TOTAL OF 26 MINUTES DEVOTED TO THE TOPIC DURING THE 3rd QUARTER.

CRIMESTOPPERS MINUTE WITH SHERIFF MARGARET MIMMS

2-minute segment airing at 7:35am every Tuesday from July 6th, 2021 to September 28th, 2021. Total of 26 minutes.

Crimestoppers Minute is a segment that airs on the KMGV morning show every Tuesday with Fresno County Sheriff Margaret Mimms highlighting a particular crime/criminal with details about the event, suspects, rewards, and how to get in touch with authorities.

CORONAVIRUS PANDEMIC

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

COMMONWEALTH CLUB

Sunday, August 1st, 2021

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

Dealing with the Pandemic

Andy Slavitt-White House Senior Advisor for COVID Response; Host, "In the Bubble" Podcast; Author, *Preventable: The Inside Story of How Leadership Failures, Politics, and Selfishness Doomed the U.S. Coronavirus Response*

In Conversation with Dr. Atul Gawande-Endocrine Surgeon, Brigham and Women's Hospital; Professor, Harvard Medical School and the Harvard T.H. Chan School of Public Health

Jessi Gold-M.D., M.S, Assistant Professor of Psychiatry and Director of Wellness, Engagement, and Outreach, Washington University School of Medicine (St. Louis)

In Conversation with Lucy Kalanithi-M.D., Host, "Gravity" Podcast; Clinical Associate Professor of Medicine, Stanford University; Widow of Paul Kalanithi M.D.; Author, *When Breath Becomes Air*

This radio program from The Commonwealth Club draws on two separate events: "[Andy Slavitt: Inside the Doomed U.S. Coronavirus Response](#)" and "[The New Normal: Emotions as We Emerge from the Pandemic.](#)"

Leading health-care advisor Andy Slavitt describes what went wrong in America's response to the coronavirus pandemic and puts forth the solutions that could prevent us from repeating the situation. Slavitt describes the fateful decisions that were made in an attempt to curb the spread of the coronavirus and the failures of political leaders to keep Americans healthy. The story he tells is one of a country where bad

leadership, political and cultural fractures, and an unwillingness to sustain sacrifice created a complex problem that proved near-impossible to resolve.

After a year of so much hardship and isolation, how do we readjust to a “new normal”? Join Dr. Jessi Gold and Dr. Lucy Kalanithi for a deep dive into the varied emotions many of us are currently feeling as the country reopens post-pandemic. From Zoom fatigue to unprocessed mental health challenges—including grief and trauma—there are countless underlying effects of COVID-19 still left unspoken.

POLITICS

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

COMMONWEALTH CLUB

Sunday, August 15th, 2021

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

BP and Washington's Climate Story

Jay Inslee-Governor, Washington

Tom Wolf-Senior Manager for Government Affairs on West Coast, BP

Leonard Forsman-Chairman, Suquamish Tribe

Greg Dalton-Founder and Host Climate One

In Washington state, voters defeated initiatives to put a price on carbon price -- twice. Governor Jay Inslee himself then lost his personal bid for the White House. Yet his bold ideas have proven staying power. The state legislature recently passed a carbon cap that is estimated to reduce economy-wide greenhouse gas emissions 95 percent by 2050. Even big oil, which spent tens of millions of dollars to defeat the 2018 carbon pricing proposal, seems to be changing its tune, with BP now supporting a price on carbon.

Is this greenwashing, or is the changing attitude for real? And how might the state of Washington be a bellwether for Washington, D.C.?

COMMONWEALTH CLUB

Sunday, August 29th, 2021

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

A Conversation with Congresswoman Liz Cheney

Liz Cheney-U.S. Congressional Representative (R-Wyoming)

In Conversation with Dan Ashley-Anchor, ABC 7 News, San Francisco Bay Area;
Member, Commonwealth Club Board of Governors

Liz Cheney serves as Wyoming's lone member of Congress in the U.S. House of Representatives. She made national headlines earlier this year when she voted to impeach President Trump, saying he "provoked" the January 6 Capitol attack. She has also vowed to fight to keep President Trump out of office if he runs again and has challenged all assertions by Trump and his supporters that the 2020 election was fraudulent and stolen. Join us for a rare in-person and online conversation with congresswoman Cheney about the outlook for American democracy.

