

CUMULUS BROADCASTING
ISSUES AND PROGRAMS REPORT
FOR STATION KSKS
FIRST QUARTER 2021 JANUARY 1 THROUGH MARCH 31

PREPARED BY:

RUTH MICHAELS

SAN JOAQUIN VALLEY ISSUES

ADDRESSED IN RESPONSIVE PROGRAMMING IN THE FIRST QUARTER 2021

- 1. SOCIAL JUSTICE/RACE**-- The Purpose of Power/Reckoning with Race in America.
- 2. COVID-19** --Covid-19 Vaccines and Returning to Normalcy.
- 3. HEALTH** --Destination Health: Driving Equity in Healthcare; Championing Mental Health for Everyone.
- 4. POLITICS** --Women and Leadership.
- 5. ECONOMY** --Bank of America Annual Economic Forecast.
- 6. ENTREPRENEURSHIP** --American Opportunity is Still Alive.
- 7. CLIMATE** --Biden's Climate Opportunity.
- 8. EDUCATION**--The Future of American History Education.
- 9. HISTORY**--Defending American Freedom; the Mothers of the Civil Rights Movement.
- 10. PHILANTHROPY**--A Conversation on Giving Back.

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 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 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 first quarter can be found in the public service announcement list included with this report.

SOCIAL JUSTICE/RACE

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

COMMONWEALTH CLUB

Sunday, January 3rd, 2021

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

THE PURPOSE OF POWER/RECKONING WITH RACE IN AMERICA

Alicia Garza-Principal, Black Futures Lab; Author, *The Purpose of Power: How We Come Together When We Fall Apart*

Michael Eric Dyson-Ph.D., Op-Ed Columnist, *The New York Times*; Professor of Sociology, Georgetown University; Author, *Long Time Coming: Reckoning with Race in America*

Angela Rye-Principal and CEO, IMPACT Strategies; Political Commentator, CNN; Political Analyst, NPR

This radio program from The Commonwealth Club draws on two separate events: “Alicia Garza: The Purpose of Power” and “Michael Eric Dyson with Angela Rye: Reckoning with Race in America”

Activist Alicia Garza started a movement that changed how many people think about race. One of the pioneers behind the phrase #BlackLivesMatter, Garza co-founded the Black Lives Matter Network in 2013 and remains a seminal leader in the effort to organize for racial justice. Garza argues for a new outlook in community organizing in which social movements are more accommodating and understanding of burgeoning activists.

From Hurricane Katrina’s racial impacts to Jay Z’s hip hop politics, Michael Eric Dyson has uplifted race-related academia through his analysis on a diverse array of Black cultural topics. Dyson examines how the death of George Floyd jump-started a social movement that has been brewing for more than 400 years.

Join Michael Eric Dyson in conversation with CNN’s Angela Rye as they both offers ways to finally address and grapple with systemic racism and racial tensions in the United States.

COVID-19

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

COMMONWEALTH CLUB

Sunday, February 7th, 2021

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

COVID-19 VACCINES AND RETURNING TO NORMALCY

Bob Wachter-M.D., Chair, Department of Medicine, University of California, San Francisco

Ken Kelley-Vaccine Executive; Pandemic Preparedness Advisor, NIAID and CDC

Mark Zitter-Chair, The Zetema Project—Moderator

Amid dire news of increasing COVID-19 deaths and strict lockdowns this winter, we see vaccines being approved in record time.

How and when will these vaccines be rolled out to hundreds of millions of Americans? Who will be offered them first, and when will the rest of us gain access? Will we take them when offered—and if not, will they be mandated? As these vaccines are dosed in unprecedented volumes here and around the world, how fast can they slow the spread of the coronavirus? Most of all, when can we get back to the activities we've been missing? Will vaccines ever allow life to return to normal?

HEALTH

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

COMMONWEALTH CLUB

Sunday, January 17th, 2021

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

DESTINATION HEALTH: DRIVING EQUITY IN HEALTHCARE

Joseph Betancourt-M.D., MPH, Vice President Chief Equity and Inclusion Officer, Massachusetts General Hospital; Founder, Senior Advisor and Faculty, The Disparities Solutions Center; Associate Professor, Harvard Medical School

Aletha Maybank-M.D., MPH, Chief Health Equity Officer and Group Vice President, American Medical Association

Leana Wen-M.D., Emergency Physician and Visiting Professor of Health Policy and Management, George Washington University School of Public Health; Former Health Commissioner, City of Baltimore; CNN Medical Analyst

Ronald Wyatt-M.D., Vice-President and Patient Safety Officer, MCIC Vermont; Former Chief Quality and Patient Safety Officer, Cook County Health; Internationally Known Patient Safety Expert and Health Equity Champion

April Dembosky-Health Correspondent, KQED Radio—Moderator

As our country faces the worst economic downturn in a century due to the COVID-19 pandemic, many Americans are experiencing financial strain, leading to food insecurity and rising homelessness. Communities of color are disproportionately impacted by both the coronavirus and the resulting economic crisis, creating multiple barriers to health.

