

CUMULUS BROADCASTING
ISSUES AND PROGRAMS REPORT
FOR STATION KSKS
SECOND QUARTER 2021 APRIL 1 THROUGH JUNE 30

PREPARED BY:

RUTH MICHAELS

SAN JOAQUIN VALLEY ISSUES

ADDRESSED IN RESPONSIVE PROGRAMMING IN THE SECOND QUARTER 2020

1. **RACE/RACISM** - This is the Fire: What I Say to My Friends About Racism; Reckoning with the History of Racism.
2. **COVID-19** -- One Year Later: COVID Project and the Power of Data.
3. **SCIENCE** – The Genome Odyssey & the Future of Humans; the Disordered Cosmos & God Equation.
4. **LAW** – How Rights Went Wrong and the Republican Supreme Court.
5. **POLITICS** – Former Speaker of the U.S. House of Representatives-John Boehner; Distorted Democracy and the “Zero-Sum Game”; Cindy McCain.
6. **BUSINESS** – How Women Unlock Their Collective Power.
7. **PSYCHOLOGY** – The Science of Change.
8. **IMMIGRATION**—President George W. Bush—Out of Many, One-Portraits of America’s Immigrants.
9. **LITERATURE**—Jake Tapper-Author-The Devil May Dance.

KSKS PROGRAMMATUREING 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 the United States.

KSKS PUBLIC SERVICE ANNOUNCEMENTS: :60 and :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 fourth quarter can be found in the public service announcement list included with this report.

RACE/RACISM

TOTAL OF 2 HOURS DEVOTED TO THE TOPIC DURING THE 2nd QUARTER.

COMMONWEALTH CLUB

Sunday, April 4th, 2021

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

THIS IS THE FIRE: WHAT I SAY TO MY FRIENDS ABOUT RACISM

Don Lemon-Anchor, "CNN Tonight with Don Lemon"; Author, This Is the Fire: What I Say to My Friends About Racism

In Conversation with Valerie Jarrett-Former Senior Adviser to President Barack Obama

For too long, Americans have treated racism as a disease of the past. Now, it's more than obvious that symptoms of intolerance and discrimination still linger today. Many are fatigued fighting for racial equality and attempting to solve a centuries-old problem, begging the urgent question: How can we end American racism in our lifetimes?

CNN anchor Don Lemon seeks an answer. In his new book This Is the Fire, Lemon examines America's systemic flaws that prevent equality for all. As America's only Black prime-time anchor, Lemon has achieved mass popularity from his thoughtful and nuanced takes on modern racism. In his book, he shares his vulnerable experiences growing up in the shadows of segregation and his adult confrontations with scholars and politicians alike. In doing so, Lemon offers a searing and poetic plea to America: we must resist racism every day, and we must resist it with love.

RACE/RACISM (CONT.)

COMMONWEALTH CLUB

Sunday, June 20th, 2021

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

RECKONING WITH SLAVERY'S HISTORY

Clint Smith-Staff Writer, The Atlantic; Author, How the Word Is Passed: A Reckoning with the History of Slavery Across America

Brittany Packnett Cunningham-Contributor, NBC News and MSNBC—Moderator

Understanding the tragic issue of slavery and its ongoing historical impact on the country has been a critical part of America's recent reckoning on race. The Atlantic's Clint Smith has been one of the country's leading writers on this essential but complex topic for the past several years. In one of the most anticipated books of the year, *How the Word Is Passed: A Reckoning with the History of Slavery Across America*, Smith explores how slavery has been central in shaping our nation's collective history and ourselves.

In Smith's first work of nonfiction, the author takes readers through a national tour of monuments and landmarks—those that are honest about the past and those that are not. In this unique way, Smith explores the legacy of slavery and its vivid imprint on centuries of American history. He describes Confederate Army cemeteries, former plantations, modern-day prisons, and other historical sites, showing how our past continually connects with the present, and helping us understand how slavery is remembered and misremembered—and why it matters to all Americans today.

In this conversation, Smith will be joined by Brittany Packnett Cunningham, a young emerging leader at the intersection of culture, justice and policy. Brittany serves as an NBC News and MSNBC contributor and host of "Undistracted," an intersectional news and justice podcast. Brittany is the founder and principal of Love & Power Works, a full-service social impact and equity agency.

