



KSEE QUARTERLY ISSUES AND PROGRAMS REPORT
October 1, 2015 – December 31st

KSEE programs, news reports and public services announcements provided significant treatment of the following issues that were important to the community in the 4th Quarter of 2015.

- 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

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
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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
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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
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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
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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
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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: Career technical education is making its way back for students not college bound, Rotary club one of the oldest organization help central high school serve the community and Kirk elementary organize food drive for Fresno Rescue Mission.

Program Title: Career Technical Education
Time: 11:00am

Date: 10/13/2015
Duration of Segment- 3:15

Detailed Description:

Career technical education is making its way back into many schools. Vocational education as it was once called was geared for students not college bound but headed to work in jobs like auto mechanics and construction. Educators say that is an outdated perception of what career technical education is today.

Program Title: Service Before Self
Time: 6:30pm

Date: 11/09/2015
Duration of Segment- 3:15

Detailed Description:

High school students are encouraged to get involved in their community and volunteer their time, and students at central high school are taking the motto service before self to heart. The rotary club is one of the oldest service organizations in the world, and now, it is giving central high students the opportunity to become part of the club.

Program Title: Giving Back
Time: 06:30pm

Date: 12/22/2015
Duration of Segment- 3:30

Detailed Description:

More than any time of year, Christmas is the time that people dig deep to give to others. And now, some of the valley's neediest students are finding ways to give back. At Kirk elementary, the students organized a can drive to help the Fresno rescue mission. The kids didn't just help out, they responded in a big way. One 11-year-old boy collected more than 200 cans for the cause. The little boy was proud of his efforts and said it made him happy to help others. Meantime, in the rural farming community of Mendota the students initiated a "warm heart, warm hands" campaign. They requested donations of warm clothing and were overwhelmed at the response.

Children/Youth – topics covered under this issue include: Inspiration Park, a new park featuring a variety of sports and recreation, Fresno’s Air National Guard delivering holiday cheer to the deaf and hard of hearing and High school freshman organize a toy drive.

Program Title: Inspiration Park
Time: 6:30pm

Date: 11/16/2015
Duration of Segment- :45

Detailed Description:

There’s a new park in northwest Fresno and it's promising to accommodate every kind of child. It’s called “Inspiration Park.” It features a variety of sports and recreation areas and it's built from the ground up for total accessibility. The park also includes the first-ever universally-accessible skate park in the nation. Part of the park is named in honor of Donovan Maldonado; he was a 7-year-old hit and killed by a drunk driver in 2012.

Program Title: Silent Sleigh
Time: 6:30am

Date: 12/10/2015
Duration of Segment- :45

Detailed Description:

Santa delivered holiday to a special group of valley children. They are deaf or hard of hearing and Santa signed his holiday messages. The “silent sleigh” event was held at Fresno’s air national guard. It’s an annual event featuring floats decorated by the members of the 144th fighter wing. Next year will mark the 30th year for the event.

Program Title: Bullard Toys
Time: 06:00pm

Date: 12/21/2015
Duration of Segment- 1:45

Detailed Description:

A group of Bullard high school freshman organized a toy drive benefiting valley children's hospital and today the students personally delivered the toys. It only took 8 days for the toy drive to bring in more than 100 toys. Amy Russo with valley children's hospital says toys are a great distraction for the hospital's tiny patients.

Crime/Law Enforcement – topics covered under this issue include: Auto theft at its lowest, Attack at UC Merced University by an 18yr old and Home burglaries increase during the holidays.

Program Title: Crime View
Time: 6:00pm

Date: 10/14/2015
Duration of Segment- 1:00

Detailed Description:

Good and bad news from the Fresno police department. Crime is way up in parts of the city. But the auto theft rate is the best it's been in twenty years. Northwest Fresno has seen a 40.6% increase in violent crime year to date. But violent crime in southeast Fresno has remained flat. And auto theft across the city is the lowest it's been in twenty years. It's down five percent this year.

Program Title: UC Merced Presser
Time: 5:00pm

Date: 11/5/2015
Duration of Segment- 1:30

Detailed Description:

Two students, a staff member, and a contractor were injured during yesterday's attack at the university. All are expected to recover. 18-year-old Feisal Mohammad was killed by officers after the attack. UC Merced says he was a freshman from Santa Clara. Right now breaking developments in the investigation. A short time ago we learned that following the autopsy of the suspect investigators may have a lead to a possible motive and they will be releasing new information within the next half hour. But earlier this afternoon the sheriff released chilling details about the attack.

