



**KSEE QUARTERLY ISSUES AND PROGRAMS REPORT**  
**July 1<sup>st</sup> 2016 – September 30<sup>th</sup> 2016**

KSEE programs, news reports and public services announcements provided significant treatment of the following issues that were important to the community in the 3<sup>rd</sup> Qtr. 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

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: Salary increases for chancellors in the UC system, a local high school robotics competition inspired by NASA and debate on bond measure money to improve community colleges and how it should be spent.

Program Title: UC Chancellor Raise  
Time: 11:00am Midday

Date: 07/22/2016  
Duration of Segment- :30

Detailed Description:

UC chancellors will get three percent pay raises, including the chancellor at UC Merced. For some, it's their second raise in a year. A staff report says chancellor salaries fall in the bottom third of comparable universities. It says it's hard to recruit and keep talent. The UC Merced chancellor will be making over \$394-thousand dollars a year. The chancellor making the most is U-C San Francisco's who will be making over \$795-thousand dollars a year.

Program Title: Education Matters: Clovis Robotics  
Time: 6:00am Sunrise

Date: 08/01/2016  
Duration of Segment- 2:10

Detailed Description:

"ASET Dive into Space" is a program inspired by NASA. In the competition, students at Buchanan High School build robots and use them to complete tasks underwater. Organizers say it encourages kids to think big. More than 20 teens spent a week preparing and building their own robots and then suited up and used them to complete tasks in a huge underwater "space station". Students were timed, communicated using waterproof tablets and kept track of air. The entire competition was broadcast live for parents to see at another location.

Program Title: Measure C Funds  
Time: 11:00pm

Date: 08/02/2016  
Duration of Segment- :40

Detailed Description:

The Central Valley Business Diversity Partnership wants the State Center Community College district to spend Measure C funds wisely. The money was approved by voters for community college improvements. There is \$485 million dollars in bond funds. Businessmen want the district to spend the funds wisely and don't want projects rubber-stamped. The District plans to update campuses and build new buildings in Fresno, Reedley, Clovis, Madera and Oakhurst.

**Children/Youth** – topics covered under this issue include: A summer program aimed at helping migrant students in Fresno County, a live interview with a local doctor who shares a back-to-school health care checklist and a look at "College Night", where students and parents can learn about getting on the path to college and how to do it.

Program Title: Education Matters: Migrant Students  
Time: 5:00pm

Date: 07/25/2016  
Duration of Segment- 2:45

Detailed Description:

FCOE has a migrant summer program to help those students have experiences that might not otherwise Educators say migrant students often miss out on school activities and classroom time. Students learn science, music and art. Many get a chance to do things they've never done before, like attend a robotics camp. 24 school districts in Fresno County have migrant education programs. Educators say it helps the students have a better chance to succeed. A group attended a program at Fresno State to address health issues in the Hispanic community and also get a taste of college life. The importance of a college education is stressed during the programs.

Program Title: House Call  
Time: 06:00 am Sunrise

Date: 08/17/2016  
Duration of Segment- 3:00

Detailed Description:

A live interview with Dr. Juan Bautista of North Fresno Primary Care where he went back-to-school health checklist. Topics included immunizations, physicals, vision tests, allergies and inhalers.

Program Title: Education Matters: College Night  
Time: 6:30pm

Date: 09/19/2016  
Duration of Segment- 3:30

Detailed Description:

Many high school seniors don't think they have the financial means or education requirement to move on to college. "College Night" is a one stop shop for students who have questions. A financial workshop is one of the more popular seminars for students and families. Students and parents are told to take advantage of every opportunity and don't overlook the aid offered by local companies. The event is put on the by the Fresno County Office of Education. It gives students the opportunity to meet face to face with representatives of more than 100 colleges and universities.

**Crime/Law Enforcement** – topics covered under this issue include: A protest against national police brutality at the Fresno County Jail, multiple arrests in a sex trafficking ring and a press conference on a shooting at the Fresno County Jail that left two correctional officers wounded.

Program Title: Protest Walk  
Time: 6:00pm

Date: 07/13/2016  
Duration of Segment- 1:30

Detailed Description:

This was a live shot from the Fresno County Jail. Members of the Fresno Chapter of Black Lives Matters were scheduled to march from the jail to the police station. The protest was in response to police brutality cases across the country. A similar protest took place over the weekend and cost the police department thousands of dollars to staff the streets with officers to keep things safe. Protestors say police brutality is an existing issue locally and nationally. They aim to make the march peaceful.

Program Title: TC Human Trafficking  
Time: 6:30pm

Date: 08/11/2016  
Duration of Segment- 1:30

Detailed Description:

Tulare County Sheriff's deputies uncovered a sex trafficking ring. There were 13 arrests and 75 search warrants served under "Operation Baby Face". One person was arrested but two other suspects are still wanted. One co-conspirator is a deputy correctional officer, who has not been identified. More than 50 victims were discovered but there could be more. Investigators say Antonio Alvarez created a fake Facebook page, portrayed himself as a young woman, befriended victims on social media sites and groomed them for exploitation.