COVID-19

A TOTAL OF 1 HOUR DEVOTED TO THE TOPIC DURING THE 2nd QUARTER.

COMMONWEALTH CLUB

Sunday, April 11th, 2021

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

ONE YEAR LATER: COVID TRACKING PROJECT AND THE POWER OF DATA

Alexis Madrigal-Staff Writer, The Atlantic; Founder, The COVID Tracking Project

In Conversation with DJ Patil-Ph.D., Former U.S. Chief Data Scientist; Senior Fellow, Harvard Kennedy School's Belfer Center for Science and International Affairs; Member, Commonwealth Club Board of Governors

In February 2020, before the COVID-19 pandemic changed life as we know it in the United States, journalists Alexis Madrigal and Erin Kissane of The Atlantic started the COVID Tracking Project. The project was an effort to provide comprehensive data and to pressure public health agencies to publish better metrics regarding the spread of COVID-19. While the founders only anticipated that the project would last a few weeks until the government began to keep more accurate numbers, the project will officially cease collecting data on March 7, exactly one year after it started.

Join Alexis Madrigal at INFORUM to learn more about how the project has functioned in the past year, the staff's experiences working with government officials, and what lessons Madrigal has to impart as our society begins to envision a post-pandemic world.

SCIENCE

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

COMMONWEALTH CLUB

Sunday, April 18th, 2021

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

THE GENOME ODYSSEY & THE FUTURE OF HUMANS

Module 1:

Dr. Euan Ashley-Professor of Medicine and Genetics, Stanford University; Author, The Genome Odyssey

In Conversation with Anne Wojcicki-CEO and Co-Founder, 23andMe

Module 2:

Walter Isaacson-Professor of History, Tulane University, Former CEO, Aspen Institute, Author, The Code Breaker: Jennifer Doudna, Gene Editing, and the Future of the Human Race

In Conversation with Kishore Hari-Strategic Partnerships, Science Communications and Engagement, Chan Zuckerberg Initiative

This radio program from The Commonwealth Club draws on two separate events: “Dr. Euan Ashley: The Genome Odyssey” and “Walter Isaacson: Jennifer Doudna, Gene Editing, and the Future of Humans.”

Dr. Ashley and his team, and a small number of others around the country, are currently working to expand the boundaries of our medical capabilities and to envision a future where genome sequencing is available for all, and where medicine can be tailored to treat specific diseases before they show symptoms and to decode pathogens like viruses at the genomic level.

Jennifer Doudna has changed the life-science field. In 1987, she and her collaborators created CRISPR, an easy-to-use tool that can edit DNA, and opened a brave new world of medical miracles. Conversely, the invention of CRISPR raised many moral questions. With the device, scientists can now detect and

destroy DNA, hypothetically making humans less susceptible to viruses, preventing depression, enhancing individual height or muscles or IQ. Famed biographer Walter Isaacson follows Doudna from when she first learned what “the double helix” is all the way to her winning the 2020 Nobel Prize

SCIENCE (CONT.)

COMMONWEALTH CLUB

Sunday, May 2nd, 2021

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

THE DISORDERED COSMOS & THE GOD EQUATION

Module 1:

Chanda Prescod-Weinstein-Ph.D., Assistant Professor of Physics and Core Faculty Member in Women's Studies, University of New Hampshire; Author, *The Disordered Cosmos: A Journey into Dark Matter, Spacetime, and Dreams Deferred*

Module 2:

Michio Kaku-Professor of Theoretical Physics, City College of New York; Author - *The God Equation: The Quest for a Theory of Everything*

This radio program from The Commonwealth Club draws on two separate events: “Dr. Chanda Prescod-Weinstein: *The Disordered Cosmos*” and “Dr. Michio Kaku: *The God Equation*.”

Theoretical physicist Dr. Chanda Prescod-Weinstein wants to share the wonders of the universe with people who might think they are inaccessible. As a professor at the University of New Hampshire in theoretical physics and women's studies, Prescod-Weinstein teaches and studies the outer reaches of scientific understanding and seeks to make complex concepts understandable.

