



KSEE QUARTERLY ISSUES AND PROGRAMS REPORT

January 1st 2016 – March 31st 2016

KSEE programs, news reports and public services announcements provided significant treatment of the following issues that were important to the community in the 1st Quarter of 2016.

- Education
- Children/Youth
- Crime/Law Enforcement
- Economy
- Community

Programs: Programs providing the most significant treatment of the above-identified community issues:

Local:

Program	Day	Time
KSEE Sunrise	Monday-Friday	6:00-7:00 am
KSEE Sunrise	Monday-Friday	7:00-8:00 am
KSEE24 Midday News	Monday-Friday	11:00-12:00 noon
Central Valley Today	Monday-Friday	3:00-4:00 pm
KSEE24 News @ 5	Monday-Friday	5:00-5:30 pm
KSEE24 News @ 6	Monday-Friday	6:00-7:00 pm
KSEE24 News @ 11	Monday-Sunday	11:00-11:30 am
Sunday Morning Matters	Sunday	8:00-8:30am

All of the above programming is locally produced news and entertainment programming presenting a mix of news, weather, sports, lifestyle, and programming focusing on current issues and events.

National:

Program	Day	Time
Mad Money with Jim Cramer	Monday-Friday	3:00-4:00 am

Mad Money focuses on stocks and helping people become better investors. This show teaches how to think about the market, pick stocks and educate, educate people how to analyze stocks and the market through the prism of events such as economy, and health.

Early Today	Monday-Friday	4:30-5:00 am
-------------	---------------	--------------

Early Today is a fast-paced and is the first word in breaking news from Main Street to around the world. NBC Network, “Early Today” provides a comprehensive look at the news that occurred overnight as well as previewing the day’s upcoming events, latest headlines in world and national news, as well as regular segments on business, sports and entertainment, including but not limited to economy, health, education and crime.

NBC Nightly News	Monday-Friday	5:30-6:00 pm
------------------	---------------	--------------

NBC Nightly News provides the very latest on the day’s top stories and going beyond the headlines, analyzes the most pressing issues of our times, including but not limited to economy, health, education and crime.

Saturday TODAY	Saturday	5:00-7:00 am
----------------	----------	--------------

Saturday TODAY covers breaking news, interviewing newsmakers, reporting on a variety of popular-culture and human-interest stories, all the national headlines, covering health and finance issues and presenting the latest weather reports, including but not limited to economy, health, education and crime.

Sunday Today	Sunday	6:00-7:00 am
--------------	--------	--------------

Sunday TODAY covers breaking news, interviewing newsmakers, reporting on a variety of popular-culture and human-interest stories, all the national headlines, covering health and finance issues and presenting the latest weather reports, including but not limited to economy, education and crime.

Meet The Press	Sunday	7:00-8:00 am
----------------	--------	--------------

NBC's Meet the Press provides insights and analysis into all aspects of politics and the nation's capital, asking The United States and world leaders the tough questions and gather influential voices to critically examine the answers and tell you how those numbers can affect your life, including but not limited to economy, health, education and crime.

Syndicated:

Program	Day	Time
Dr. Phil	Monday-Friday	4:00-5:00 pm

Dr. Phil McGraw covers the forum on mental health issues, educates on making psychology accessible and understandable, addresses important personal and social issues, critical issues of our time, including the “silent epidemics” of bullying, drug abuse, domestic violence, depression, child abuse, and suicide, including but not limited to health, education, crime.

Education – topics covered under this issue include: A south valley student gets honored for putting others before himself, students learning about the great outdoors and environment at China Peak Ski Slopes and CTE specializes in programs preparing students for the workforce.

Program Title: YCM pkg
Time: 6:00am sunrise

Date: 02/03/2016
Duration of Segment- 1:45

Detailed Description:

In partnership with Tulare County Office of Education, KSEE24 highlights a South Valley student that shows great Character. In Your Character Matters, we recognize Tanner Ragan. The 7th grader never lets another student eat lunch alone. If he sees another child is hurting, he will go help them. For always putting others before himself, Tanner Ragan was nominated as a student to be honored because Your Character Matters

Program Title: Big Creek Ski Class
Time: 6:30am sunrise

Date: 02/16/2016
Duration of Segment- 3:15

Detailed Description:

One school district is using the great outdoors to teach some important skills. Big Creek School in the Fresno County Mountains takes the classroom outside for life-long learning on the China Peak Ski Slopes. The students enjoy six snow ski lessons during the year. The kids learn the basics to snow skiing or snowboarding and enjoy the natural environment around them.