Program Title: Holiday Theft
Time: 5:00pm

Date: 12/23/2015
Duration of Segment- 1:45

Detailed Description:

It's that time of year that authorities say it's not just the season for giving, it's also the season for stealing. Home and vehicle thefts tend to increase this time of year. In fact, there were several burglaries in Fresno this morning alone. There are some simple steps you can take to help protect your property and valuables. It's recommended you draw the blinds and curtains in your home so thieves can't peak in, lock your doors and make sure you turn on a home alarm if you have one. Home security systems are now available online for just a couple hundred dollars. You can also have any packages diverted to a delivery center so they don't get stolen off your doorstep.

Economy – topics covered under this issue include: The Big Fresno Fair provides temporary jobs and Tulare County Jail inmates grow and raise their own food and livestock and you could qualify for more money filing your taxes.

Program Title: Fair Economy
Time: 11:00pm

Date: 10/18/2015
Duration of Segment- 1:20

Detailed Description:

This year's big Fresno fair is now in the history books. The final numbers are not yet completed, but organizers say the fair usually generates about \$68 million for Fresno County. And for some, the temporary jobs are truly life changing.

Program Title: Prison Farm
Time: 5:00am

Date: 11/06/2015
Duration of Segment- 1:30

Detailed Description:

In Tulare County, jail inmates are doing more than just serving time, they're learning to be farmers. Inmates not only grow and raise their own food and livestock; they're also in charge of getting the food from farm to table. From planting to prepping, and everything in between. Jail officials say the inmates are not only helping them save hundreds of thousands of dollars each year by participating in this farm program, but they're also learning valuable skills that will help them outside the prison walls.

Program Title: CTNS Tax Credits
Time: 5:00pm

Date: 12/24/2015
Duration of Segment- :45

Detailed Description:

This is the season of giving but tax filing season is right around the corner. State tax officials want to remind working families they could be eligible for a new state earned income tax credit. The income threshold is about \$54,000 per household. If you qualify, it could mean extra money in your fund. State tax officials say to file early to see if you qualify.

Community – topics covered under this issue include: Honor Flight veterans take part in a special ceremony and Remembering Varaz Samuelian a significant artist and food assistance for drought relief.

Program Title: Honor Flight
Time: 11:00am

Date: 10/29/2015
Duration of Segment- 1:05

Detailed Description:

Valley veterans on last week's central valley honor flight had an emotional stop on their final day in the nation's capital. They took part in a special ceremony at the tomb of the unknowns. It was just one way these valley heroes were recognized throughout the trip, even though many of the men and women still don't call themselves heroes.

Program Title: Remembering Varaz
Time: 11:00pm

Date: 11/02/2015
Duration of Segment- 3:30

Detailed Description:

November 7th marks the death of a significant artist in our community. Varaz Samuelian was born in Armenia. His parents survived the genocide. He studied art in Paris, and was a prisoner of war in world war two. But he left his mark locally and around the world after he moved to Fresno in the late 1950's. And now, two decades after his death, a fitting tribute at his final place of rest.

Program Title: Drought Meal
Time: 6:00pm

Date: 12/23/2015
Duration of Segment- 1:45

Detailed Description:

The one millionth drought relief food package was delivered to a family in Mendota this morning. This small agricultural town is one most strongly impacted by drought as work in the fields dried up with the rain. It's taken just 18 months for a million boxes of food to be handed out to the community by the state department of social services. Those receiving the food say that had it not been available they don't know what they would have done during these difficult times. In May 2014, governor brown signed a drought relief legislation and the food assistance program was part of the 687 million dollar plan.

Public Service Announcements: In addition to the above programming KSEE broadcast public

Education

- KSEE24 produces and airs weekly segments, at least 1 time per week, called “Education Matters.” They are rebroadcast in several newscasts each week. 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 4thQ2015, 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 196x 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 February, KSEE24 hosted a regional crime summit at the station to learn from law enforcement heads across the viewing area and discuss how they could use our resources in partnership with Crime Stoppers to solve previously unsolved crimes in their communities.

Health

- For over 20 years, KSEE has been a partner with Buddy Check and Komen Central Valley to promote breast cancer awareness and self-breast exams with the goal of detecting breast cancer early and improving mortality rates. In 4Q15, KSEE aired 626x promotional announcement for a variety of Buddy Check related initiatives. KSEE coordinated an 18-hour telethon which raised needed funds for Komen Central Valley. Those efforts generated \$10,000 in cash rewards. Later in the quarter, KSEE coordinated a survivor’s luncheon for breast cancer survivors. This event netted another \$24,000 for Komen Central Valley.

These public service announcements were broadcast at various times throughout the day.