

SEATTLE SPORTS (KIRO AM)
SEATTLE, WASHINGTON
QUARTERLY ISSUES/PROGRAMMING REPORT FOR:
OCTOBER 1 TO DECEMBER 31, 2023

EACH QUARTER, SEATTLE SPORTS (KIRO AM) PLACES IN ITS PUBLIC INSPECTION FILE A LIST OF WHAT IT CONSIDERS TO HAVE BEEN SIGNIFICANT PROGRAMMING IN CATEGORIES THAT IT HAS DEEMED OF IMPORTANCE TO THE COMMUNITY.

THE ATTACHED QUARTERLY LISTING OF PROBLEMS AND NEEDS IS BEING FILED IN THE PUBLIC INSPECTION FILE OF KIRO AM IN ACCORDANCE WITH THE FCC REQUIREMENTS FOR THE THREE-MONTH PERIOD OF JANUARY 1 TO MARCH 31, 2023.

WHILE THIS LIST CONTAINS A BRIEF OVERVIEW OF SEATTLE SPORTS (KIRO AM) TYPICAL TALK SHOW BROADCASTING, IT DOES NOT INCLUDE ALL ITEMS BROADCAST BY THE STATION DURING THE THREE MONTH PERIOD.

SEATTLE SPORTS (KIRO AM) – PROGRAMMING

SEATTLE SPORTS (KIRO AM) TALK PROGRAMMING TACKLES ISSUES THAT MATTER MOST TO THE PEOPLE OF THE NORTHWEST. LOCAL TALK SHOWS FOCUS ON NEWS STORIES OF THE DAY AND OTHER TOPICS DEEMED IMPORTANT TO THE LISTENING AUDIENCE. SEATTLE SPORT'S INFORMATIVE AND ENGAGING HOSTS PROVIDE THE COMMUNITY WITH AN OUTLET TO EXPRESS THEIR OWN PERSONAL VIEWS, WHILE GIVING THE PUBLIC A CHANCE TO DISCUSS WHAT MATTERS TO THEM. IN ADDITION TO NEWS AND TALK PROGRAMMING, SEATTLE SPORTS (KIRO AM) IS ALSO THE FLAGSHIP STATION FOR THE SEATTLE SEAHAWKS FOOTBALL TEAM AND THE SEATTLE MARINERS BASEBALL TEAM.

SEATTLE SPORTS (KIRO AM) QUARTERLY ISSUES ARE LISTED BY CATEGORIES DETERMINED TO BE IMPORTANT TO THE LISTENING AUDIENCE. THESE CATEGORIES ARE AS FOLLOWS:

1. SAFETY – INCLUDES ISSUES SUCH AS POLICE/COMMUNITY RELATIONS, LAW ENFORCEMENT, GUN CONTROL, NATURAL DISASTERS, HUMAN WELFARE, DRUG ABUSE/PREVENTION, THE JUDICIAL SYSTEM, AND ALL OTHER ISSUES PERTAINING TO GENERAL SAFETY AND SAFETY PREVENTION.

2. EDUCATION AND CULTURE – INCLUDES ISSUES SUCH AS CHILDHOOD EDUCATION, PUBLIC EDUCATION, REFORM EFFORTS, SCHOOL VIOLENCE/DISCIPLINE, HIGHER EDUCATION, TEACHING, AND OTHER ARTS, LITERATURE AND COMMUNICATION-RELATED ISSUES THAT PERTAIN TO EDUCATION. IT ALSO INCLUDES ITEMS OF CULTURAL EDUCATION AND CULTURAL APPRECIATION.

3. BUSINESS AND TECHNOLOGY – INCLUDES ISSUES SUCH AS THE ECONOMY, BUSINESS PRACTICES, NEW TECHNOLOGY PRODUCTS, INDUSTRY IN THE PUGET SOUND REGION, JOB TRAINING AND EMPLOYMENT.

4. INTEGRITY – INCLUDES ISSUES OF MORAL AND ETHICAL DECISION MAKING, ISSUES FACED BY THE ELDERLY, MINORITIES AND OTHER GENDER-SPECIFIC ISSUES. THE INTEGRITY CATEGORY ALSO INCLUDES COVERAGE OF RELIGIOUS GROUPS, THE LGBTQ+ COMMUNITY AND THE HOMELESS, AS WELL AS LOCAL AND NATIONAL GOVERNMENTAL POLICIES THAT AFFECT THESE GROUPS.

5. HEALTH – INCLUDES NUTRITION, PHYSICAL FITNESS, MENTAL AND PREVENTATIVE HEALTH, GOVERNMENT HEALTHCARE POLICIES, LOCAL AND NATIONAL REFORM EFFORTS, AS WELL AS THE EFFECTS OF THE ENVIRONMENT ON COMMUNITY’S WELL-BEING.

6. GROWTH – INCLUDES ISSUES REFLECTING POPULATION, TRAFFIC, TRANSPORTATION, INFLATION, THE ECONOMY, TRADE, CONSUMER ISSUES, TAX REFORM, THE POPULATION’S EFFECTS ON THE ENVIRONMENT, AIR AND WATER POLLUTION, ALTERNATIVE ENERGY AND LEGISLATION INVOLVING LOCAL AND NATIONAL GROWTH.