In the United States, we spend more on health care and less on the social services that support healthier communities than most industrialized nations. Today's pandemic continues to highlight how this mismatch in spending is driving some of our poor health-care outcomes. The potential for a significant rise in homelessness, food insecurity and other social issues amid COVID-19 will have drastic effects on health. We already know, for example, that chronic homelessness can cut 27 years from a person's life. We cannot keep people healthy if they cannot keep a roof over their head and food on the table.

Our country's health-care system is already facing a massive challenge as it cares for those infected with the coronavirus. How can we address the physical, psychological, economic and social impacts of inequity and systematic racism to foster more equitable and healthier communities? Join a panel of experts as we explore opportunities to drive health equity.

HEALTH (cont.)

COMMONWEALTH CLUB

Sunday, March 21st, 2021

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

CHAMPIONING MENTAL HEALTH FOR EVERYONE

Kevin Love-Professional Basketball Player, Cleveland Cavaliers

Elissa Epel-Ph.D, Professor and Vice Chair, Department of Psychiatry, University of California, San Francisco

Raj Mathai-News Anchor, NBC Bay Area—Moderator

Introduction by **Stephen Hinshaw**-Professor of Psychiatry and Behavioral Sciences, University of California, San Francisco

On the surface, it would appear that the Cleveland Cavaliers' star forward Kevin Love has much success in his life. He is a five-time All-Star and won an NBA championship with the Cavaliers in 2016. He was a member of the gold medal-winning U.S. national team at the 2012 Summer Olympics. But Kevin Love has also suffered from depression and anxiety for years. He was one of the first NBA players to openly discuss mental health challenges. He first made headlines in March 2018, when he admitted that he had suffered a panic attack during a game that year. He subsequently said that he had always viewed talking about mental health as a “form of weakness that could derail my success in sports.” Yet he has gone on to talk about how he has changed his attitude toward mental health, believing that sharing helps others. In 2018, he established the Kevin Love Fund to provide tools and help for people to improve their physical and emotional well-being, with the goal of assisting more than a billion people over the next 5 years.

Come for a candid and heartfelt conversation with Kevin Love about how depression impacts not only high performers but a wide range of people across age groups and professions, especially during the COVID-era, and what can be done to create more support for those in need. Bring your questions.

POLITICS

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

COMMONWEALTH CLUB

Sunday, March 14th, 2021

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

WOMEN AND LEADERSHIP

Julia Gillard-Former Prime Minister of Australia; Co-author, *Women and Leadership: Real Lives, Real Lessons*

Ngozi Okonjo-Iweala-Former Finance Minister of Nigeria, Co-author, *Women and Leadership: Real Lives, Real Lessons*

In Conversation with **Jennifer Palmieri**-Former White House Communications Director; Co-host, “The Circus” on Showtime; Author, *She Proclaims: Our Declaration of Independence from a Man’s World*

Women in politics must face an inevitable wall of sexism and gender stereotypes by the public, all in addition to the political and economic responsibilities of their position. Former Australian Prime Minister Julia Gillard and Nigerian economist Ngozi Okonjo-Iweala come from two different political atmospheres, yet have the ability to build common ground on their shared gendered experiences.

Gillard and Okonjo-Iweala are former political leaders with years of expertise as women in government spaces. In 2010, Gillard became the first female prime minister of Australia. She spent her time in office focusing on rebuilding the Australian economy and prioritizing national health initiatives. Okonjo-Iweala is a Nigerian economist and international development expert who has 25 years at the World Bank as a development economist under her belt. She has also served two terms as the finance minister of Nigeria and the minister of foreign affairs. Throughout their separate careers, these women have explored the political gender bias that ultimately leads to an important question: why aren't there more women in national leadership roles?

In their new book, *Women and Leadership: Real Lives, Real Lessons*, Gillard and Okonjo-Iweala attempt to answer this question by analyzing the lived experience of the world's most powerful women, including Jacinda Ardern, Hillary Rodham Clinton, and Christine Lagarde. This honest book on leadership equality aims to have readers question the role of gender and sexism in the political arena. Join us as Gillard and Okonjo-Iweala give a rare insight into life as a female leader and inspire us into a powerful call to action for gender equality everywhere.