COMMONWEALTH CLUB

Sunday, September 5th, 2021

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

The Right to Vote at Age 18: Gen Z and the Fight Against Voter Suppression

Thandiwe Abdullah-Co-Founder, Black Lives Matter Youth Vanguard

Alex Edgar-Voting Rights Activist; University of California, Berkeley, Freshman Class of 2025

Divyansh Kaushik-Ph.D. student, Carnegie Mellon University; President, Carnegie Mellon University Graduate Student Assembly; Advisory Board Member, Students Learn Students Vote

Rainesford Stauffer-Freelance Writer; Author, *An Ordinary Age*-Moderator

July 1 marks 50 years since the ratification of the 26th Amendment. The lowering of the voting age from 21 to 18 had lasting impacts on the political and cultural landscapes of the 1970s, but even now youth organizing and social activism have a massive influence on American elections, policies and progress. Join our panel of youth organizers leading the fight against youth voter suppression and to learn how the 26th Amendment might help provide contemporary solutions.

COMMONWEALTH CLUB

Sunday, September 12th, 2021

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

Which Way Are Swing Voters Swinging on Climate

Andrew Freedman-Axios Reporter, Covering Climate and Energy

Venkatachalam "Ram" Ramaswamy-Director, NOAA's Geophysical Fluid Dynamics Laboratory

Rich Thau-Moderator, The Swing Voter Project; Co-founder and president, Engagious

Greg Dalton-Founder and Host, Climate One

Since the 2020 election, Rich Thau's Swing Voter Project has been querying those who shifted from Trump in 2016 to Biden in 2020 about a range of issues. How will their views affect the 2022 midterms and the 2024 election? Where does climate rate on their list of issues? And does the accelerating climate crisis matter enough to affect their votes?

HEALTH

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

COMMONWEALTH CLUB

Sunday, July 11th, 2021

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

The Menopause Manifesto

Dr. Jen Gunter-M.D., OB/GYN and Pain Medicine Specialist; Author, *The Menopause Manifesto*

Samantha Bee-Comedian; Host, "Full Frontal with Samantha Bee," TBS; Twitter

Dr. Jen Gunter, the outspoken and digitally savvy Bay Area doctor who has been called "the world's most famous gynecologist" returns to The Commonwealth Club for what should be a fun discussion on her new book, *The Menopause Manifesto*, with television comedian Samantha Bee.

The Menopause Manifesto takes on stubborn myths and misunderstandings about menopause in Dr. Gunter's traditional fashion: hard facts, real science, fascinating historical perspective, expert advice, and strong doses of humor. As the book notes, the only thing predictable about menopause is its unpredictability. Factor in widespread misinformation, misogyny, a lack of research, and the culture of shame around women's bodies, and it's no wonder women are unsure what to expect during the menopause transition and beyond. Dr. Gunter believes women (and men) should be educated on what's to come with menopause years in advance of it happening rather than the current practice of leaving people on their own with bothersome symptoms and too much conflicting information.

RACIAL INEQUALITY

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

COMMONWEALTH CLUB

Sunday, August 8th, 2021

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

Race and Guns in a Fatally Unequal America

Dr. Carol Anderson-Ph.D., Charles Howard Candler Professor of African American Studies, Emory University; Author, *The Second: Race and Guns in a Fatally Unequal America*

In Conversation with Melissa Murray-Frederick I. and Grace Stokes Professor of Law, NYU School of Law; Co-host, "Strict Scrutiny" Podcast

The Constitution clearly states that Americans have the right to keep and bear arms, an argument often used to dispute proposed gun control legislation. However, historian Carol Anderson says that deeper analysis of the formation of the Second Amendment reveals ulterior, racialized motives to keep Black people powerless and oppressed. In her new book *The Second: Race and Guns in a Fatally Unequal America*, Anderson uncovers the history behind the Second Amendment and argues that it was designed to keep African Americans vulnerable and subdued.

As a professor of African American Studies at Atlanta's Emory University, Anderson's research primarily focuses on how racial inequality affects the processes and outcomes of policymaking. In early America, slaves were prohibited from owning, carrying or using a firearm. She says this sentiment remains today as measures to expand and curtail gun ownership are aimed to keep the Black community neutralized and punished. In an era when many are reexamining government policy

through a racial lens, Anderson sheds new light on another mysterious dimension of anti-Blackness in the United States.

Join us in conversation with Carol Anderson to understand the connection between Blackness, gun ownership and racial equality.

SOCIAL MEDIA

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

COMMONWEALTH CLUB

Sunday, August 22nd, 2021

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

Inside Facebook's Battle for Domination

Sheera Frenkel-Cybersecurity Correspondent, *The New York Times*; Co-author, *An Ugly Truth: Inside Facebook's Battle for Domination*

Cecilia Kang-Technology and Regulatory Policy Correspondent, *The New York Times*; Co-author, *An Ugly Truth: Inside Facebook's Battle for Domination*

Emily Chang-Anchor and Executive Producer, Bloomberg Technology; Author, *Brotopia: Breaking Up the Boys' Club of Silicon Valley*

Flawed. Furtive. Facebook. In the nearly two decades of the social media platform's existence, it has both soared into worldwide popularity and plummeted into the depths of conspiracy peddling and hate-mongering. Is this the fate of any globally devoured site, or is it due to miscalculations in programming, or is it the consequence of decisions made at the top by the site's infamous leaders?