7. POLITICS AND GLOBAL ISSUES – INCLUDES ISSUES PERTAINING TO THE GOVERNMENT, LEGISLATION, LOCAL AND NATIONAL ELECTIONS, TAXES, WAR, TERRORISM, ANTI-TERRORISM EFFORTS, POLITICAL DEBATE, LOCAL AND NATIONAL CAMPAIGNS, LAWS AND LAW REFORM, ALL BRANCHES OF THE MILITARY, ISSUES FACED BY LOCAL MILITARY FAMILIES, VOTING AND ALL OTHER REFORM EFFORTS.

SEATTLE SPORTS (KIRO AM) STRIVES TO DISCUSS OUR QUARTERLY ASCERTAINMENT ISSUES THROUGH OUR VARIOUS TALK PROGRAMMING. THE FOLLOWING ARE EXAMPLES OF SEATTLE SPORTS (KIRO AM) PROGRAMMING FOR OCTOBER 1 TO DECEMBER 31, 2023 THAT REPRESENT THESE ISSUES.

KIRO (AM) QUARTERLY ISSUES/PROGRAMS LIST

Issue	Title	Description	Date	Time	Duration
Safety	Brock&Salk	KJ Wright discusses whether or not Seahawks safety Jamal Adams should change his playing style in order to protect his health after a string of consecutive injuries that led to a large amount of missed playing time.	10/04/23	8:15am	7:00
Safety	Bump&Stacy	Tom Brady's comments on why offensive players need to do a better job of protecting themselves from defensive players	11/19/23	11:30am	4:00
Safety	Wyman&Bob	Will the "Brotherly Shove" play get banned in the NFL due to safety concerns?	12/7/23	4:01pm	10:00
Education & Culture	Brock&Salk	WSU Cougar head football coach Jake Dickert is quoted in a press conference discussing how the school is "way behind" in NIL money compared to other schools, Brock Huard explains the details and how it impacts the school's sports programs.	11/07/23	7:50am	4:00
Education & Culture	Bump&Stacy	University of Washington has hired Troy Dannen to be their new Athletic Director.	10/9/23	10:15am	3:00
Education & Culture	Wyman&Bob	Discussion of the future of NCAA playoffs after Florida State gets left out of the CFP	12/4/23	5:30pm	9:00
Business & Technology	Brock&Salk	Mike Salk discusses how the Mariners have become the sole owners of ROOT Sports while many other regional sports networks around MLB are struggling to maintain their financial futures' due to changing landscape in television/digital subscriptions.	12/18/23	8:00am	9:00
Business & Technology	Bump&Stacy	The Mariners now own 100% of ROOT Sports, the bubble is bursting on regional sports	12/18/23	10:15am	3:00

		networks across American pro sports.			
Business & Technology	Wyman&Bob	Conversation about Shohei Ohtani signing a contract with a record amount of differed money	12/11/23	3:45pm	9:00
Integrity	Brock&Salk	Mike Salk and Brady Henderson debate and discuss journalistic integrity after Charissa Thompson admits to “making up” sideline reports early in her career.	11/17/23	8:30am	15:00
Integrity	Bump&Stacy	The NCAA is investigating Michigan’s football program for allegations of sign stealing.	10/19/23	11:35am	4:00
Integrity	Wyman&Bob	University of Michigan is embroiled in a sign-stealing scandal that has led to their coach being suspended.	11/1/23	5:00pm	23:00
Health	Brock&Salk	Seahawks safety Jamal Adams makes public apology to an independent neurologist for screaming at him after being diagnosed with a concussion on the sideline of an NFL game while the league mulled potential discipline.	10/5/23	7:30am	5:00
Health	Bump&Stacy	Jamal Adams was fined for an altercation with an NFL concussion doctor.	10/5/23	10:20am	4:00
Health	Wyman&Bob	Significant and season-ending injuries for starting NFL QBs; how can the league keep players healthy and active?	12/11/23	2:15pm	7:00
Growth	Brock&Salk	New UW Athletic Director makes announcement regarding the future of the Apple Cup as the PAC-12 conference comes to an end.	10/11/23	7:15am	4:00
Growth	Bump&Stacy	ESPN’s Adrian Wojnarowski reports once the NBA’s new media rights deal is complete they’ll look towards expansion in Las Vegas and Seattle.	10/11/23	10:20am	4:00
Growth	Wyman&Bob	the unchecked spread and effect on NIL on college sports	11/7/23	5:00pm	23:00

<i>Politics & Global Issues</i>	Brock&Salk	The Mariners are being linked to Japanese pitcher Yoshinobu Yamamoto after Mariners GM Jerry Dipoto said the team is “looking to re-establish their connection to Japan.” Brock and Salk discuss the international attention, money, and press that comes with mega-stars from Japan and how it impacts the team’s payroll and marketing.	11/14/23	7:40am	5:00
<i>Politics & Global Issues</i>	Bump&Stacy	Bills head coach Sean McDermott used 9/11 hijackers as an example for teamwork in a 2019 locker room speech.	12/8/23	11:35am	4:00
<i>Politics & Global Issued</i>	Wyman&Bob	implications that the CFP is corrupt/has ties to TV money have led to discussion of a lawsuit in Florida.	12/6/23	3:00pm	9:00