Program Title: Unified Career Technical Education
Time: 06:30am sunrise

Date: 02/23/2016
Duration of Segment- 3:30

Detailed Description:

Career Technical Education is not only for students who want to go to work right after high school, but also for kids who plan to go to college. Over 10,000 students in Fresno Unified are enrolled in CTE courses. Another 3,600 are in learning pathways which combine technical skills with their academic course work. The goal is to have them all graduate with skills that prepare them for work. Polytechnical High School in Fresno is one that specializes in programs preparing students for the workforce. It offers career pathways in vocations ranging from nursing to auto mechanics. Other Fresno Unified schools are also offering courses in these important skills with the focus to help introduce students to options and skillsets for future success.

Children/Youth – topics covered under this issue include: Fresno bikers escort 17-year old to school after bullied, blind 10-year old uses poetry to speak about discrimination and Fresno Grizzlies recruit a new player on their “Reading Heart” team for literacy.

Program Title: Hoover Bully Escort

Date: 02/19/2016

Time: 6:00pm

Duration of Segment- :45

Detailed Description:

A group of bikers is helping one teen girl at Hoover High School combat bullying. The 17-year-old claims she was harassed on social media and her home vandalized. The bikers have been escorting her to school all week. They say it's about showing the community that bullying is not acceptable. Fresno Unified School District said the accused bullies were disciplined but offered no specifics.

Program Title: Blind Poet

Date: 03/01/2016

Time: 6:00pm

Duration of Segment- 1:45

Detailed Description:

A Porterville fifth grader is speaking out about discrimination through poetry. Ten-year-old Luis Gonzales was born blind and has never known race or racism. In his poetry he strives to help other kids see the world in the same light. Luis will be reciting his poem for the county poetry and prose competition this month.

Program Title: Grizz Reading Heart

Date: 12/21/2016

Time: 6:00pm

Duration of Segment- 1:45

Detailed Description:

The Fresno Grizzlies have recruited a new player for their team to spread literacy in the community. Danay Ferguson from “Reading Heart” is now on the bench. They made it official when the Grizzlies mascot, Parker, joined Danay at Forkner Elementary for a reading assembly. The two are natural partners. The Grizzlies literacy program, “Wild about Reading,” has been reaching out to kids for more than a decade giving a free game ticket to kids that read 10 books in five weeks. On March 18 Danay, and her non-profit “Reading Heart,” will try to break a record by collecting half-a-million books in 24 hours. The challenge will take place at Chukchansi Park. The community is welcome to donate books or money. For every five dollars donated Danay can buy four new books.

Crime/Law Enforcement – topics covered under this issue include: NTSB investigating a fatal plane crash kills 2 people in Tulare County, large ceremony in Visalia for Deputy killed in plane crash and 400 people joined together for annual conference on Human trafficking.

Program Title: TCSO Crash
Time: 11:00pm

Date: 02/11/2016
Duration of Segment- 1:45

Detailed Description:

The NTSB is investigating a day after a fatal plane crash that killed two Tulare County Sheriff's Office employees. 52-year-old Deputy Scott Ballantyne and 45-year-old Pilot James Chaves died when their small plane crashed near Springville. They had just finished tracking a suspect at the time of the accident. A command post has now been set up in the area as crews work to investigate the crash and remove the wreckage.

Program Title: Ballantyne
Time: 6:00pm

Date: 02/22/2016
Duration of Segment- 1:30

Detailed Description:

Hundreds of law enforcement personnel from all over the state turned out to pay their respects to Deputy Scott Ballantyne. He was laid to rest in a large ceremony in Visalia. Those attending said it was an honor to pay tribute to the man and his family who gave his life in service to his community. Deputy Ballantyne and a pilot died in a plane crash. The small plane they were in went down after helping colleagues track a suspect.

Program Title: Human Trafficking
Time: 6:00pm

Date: 02/24/2016
Duration of Segment- 1:45

Detailed Description:

Almost 400 people joined together at the 7th Annual Conference on Human Trafficking. It's put on by the Fresno Economic Opportunities Commission. According to the Fresno EOC there have been more than 250 reported cases of trafficking in the Valley over the past five years. These victims are mostly females ages 12 to 56. At the conference, attendees joined together to stand for freedom.

Economy – topics covered under this issue include: Minimum wage in California to make 15 dollars from 10 dollars, Mayor to step down after serving 8 years and Fresno County food stamp program EBT cards to be used at fast food restaurants.

Program Title: Minimum Wage
Time: 11:00pm

Date: 02/11/2016
Duration of Segment- 1:45

Detailed Description:

California has started the new year with a new minimum wage. The raise was universal, but now there's a new push to raise it even more. Minimum wage employees in California make 10-dollars an hour, but now many want it bumped to 15-dollars an hour. They say it's all about making a "liveable wage," but Valley business owners say that increase could force them to close the doors.