Sheera Frenkel and Cecilia Kang, authors of the book *An Ugly Truth: Inside Facebook's Battle for Domination*, argue that Facebook is doing *exactly* what it was created to do. From abusing user data and empowering political corruption to creating echo chambers of misinformation, they say Facebook is in the midst of a reckoning—and Frenkel and Kang are in front row seats. Their work, built on intimate connections to the industry and insiders, is a call for accountability from the site's two

mogul leaders who have time and time again shown their willingness to turn a blind eye.

At INFORUM Sheera Frenkel and Cecilia Kang will disentangle the many narratives that shroud Facebook and its leaders in mystery. By unpacking the years of manipulation they say Facebook has baked into its platform, they argue that there's no time like the present to understand the pitfalls the behemoth succumbed to and to prevent history from repeating itself.

PARENTING

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

COMMONWEALTH CLUB

Sunday, September 26th, 2021

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

Learning to Be a Son and Father

Craig Melvin-Cohost, NBC's "Today Show"; Author, *Pops: Learning to Be a Son and a Father*

Brian Watt-News Anchor, KQED—Moderator

Involved, caring fathers make a lasting impact on their children's lives. On his "Today Show" "Dads Got This!" series, Craig Melvin explores the inspiring stories of fathers across the nation who are dedicated to making a difference in their kids' lives. He's covered fathers who are frontline workers, raising their children alone, and working with children with learning and physical disabilities. Now, in his new book *Pops*, Craig Melvin investigates his own relationship with his father and how it influences the way he chooses to pursue fatherhood.

Addiction, transformation and redemption are the honest truths at the core of Melvin's story. Craig's father, Lawrence, was distant and often absent due to work obligations and alcohol addiction, but a fiercely loving mother made sure their family stayed together. In his book, Melvin reveals what makes an inspiring, proactive father as seen through the people in his life—uncles, teachers, mentors—and how their examples set a standard for his own fatherhood journey.

A story of journey, understanding and reconciliation, Craig Melvin is exploring the honest truths of fatherhood. Join us as Melvin discusses the joys and challenges of being a father.

FOOD

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

COMMONWEALTH CLUB

Sunday, July 18th, 2021

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

Black Smoke: African Americans and the United States of Barbecue

Adrian Miller-Writer; Certified Barbecue Judge; Attorney; Author, *Black Smoke: African Americans and the United States of Barbecue*

In Conversation with Justin Phillips-Columnist, *San Francisco Chronicle*

Welcome by Brenda Wright-Senior Vice President & Director of Community Relations (West Region), Wells Fargo & Co.; Member, Commonwealth Club Board of Governors

This July 4, the country will be emerging from the pandemic to celebrate the most patriotic of holidays with friends and family. At The Commonwealth Club, just days before the holiday, we'll be re-opening our doors and cracking open our grills in a special event that celebrates an iconic American food: barbecue! We'll explore this rich and historic food, particularly the essential role that African Americans have played in the development of the cuisine. Audiences can watch either online or join us in-person!

Adrian Miller, author of, *Black Smoke: African Americans and the United States of Barbecue*, will kick off our event with stories of Black perseverance, culinary innovation, and entrepreneurship in the world of barbecue. His work illustrates that despite cultural marginalization, African Americans have enriched a now-embraced barbecue culture tied strongly to summer holidays and recounts how Black barbecuers, pitmasters and restaurateurs are coming into their own after having helped develop this American cuisine, incorporating techniques first pioneered by Native Americans. Miller is also featured in the new Netflix special "High on the Hog," about African-American food history.

HISTORY

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

COMMONWEALTH CLUB

Sunday, July 4th, 2021

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

The Politics of Catastrophe

Niall Ferguson-Milbank Family Senior Fellow, Hoover Institution; Author, *Doom: The Politics of Catastrophe*

In Conversation with Maya Jasanoff-Coolidge Professor of History, Harvard University

Disasters are inherently inevitable in life. We cannot predict the next earthquake, wildfire, financial crisis, war or pandemic, but we can predict how to handle each situation better. Unexpected calamities have happened all throughout human history, yet even in the 21st century we are ill-prepared to recover from them. In the new book *Doom: The Politics of Catastrophe*, popular historian Niall Ferguson explores the reasoning behind this phenomena and offers solutions on how to handle unforeseen circumstances of mass misfortune.

In his new book, Ferguson uses centuries of knowledge to understand the complex pathologies at work that make societies fail in the face of disaster. He offers the lesson he says the West urgently needs to learn if we want to handle the next crisis better and avoid the ultimate doom of irreversible decline.