Program Title: Officer Presser  
Time: 11:00pm

Date: 09/06/2016  
Duration of Segment- :40

Detailed Description:

Continuing coverage of the two correctional officers shot in the lobby of the Fresno County Jail. Sheriff Margaret Mims updates the condition of the officers who were shot in the neck and head. She says Thong Vang walked to jail lobby and told a correctional officer he wanted her to arrest him. Mims says Vang made comments he wanted to go to jail and be safe. The officer told him to leave and that led to the shooting. The correctional officers don't carry guns but Sheriff Mims had been considering it. Officers Juanita Davila and Toamalama Scanlan remain in critical condition.

**Economy** – Topics covered under this issue include: Farmers wanting money from the federal farm bill, the reopening of a food facility that was briefly shut down, and a bill signed by the Governor allowing overtime pay for farmworkers.

Program Title: Federal Farm Bill  
Time: 5:30am Sunrise

Date: 07/06/2016  
Duration of Segment- :40

Detailed Description:

State Ag officials and farmers want a part of the federal farm bill. State Ag leaders say that bill could offer funding for drought research, crop insurance and grants. They are encouraging lawmakers from California to work on their behalf. California is the leading agricultural state in the nation, much of that coming from the central valley. State Ag leaders say they will push for more drug research funding for California.

Program Title: Ruiz Food Reopens  
Time: 5:00pm

Date: 09/06/2016  
Duration of Segment- :20

Detailed Description:

Ruiz Foods re-opens after shutting down for a week because of an insect infestation. Nearly 900 employees are back at work. It closed after food safety investigators reportedly found beetles, roaches and other insects at the facility. The company says it has new strategies in place to prevent future problems.

Program Title: Farmworker OT Bill  
Time: 5:00pm

Date: 06/13/2016  
Duration of Segment- 2:00

Detailed Description:

The Governor signed a bill granting overtime pay to farmworkers. Local farmers say the new law does not reflect the way the ag industry works. Bigger farms are thinking about moving out of state. Some smaller farms say they may have to sell because they may not be able to pay workers overtime. Joel Nelson with Citrus Mutual says farm workers already make more than minimum wage because of their piece rate. Other farmers say there will be a push towards robotic and mechanized technology and consumers will see price increases. The new overtime rules won't start phasing in until 2019. The eight hour standard won't apply until 2022.

**Community** – Topics covered under this issue include: The Home of Hope fundraiser sponsored by KSEE24 that benefits 10 local charities, the book sale also sponsored by KSEE24 that helps local libraries and a proclamation on breast cancer awareness.

Program Title: Home of Hope: Why we do it  
Time: 6:30pm

Date: 07/25/2016  
Duration of Segment- 1:05

Detailed Description:

We take a look at the Granville Home of Hope, how it helps ten local charities and what people can do to take part in the fundraiser. This is the 11th year Granville Homes built and donated a new home to help ten local charities. This year's home is \$375-thousand dollars. Tickets cost \$100 a piece for a chance to win. KSEE24 joined forces with Granville to make it possible by broadcasting live from phone banks informing people about the fundraiser and explaining how to buy tickets.

Program Title: Teresa Book Sale  
Time: 5:30am Sunrise

Date: 08/18/2016  
Duration of Segment- 2:00

Detailed Description:

A live remote on the KSEE24 Book Drive and Sale at the Sierra Vista Mall in Clovis. The drive is to collect unused books from the public for resale with the money going to benefit local public libraries. We have a live interview with Friends of the Library organizers about the importance of the drive Last year, we collected over 250-thousand books.

Program Title: Race for the Cure  
Time: 5:00pm

Date: 09/13/2016  
Duration of Segment- :45

Detailed Description:

The Fresno County Board of Supervisors proclaimed September Breast Cancer Awareness Month. Susan G. Komen Central Valley was honored during the supervisor meeting. The board recognized Sheriff Margaret Mims and Lance Cardoza with the Fresno Grizzlies for their dedication to empower women in Fresno County. The supervisors also promoted the annual Race for the Cure which benefits breast cancer research. The 18th annual race is at Chukchansi Park.

**Public Service Announcements:** In addition to the above programming KSEE partners with many community organization to produce and air PSAs, long form programming & news series and sponsor community events. Below are some examples.

#### Education

- 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. On August 13, KSEE24 aired a 30-minute Education Matters Special from 6:30-7:00pm focusing on the teacher shortage crisis in our community. It also aired on August 14 from 6:00-6:30am.
- KSEE24 produces and airs weekly segments featuring students who exhibit exemplary character in a series called Your Character Matters. On August 14, 2016 KSEE24 produced and aired a 30-minute program from 6:30-7:00am which featured many of the amazing examples of character reported throughout the school year.

#### Children/Youth

- KSEE24 produced and aired a news series and prime access program in 3Q2016 called “Early Childhood Matters” in partnership with First 5 Fresno County. The series consisted of news stories giving important information about preterm birth issues including efforts to reduce African American infant mortality, access to affordable and quality childcare and preschool, and the importance of the First 5 years. The prime access program aired on September 28, 2016 from 7:00-8:00pm.

#### 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 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.

#### Community

- In 3Q2016 KSEE24 coordinated a book drive which collected 250,000 books for the Fresno County Libraries and a 4-day book sale which generated \$38,000 for the library foundation. Over 100 promotional announcements and live remotes drove the significant results. Public service announcements were broadcast at various times throughout the day.