ECONOMY

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

COMMONWEALTH CLUB

Sunday, February 21st, 2021

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

BANK OF AMERICA ANNUAL ECONOMIC FORECAST

Michael Boskin-Ph.D., Professor of Economics and Senior Fellow, Hoover Institution, Stanford University; Chair, President George H.W. Bush's Council of Economic Advisors

Laura Tyson-Ph. D., Professor, Haas School of Business, University of California, Berkeley; Chair, President Bill Clinton's Council of Economic Advisors

Evelyn Dilsaver-Chair, Commonwealth Club Board of Governors; Former Executive Vice President, Charles Schwab; Former President & CEO, Charles Schwab Investment Management—Moderator

Join us for a lively and important discussion on where the U.S. and global economies are headed and what should be done to keep them on track.

Michael J. Boskin is T. M. Friedman Professor of Economics and Senior Fellow at the Hoover Institution, Stanford University. He is also a research associate at the National Bureau of Economic Research.

He served as chairman of the president's Council of Economic Advisers (CEA) from 1989 to 1993. The independent Council for Excellence in Government rated Dr. Boskin's CEA one of the five most respected agencies (out of 100) in the federal government. He chaired the highly influential blue-ribbon Commission on the Consumer Price Index, whose report has transformed the way government statistical agencies around the world measure inflation, GDP and productivity.

Laura D'Andrea Tyson is an influential scholar of economics and public policy and an expert on trade and competitiveness who has also served as a presidential adviser. She is a distinguished professor of the Graduate School at the Haas School of Business, University of California, Berkeley. She also chairs the Board of Trustees at UC Berkeley's Blum Center for Developing Economies, which aims to develop solutions to global poverty. She is the former faculty director of the Berkeley Haas Institute for Business and Social Impact, which she launched in 2013. She served as interim dean of the Haas School from July to December 2018, and served previously as dean from 1998 to 2001. Dr. Tyson was a member of President Clinton's cabinet between 1993 and 1996. She served as chair of the president's Council of Economic Advisers from 1993 to 1995 and as director of the White House National Economic Council from 1995 to 1996. She was the first woman to serve in those positions.

ENTREPRENEURSHIP

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

COMMONWEALTH CLUB

Sunday, February 14th, 2021

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

AMERICAN OPPORTUNITY IS STILL ALIVE

John Hope Bryant-Entrepreneur; Philanthropist; Founder and Chairman, Operation HOPE, Inc.; Author, Up From Nothing: The Untold Story of How We (All) Succeed

Brian Watt-News Anchor, KQED Radio

John Hope Bryant says American opportunity is not dead. Bryant outlines the mindset and practices that he says will allow all of us to achieve the American Dream, no matter what our current circumstances. He rose from humble beginnings, and argues that individually, we can change our mindset from survivor to thriver to winner, and move beyond just getting by or being financially independent to becoming wildly successful.

CLIMATE

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

COMMONWEALTH CLUB

Sunday, January 31st, 2021

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

BIDEN'S CLIMATE OPPORTUNITY

John Podesta-Founder, Center for American Progress; Former Hilary Clinton Campaign Chairman

Christine Todd Whitman-Former EPA Administrator

Chuck Hegel-Former U.S. Secretary of Defense

As we approach inauguration day and the start of a new presidency, Biden is building a robust team to get the U.S. back on track with climate. Will the appointment of fresh new leadership advance Biden's approach to bold climate action? What other policy changes can begin to roll back the past four years of environmental damage without Senate approval?

We speak with two former cabinet secretaries and a former White House climate advisor on what's being done, and what comes next, in Biden's whole-government approach to climate action.

EDUCATION

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

COMMONWEALTH CLUB

Sunday, March 7th, 2021

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

THE FUTURE OF AMERICAN HISTORY EDUCATION: WHAT NOW?

Jane Kamensky-Jonathan Trumbull Professor of American History at Harvard University

Ian Rowe-Resident Fellow, American Enterprise Institute

Michelle Herczog-History-Social Science, Coordinator III for the Los Angeles County Office of Education

Yoni Appelbaum-Senior Editor, The Atlantic—Moderator

As the Trump presidency comes to an end, many questions have been raised about its impact and legacy on a range of policy issues and priorities for the country. The future of American history education, particularly for K–12 students, is one area where the impact could be felt for years.