Program Title: Fresno Mayor Race
Time: 11:00pm

Date: 02/18/2016
Duration of Segment- 1:40

Detailed Description:

Fresno Mayor Ashley Swearengin will soon step aside after eight years at City Hall and the race to replace her is heating up. Most agree that Swearengin will leave Fresno and its finances better than she found it. The next Mayor will also take Swearengin's unfinished business as a city still recovering from the recession and major plans to overhaul long-struggling sections of the city's center.

Program Title: Fresno Supes
Time: 5:00pm

Date: 03/01/2016
Duration of Segment- 1:45

Detailed Description:

A big change for thousands of people in Fresno County's food stamp program. The Electronic Benefit Transfer Cards, or EBT, can now be used at fast food restaurants. The Fresno County Board of Supervisors voted for the change because they say many EBT card holders don't have refrigerators or stoves to store and cook store bought food. The county's food stamp budget totals 400-million dollars and a portion of it will now be spent on this new option.

Community – topics covered under this issue include: Spending time with Muslim families and at the Mosque to learn how they are dealing with issues, taking measures to help with the homeless in Merced and an hour debate with viewer questions for our candidates.

Program Title: Day in the life of a local Muslim family Date: 02/04/2016
Time: 11:00pm Duration of Segment- 4:00

Detailed Description:

Since the attacks on Paris, local Muslims have reported feeling more scrutinized than before. We spent several days with one Muslim family to get their perspective. We also spent time at the local mosque to learn how they are dealing with the issues, including the political climate.

Program Title: Homeless summit Date: 02/26/2016
Time: 6:00pm Duration of Segment- 2:00

Detailed Description:

The city of Merced is taking aggressive measures to help the issue of homelessness in Merced. This annual event is to gauge where the City is compared to last year. Their efforts seem to be paying off with the homeless population being reduced by 50%. They cite the use of city resources as well as volunteers.

Program Title: Assembly District 31 Debate Date: 03/15/2016
Time: 7:00pm Duration of Segment- 60:00

Detailed Description:

KSEE produced and aired a hour-long debate between candidates vying for the 31st Assembly Seat. Anchor Evan Onstot moderated and viewer questions were included. Topics included Water, Minimum Wage, Health Care, and Economy.

Public Service Announcements: In addition to the above programming KSEE broadcast public service announcement, provided interviews, news coverage and station staffing to support community based organizations. Here are some examples for 1Q2016.

Education

- KSEE supported the Reading Heart Book Collection Drive in 1Q2016 by producing and airing promotional announcements to promote the event, multiple new stories, and multiple interviews and through staff support at the event. The end result was over 280,000 books collected. All children's books will be distributed to the Fresno County Office of Education to fight illiteracy in our community. Adult books will be distributed to Fresno Housing Authority properties and to the Fresno County Public Library.
- KSEE supported the Fresno Compact Business Education Shareholders Luncheon by interviewing 10 recipients and producing a video that aired at the event. The purpose of the Fresno Compact is to focus community-wide efforts on preparing students for the increasing demands of society and the workplace. In doing so, it provides a mechanism for mobilizing business and community support of local public schools, and it acts as a clearinghouse for the sharing of information among school district, business, and community leaders.
- KSEE24 produces and airs weekly segments, at least 1 time per week, called "Education Matters." They share positive stories of education and arts within schools in our coverage area. They also communicate valuable information and options for parents and caregivers.
- Each week for 36 weeks of the school year including every week in 1Q2016, KSEE24 featured an excellent educator from one of the communities we serve. The project is called "KSEE24 Educator of the Week." The feature story typically spotlights why they are an excellent educator and we interview students and peers to gain their perspective.

Crime/Law Enforcement

- KSEE24 supports Valley Crime Stoppers which is a local non-profit organization that offers cash reward in exchange for anonymous tips on crimes. To that end, KSEE24 produced and aired public service announcements to make the public aware of the program. More specifically, KSEE24 news featured unsolved crimes and asked viewers to anonymously call Crime Stoppers with information to help solve the crime. In March, KSEE24 participated in the California State Crime Stoppers conference to educate other Crime Stoppers programs on how to best utilize resources and best practices.

Community

- In 1Q2016 KSEE24 produced and aired PSAs promoting the Go Red for Women event to benefit the American Heart Association. This is their largest fundraiser of the year with the funds directed to research and awareness. In addition to the PSAs, the KSEE News Department supported the event through news coverage and provided an emcee for the event. Additionally KSEE interviewed the American Heart Association local representatives during our local lifestyle show, Central Valley Today.