Dr. Kaku strives to continue Einstein's search for a “theory of everything,” seeking to popularize science and unify the four fundamental forces of the universe—the strong force, the weak force, gravity and electromagnetism. Join us as Michio Kaku talks about physics pioneers looking to understand the complexity of the universe.

LAW

A TOTAL OF 1 HOUR DEVOTED TO THE TOPIC DURING THE 2nd QUARTER.

COMMONWEALTH CLUB

Sunday, April 25th, 2021

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

HOW RIGHTS WENT WRONG & A REPUBLICAN SUPREME COURT

Module 1:

Jamal Greene-Dwight Professor of Law, Columbia Law School; Author, How Rights Went Wrong: Why Our Obsession with Rights Is Tearing America Apart

**Judge LaDoris Hazzard Cordell-(Ret.), Member, Commonwealth Club Board of Governors—
Moderator**

Module 2:

Ian Millhiser-Supreme Court Correspondent, Vox; Author, The Agenda: How a Republican Supreme Court Is Reshaping America

This radio program from The Commonwealth Club draws on two separate events: “Jamal Green: How Rights Went Wrong in America” and “How a Republican Supreme Court Is Reshaping America.”

You have the right to remain silent and the right to free speech. The right to worship, and to doubt. The right to be free from discrimination, and to hate. These rights were not written at the founding of our country, but rather an afterthought of our country’s founding fathers. It wasn’t until the racial

strife resulting from the Civil War and missteps by the Supreme Court that rights gained a great deal of controversy. This controversy has falsely led many Americans to believe that awarding rights to one group means denying rights to others. Columbia professor and constitutional law expert Jamal Greene explores this phenomenon.

And Ian Millhiser, Vox’s Supreme Court correspondent, tells the story of what is likely to come from the Supreme Court in the coming years, particularly around significant divisive issues such as abortion and affirmative action. Equally important, Millhiser also explores the arcane decisions that the Court can use to fundamentally reshape America, transforming it into something he believes is far less democratic by attacking voting rights, dismantling the federal administrative state, ignoring the separation of church and state, and putting corporations above the law.

POLITICS

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

COMMONWEALTH CLUB

Sunday, May 9th, 2021

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

ON THE HOUSE: A WASHINGTON MEMOIR

John Boehner-Former Speaker of the U.S. House of Representatives, Former Representative (R-Ohio 8th District); Author, On the House: A Washington Memoir

In Conversation with Melissa Caen-Attorney; Author; Political Analyst

John Boehner spent nearly 25 years in Congress and served as the 53rd speaker of the House. During his time, his responsibility and decision making to preserve the American Dream was driven by the values of economic freedom and individual liberty.

When he announced his resignation, President Obama called to tell the outgoing speaker that he'd miss him. "Mr. President," Boehner replied, "yes you will." In his new memoir, On the House, Boehner recounts his experiences and shares what he learned from his years of public service.

Join us as former House Speaker John Boehner talks honestly about his colorful tales from the halls of power to broaden our perception of Washington's political landscape

COMMONWEALTH CLUB

Sunday, May 23rd, 2021

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

DISTORTED DEMOCRACY AND THE “ZERO-SUM GAME”

Heather McGhee-Political Strategist & Author

Rebecca Willis-Researcher and Author

Greg Dalton-Founder and Host, Climate One

In the United States, we’ve become accustomed to climate issues — like nearly everything else — being politicized. Even when potential solutions might benefit everyone, politicians act with an us-vs.-them mentality. In what’s called a zero-sum game, each side acts as if winners on one side will necessarily result in losers on the other. These political practices can distort our democracy — and our ability to respond to the climate crisis in a way that could benefit everyone.

But does it have to be this way? How can activists build climate action support that is effective and enduring? What do social cues and structures do to shape our response to the climate crisis? And how is addressing climate change a democratic challenge?

COMMONWEALTH CLUB

Sunday, May 30th, 2021

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

STRONGER: COURAGE, HOPE, AND HUMOR IN MY LIFE WITH JOHN MCCAIN

Cindy McCain-Author, Stronger: Courage, Hope, and Humor in My Life with John McCain

In Conversation with Dan Ashley-Anchor, ABC7 KGO-TV and Member, Commonwealth Club Board of Governors

John McCain was a respected six-term senator from Arizona, Navy hero, and dedicated family man. No one knew him better than his wife of 38 years, Cindy McCain.