Responding to recent controversies such as The New York Times’s “1619 Project” and widespread calls to remove Confederate monuments, President Trump issued an executive order establishing a new

“1776 Commission” to promote “patriotic education” in schools. Whether or not the Biden administration continues the commission, the focus on what should be taught about America’s founding and heritage, how constitutional issues and historical topics such as slavery should be conveyed to students, and how to teach the full and complex story of our constitutional democracy will remain a significant educational debate for years to come.

This program will look at the state of this debate from a range of perspectives and discuss the future of American history education. The program will be held on January 6, the historic constitutional day when the U.S. Congress officially counts the electoral votes from the presidential election.

EDUCATION (cont.)

COMMONWEALTH CLUB

Sunday, March 28th, 2021

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

BUILDING AN ANTI-RACIST CLASSROOM

Natalee Kēhaulani Bauer-Ph.D., Assistant Adjunct Professor of Race, Gender & Sexuality Studies, Mills College

Shawn Ginwright-Ph.D., Professor of Africana Studies, San Francisco State University; Author

Kyla Johnson-Trammel-Ph.D., Superintendent, Oakland Unified School District

Allison Briscoe-Smith-Ph.D., Director of Diversity, Equity and Inclusion, The Wright Institute Clinical Program—Moderator

Of the many inequities brought to light by COVID-19, the disparities that BIPOC students face in the American education system have proven to be the most complex. Creating an inclusive and anti-racist educational experience that helps students achieve their full potential is made even more difficult in the virtual classroom.

To provide their expertise on equitable education, four education leaders will speak at INFORUM on the challenges and opportunities offered by online schooling. They are Dr. Shawn Ginwright, professor of Africana Studies at San Francisco State University; Dr. Kyla Johnson-Trammel, superintendent of the Oakland Unified School District; Dr. Natalee Kēhaulani Bauer, assistant adjunct professor of race, gender and sexuality studies at Mills College; and moderator Dr. Allison Briscoe-Smith, director of diversity, equity and inclusion at the Wright Institute Clinical Program.

Join three Bay Area education experts at INFORUM and with the Club's education initiative, Creating Citizens, to learn more about teachers' vital role in the construction of an anti-racist future.

HISTORY

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

COMMONWEALTH CLUB

Sunday, January 10th, 2021

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

DEFENDING AMERICAN FREEDOM

Joe Scarborough-Co-Host, “Morning Joe,” MSNBC; Columnist, The Washington Post; Author, Saving Freedom: Truman, the Cold War, and the Fight for Western Civilization

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

On March 12, 1947, President Harry Truman delivered an address before Congress announcing a policy of Soviet containment that would later be known as the Truman Doctrine. This was just the beginning of a global movement against communist attempts at power that changed U.S. foreign procedure and policy.

In his new book, Saving Freedom: Truman, the Cold War, and the Fight for Western Civilization, Scarborough documents the hard work of the U.S. government in containing the spread of communism around the world. The historical account focuses a particular spotlight on President Truman and his ability to rally Republicans and Democrats behind one of America’s most dramatic foreign policy shifts.

Join us as Scarborough tells the story of a president’s ability to protect democracy not only in the United States, but around the world. Joe Scarborough is the co-host of “Morning Joe” on MSNBC. He is a former Republican congressman from Florida and also writes for The Washington Post.

HISTORY (cont.)

COMMONWEALTH CLUB

Sunday, February 28th, 2021

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

THE MOTHERS OF THE CIVIL RIGHTS MOVEMENT

Anna Malaika Tubbs-Author, *The Three Mothers: How the Mothers of Martin Luther King, Jr., Malcolm X, and James Baldwin Shaped a Nation*

Valerie Coleman Morris-Emmy Award-Winning Journalist—Moderator

Martin Luther King, Jr., Malcolm X, and James Baldwin pioneered equality through their common virtues of faith and resilience. They changed the minds of many Americans through their ability to assess community knowledge and make it accessible to the masses.

These men were not born with this innate ability to lead; they were shaped by their surroundings and upbringing to fight for social justice. Much has been written about Baldwin, Dr. King, and Malcolm X, but virtually nothing has been said about the extraordinary women who raised them to be the leaders they became.

Join us in conversation with Anna Malaika Tubbs as she celebrates Black motherhood in her new book, *The Three Mothers*. Baldwin's mother Berdis, King's mother Alberta, and Malcolm X's mother Louise raised their sons with the hope of helping them to survive in a society that would deny their humanity from the very beginning. Louise's reminders of the family's activist roots, Berdis' encouragement of creative writing, and Alberta's concentration on faith were integral to each of the men's outlook on life. The Black mothers who raised America's most pivotal heroes each represent a piece of history left untold and a celebration of Black motherhood long overdue.