ART

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

COMMONWEALTH CLUB

Sunday, July 25th, 2021

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

The Power of Art

Shepard Fairey-Artist; Activist

Greg Dalton-Founder and Host, Climate One

From street art to political campaigns to corporate advertising, the power of the image is undeniable. For more than three decades, Shepard Fairey's work has provoked thought and controversy in both the art and political spheres.

Now, with a public weary of climate charts and apocalyptic images of melting glaciers and emaciated polar bears, Climate One's Greg Dalton explores how art might provoke a more productive conversation.

SCIENCE

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

COMMONWEALTH CLUB

Sunday, September 19th, 2021

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

Bright Galaxies, Dark Matter, and Beyond

Ashley Jean Yeager-Associate News Editor, *Science News*; Author, *Bright Galaxies, Dark Matter, and Beyond: The Life of Astronomer Vera Rubin*

In Conversation with George Hammond-Author, *Conversations With Socrates*

Join us to discover how astronomer Vera Rubin's persistence, after her work was initially dismissed, finally convinced the scientific community that dark matter might exist. It is now taken for granted that the universe is mostly dark, made up of particles that are undetectable even by our most powerful telescopes. This discovery of the possible existence of dark matter signaled a Copernican-like revolution in astronomy: not only are we no longer the center of the universe, but even the stuff we're made of appears to be insignificant. By showing that some astronomical objects seem to exaggerate gravity's grip, Rubin played a pivotal role in this discovery.

Yeager tells the story of Rubin's childhood fascination with stars, and her scientific education at Vassar and Cornell. She became a rarity, a woman in science, and her findings were equally incredible to her colleagues. Since some observatories still restricted women from using their large telescopes, Rubin was unable to collect her own data until a decade after she had earned her Ph.D. But in 1993 she received the National Medal of Science for her groundbreaking work. She's also been

memorialized with a ridge on Mars, an asteroid, a galaxy, and most recently the Vera C. Rubin Observatory—the first national observatory named after a woman.

CUMULUS BROADCASTING STATIONS

QUARTERLY PSA ACTIVITY REPORT

THIRD QUARTER 2021

STATION: KSKS FRESNO

- 1) :30 SPOT-40 TIMES—MARJAREE MASON TOP TEN WOMEN
- 2) :30 SPOT- 40 TIMES—BEAUTIFY FRESNO
- 3) :30 SPOT-40 TIMES—CCSPCA-REPORTING ANIMAL ABUSE
- 4) :30 SPOT-20 TIMES—LEUKEMIA & LYMPHOMA SOCIETY
- 5) :30 SPOT-24 TIMES-UCP STEPTEMBER
- 6) :30 SPOT-16—EASTER SEALS
- 7) :30 SPOT- 24 TIMES—PORTUGUESE FESTIVAL
- 8) :30 SPOT-20 TIMES—CA CHILD SUPPORT SERVICES DEPARTMENT
- 9) :30 SPOT-12 TIMES—AVILA’S CANCER FUND-CHILI COOK-OFF FUNDRAISER
- 10) :30 SPOT-24 TIMES—SIERRA FOUNDATION-POLOFEST
- 11) :30 SPOT-16 TIMES—MADERA COUNTY ANIMAL SERVICES-CLEAR THE SHELTER
- 12) :30 SPOT-12 TIMES—COIN SHOW
- 13) :30 SPOT-24 TIMES—CENCAL GOLF TOURNAMENT
- 14) :30 SPOT-16 TIMES—ALCOHOLICS ANONYMOUS
- 15) :30 SPOT-16 TIMES—WORLDBLINK-INTERNATIONAL STUDENT EXCHANGE
- 16) :30 SPOT-8 TIMES—ONLINE YEARBOOK
- 17) :30 SPOT-12 TIMES---DOCTORS WITHOUT BORDERS
- 18) :30 SPOT-16 TIMES—ARMED SERVICES YMCA
- 19) :30 SPOT-10 TIMES—SARCOMA ALLIANCE
- 20) :30 SPOT-18 TIMES---KNOW DIABETES BY HEART

TWENTY :30 LIVE & RECORDED PUBLIC SERVICE ANNOUNCEMENTS SCHEDULED TO RUN A TOTAL OF 408 TIMES DURING THE MONTHS OF JULY, AUGUST AND SEPTEMBER. THIS IS A BEST ESTIMATE OF HOW MANY TIMES EACH SPOT RAN.

TOTAL ESTIMATED AIRTIME VALUE FOR THIS QUARTER: \$18,360.

POLITICAL COVERAGE

THE ONLY POLITICAL COVERAGE OUTSIDE OF REGULARLY SCHEDULED
NEWSCASTS ON **KMGV** DURING THE 3rd QUARTER OF 2021 WAS CONTAINED IN
THE COMMONWEALTH CLUB. SEE POLITICS.

por