She said, “My husband John lived by a code: country first. We are Republicans, yes, but Americans foremost.” Last year she made the bold decision to cross party lines and endorse Joe Biden for president.

In her new book Stronger, she reveals her own successes and challenges and how Sen. McCain inspired her to fight for family, honor and country.

Join an inspirational conversation with Cindy McCain about her life and her husband’s lasting legac

BUSINESS

A TOTAL OF 1 HOUR DEVOTED TO THE TOPIC DURING THE 2nd QUARTER

COMMONWEALTH CLUB

Sunday, May 16th, 2021

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

HOW WOMEN UNLOCK THEIR COLLECTIVE POWER

Module 1 Brooke Baldwin-Anchor, CNN; Author, Huddle: How Women Unlock their Collective Power

In Conversation with Alisyn Camerota-Anchor, New Day on CNN

Module 2

Julie Lythcott-Haims-Author, Your Turn: How to Be an Adult

Darnell Moore-Author, No Ashes in the Fire: Coming of Age Black and Free in America—Moderator

This radio program from The Commonwealth Club draws on two separate events: “Brooke Baldwin: How Women Unlock Their Collective Power” and “Your Turn: How to Be an Adult, with Julie Lythcott-Haims.”

Women in male-dominated industries face a wide-range of sexist and misogynist obstacles that bring moral and societal dilemmas to the forefront. In these industries, CNN’s Brooke Baldwin says that women- led “huddles” are necessary to provide young women in the workplace with the necessary support, inspiration, and strength to succeed.

What does it mean to be a “real adult”? As a former dean of freshmen at Stanford University and bestselling author of How to Raise an Adult and Real American, author Lythcott-Haims has spent her career helping young adults pursue their goals. Now Lythcott-Haims provides compassionate and practical guidance on how to navigate the wonders and challenges of adult life, from finding a fulfilling career to gaining the confidence to understand what’s most important.

PSYCHOLOGY

A TOTAL OF 1 HOUR DEVOTED TO THE TOPIC DURING THE 2nd QUARTER

COMMONWEALTH CLUB

Sunday, June 6th, 2021

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

THE SCIENCE OF CHANGE

Katy Milkman-James G. Dinan Professor, The Wharton School; Author, How to Change: The Science of Getting from Where You Are to Where You Want to Be

In Conversation with Charles Duhigg-Contributor, The New Yorker; Author, Smarter Faster Better: The Transformative Power of Real Productivity

Cycles are hard to break. Once you get into the habit of eating badly, not exercising, or procrastinating, finding purpose and success can seem like an insurmountable goal. No matter how many books you read, podcasts you listen to, or YouTube how-to videos you watch, you're still not where you want to be. But maybe there's still hope. Award-winning Wharton professor and "Choiceology" podcast host Katy Milkman understands the blockages she says are preventing you from making change. She has spent her career studying behavior change, and she offers a new strategy for breaking bad habits to make personal change.

In her new book *How to Change*, Milkman suggests new solutions for getting where you want to be. Backed by case studies, personal narratives and innovative research, Milkman encourages readers to focus on timing, turn temptation into assets, and give others advice to help people achieve more and meet success. Turning an uphill battle into a downhill one is the key to success, and Katy Milkman is here to show how it can be done.

Join us as Katy Milkman offers an indispensable, research-based approach for designing your life and achieving your goals, once and for all.

IMMIGRATION

A TOTAL OF 1 HOUR DEVOTED TO THE TOPIC DURING THE 2nd QUARTER

COMMONWEALTH CLUB

Sunday, June 13th, 2021

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

OUT OF MANY, ONE – PORTRAITS OF AMERICA’S IMMIGRANTS

President George W. Bush-Author, Out of Many, One: Portraits of America’s Immigrants

In Conversation with Kori Schake-Director of Foreign and Defense Policy Studies, American Enterprise Institute

The issue of immigration stirs intense emotions today, as it has throughout much of American history. But what gets lost in the debates about policy are the stories of immigrants themselves, the people who are drawn to America by its promise of economic opportunity and political and religious freedom—and who strengthen our nation in countless ways.