PHILANTHROPY

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

COMMONWEALTH CLUB

Sunday, January 24th, 2021

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

A CONVERSATION ON GIVING BACK

José Andrés-Chef and Restaurateur; Founder, World Central Kitchen; Author, *We Fed an Island*

Sean Penn-Actor; Activist; Founder, CORE (Community Organized Relief Effort)

In conversation with **Nicholas Taylor**-Professor of English and Director, Martha Heasley Cox Center for Steinbeck Studies

Noted chef José Andrés and actor/activist Sean Penn are of course each well regarded for their respective talents. But in recent years, they have worked both individually and together to provide philanthropic assistance to those in need. Join us for a program that will salute these efforts and discuss what we all can do to help others during this challenging time.

Chef Andres' World Central Kitchen has served nearly 25 million meals throughout the United States, Spain and beyond in response to the COVID pandemic. By feeding health-care workers across the country with meals prepared at restaurants that would have otherwise remained closed due to stay-at-home orders, he has provided laid-off restaurant workers jobs during the pandemic. His organization also served more than 3.6 million meals to the people of Puerto Rico following Hurricane Maria, and in 2018, he was nominated for a Nobel Peace Prize.

Mr. Penn's CORE is a nonprofit organization dedicated to saving lives and strengthening communities affected by or vulnerable to crisis around the world, including in Haiti, The Bahamas, Puerto Rico, and the United States. CORE is currently committed to an integrated approach for the COVID-19 relief effort across the United States, which is inclusive of streamlined testing with results returned within 48 hours, comprehensive and timely contact tracing programs, supported quarantine and isolation services that provide shelter, food and wage replacement. The organization has been operating free COVID-19 testing sites across the United States since March, with a focus on serving vulnerable and underserved communities, targeting low-income groups, communities of color, first responders and essential workers.

CUMULUS BROADCASTING STATIONS
QUARTERLY PSA ACTIVITY REPORT
FIRST QUARTER 2021

STATION: KSKS FRESNO

1. :30 SPOT-84 TIMES---NO KILL ANIMAL SHELTER
2. :30 SPOT-30 TIMES---GIRL SCOUTS
3. :30 SPOT-28 TIMES---EASTER SEALS
4. :30 SPOT-24 TIMES---ARMED SERVICES EMERGENCY RELIEF
5. :30 SPOT-32 TIMES---CENTRAL CA BLOOD CENTER-BONE MARROW
REGISTRY
6. :30 SPOT 24 TIMES—SARCOMA ALLIANCE
7. :30 SPOT 24 TIMES—DIABETES ASSOCIATION
8. :30 SPOT-24 TIMES—AMERICAN HEART ASSOCIATION
9. :30 SPOT 24 TIMES---SALVATION ARMY
10. :30 SPOT-16 TIMES---ACE OVERCOMERS
11. :30 SPOT-16 TIMES---LIVE AGAIN FRESNO
12. :30 SPOT- 12 TIMES---BOYS SCOUTS-GOLF TOURNAMENT
13. :30 SPOT-10 TIMES---CENTRAL CALIFORNIA FOOD BANK-HAM DRIVE
14. :30 SPOT-24 TIMES—CCSPCA-ANIMAL CRUELTY PREVENTION
15. :30 SPOT-16 TIMES---CREEK FIRE DONATIONS
16. :30 SPOT-20 TIMES---FRESNO COUNTY DEPT OF HEALTH DEPARTMENT
17. :30 SPOT-24 TIMES---AL ANON
18. :30 SPOT-12 TIMES---FRESNO PACIFIC COLLEGE-DONATE

EIGHTEEN--:30 RECORDED PUBLIC SERVICE ANNOUNCEMENTS WERE SCHEDULED TO RUN A TOTAL OF 444 TIMES DURING THE MONTHS OF JANUARY, FEBRUARY AND MARCH.

TOTAL ESTIMATED AIRTIME VALUE FOR THIS QUARTER: \$19,980.

POLITICAL COVERAGE

THE ONLY POLITICAL COVERAGE OUTSIDE OF REGULARLY SCHEDULED
NEWSCASTS ON **KSKS** DURING THE 1st QUARTER OF 2021 WAS CONTAINED IN **THE
COMMONWEALTH CLUB. SEE POLITICS.**