Since leaving office, President George W. Bush has used the art of painting to honor the everyday heroes of America. His new book, *Out of Many, One: Portraits of America’s Immigrants*, shines a spotlight on America’s immigrants, and their stirring stories, to highlight how hard work, strong values, dreams, and determination know no borders or boundaries.

Join us for a special conversation with President Bush as we gain a better appreciation for the humanity behind one of the most pressing policy issues of our time and the countless ways in which America, through its tradition of welcoming newcomers, has been strengthened by those who have come here in search of a better life.

LITERATURE

A TOTAL OF 1 HOUR DEVOTED TO THE TOPIC DURING THE 2nd QUARTER

COMMONWEALTH CLUB

Sunday, June 27th, 2021

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

THE DEVIL MAY DANCE

Jake Tapper-Anchor and Chief Washington Correspondent, CNN and Author of “The Devil May Dance”

In Conversation with Clara Jeffery-Editor in Chief, Mother Jones

CNN’s Jake Tapper is one of the most respected people in news today. As CNN’s chief Washington anchor and co-host of “State of the Union,” Tapper has sat down with presidents, covered inaugurations, and continues to interview senators, dignitaries and newsmakers week in and week out.

In his new novel The Devil May Dance, Tapper continues the story started in his previous bestseller, The Hellfire Club. Taking us into the world of political stars Charlie and Margaret Marder, Tapper re-creates the world of the 1960s, complete with backroom deals and secret societies. In this new journey, they befriend dazzling celebrities like Frank Sinatra and must learn to deal with sinister forces from Hollywood’s stages and the newly founded Church of Scientology.

Jake Tapper has covered historical political events such as the inauguration of President Barack Obama and the death of Osama bin Laden. His work has won him several awards, including an Emmy for Outstanding Live Coverage of a Current News Story and the Edward R. Murrow Award.

CUMULUS BROADCASTING STATIONS

QUARTERLY PSA ACTIVITY REPORT

SECOND QUARTER 2021

STATION: KSKS FRESNO

1. :30 SPOT-16 TIMES---ARMED SERVICES EMERGENCY RELEIF
2. :30 SPOT-32 TIMES---CENTRAL CA BLOOD CENTER
3. :30 SPOT 24 TIMES—CATHOLIC CHARITIES
4. :30 SPOT 16 TIMES—FIRST FIVE CALIFORNIA
5. :30 SPOT-28 TIMES---HEART & STROKE BALL
6. :30 SPOT 18 TIMES---WORLD LINK-EXCHANGE STUDENTS
7. :30 SPOT-16 TIMES---DOCTORS WITHOUT BORDERS
8. :30 SPOT-12 TIMES---BETTER BUSINESS BUREAU-MEDICARE FRAUD
9. :30 SPOT- 18 TIMES---CENCAL SPORTS GOLF TOURNAMENT
10. :30 SPOT-32 TIMES---RED CROSS
11. :30 SPOT-28 TIMES---AMERICAN LUNG ASSOC-COVID 19
12. :30 SPOT- 20 TIMES—UCP-CORNHOLE TOURNAMENT
13. :30 SPOT-26 TIMES---FRESNO COUNTY DEPT OF HEALTH-COVID-19
14. :30 SPOT-14 TIMES---CCSPCA-ANIMAL ABUSE
15. :30 SPOT-18 TIMES---EASTER SEALS
16. :30 SPOT-12 TIMES---SARCOMA ALLIANCE
17. :30 SPOT-18 TIMES---KNOW DIABETES BY HEART.ORG
18. :30 SPOT 16 TIMES---AMERICAN HEART ASSOCIATION

EIGHTEEN--:30 RECORDED PUBLIC SERVICE ANNOUNCEMENTS RAN A TOTAL OF 364 TIMES DURING THE MONTHS OF APRIL, MAY, AND JUNE.

TOTAL ESTIMATED AIRTIME VALUE FOR THIS QUARTER: \$16,380.

POLITICAL COVERAGE

THE ONLY POLITICAL COVERAGE OUTSIDE OF REGULARLY SCHEDULED NEWSCASTS ON **KSKS** DURING THE 2nd QUARTER OF 2021 WAS CONTAINED IN **THE COMMONWEALTH CLUB. SEE POLITICS.**