

SEATTLE SPORTS (KIRO AM)
SEATTLE, WASHINGTON
QUARTERLY ISSUES/PROGRAMMING REPORT FOR:
JULY 1 TO SEP 30, 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 JULY 1 TO SEPTEMBER 30, 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 JULY 1 TO SEPTEMBER 30, 2023 THAT REPRESENT THESE ISSUES.

KIRO (AM) QUARTERLY ISSUES/PROGRAMS LIST

Issue	Title	Description	Date	Time	Duration
Safety					
Safety	Bump & Stacy	Wildfires have devastated the island of Maui and Bonneville station are raising money to support relief efforts	8/8/23	10:05am	5:00
Safety	Wyman & Bob	Should the Seahawks risk injuries to their stars by playing them in the preseason in order to avoid the poor start in Week 1?	9/14/23	4:00pm	15:00
Education & Culture					
Education & Culture	Bump & Stacy	Washington and Oregon will leave the Pac-12 for the Big Ten conference beginning in 2024	8/4/23	10:00am	15:00
Education & Culture	Wyman & Bob	Deion Sanders impact on the University of Colorado and college football in general	9/16/23	2:05pm	15:00
Business & Technology					
Business & Technology	Bump & Stacy	Popular social media site Twitter is rebranding to X under the leadership of Elon Musk	7/24/23	11:30am	4:00
Business & Technology	Wyman & Bob	Seahawks make their final cuts and set their 53-man active roster before the start of the NFL season	8/29/23	4:30pm	9:00
Integrity					
Integrity	Bump & Stacy	former NFL player and inspiration for "The Blind Side", Michael Oher, revealed his adoptive parents aren't actually his parents and instead duped him into signing a conservatorship	8/11/23	11:30am	5:00
Integrity	Wyman & Bob	Colorado and Colorado St. football coaches call each other out in public during the week leading up to the game	9/14/23	4:45pm	3:00
Health					
Health	Bump & Stacy	Lebron James' son Bronny James suffered cardiac arrest	7/25/23	11:30am	4:00

		during a USC basketball practice			
Health	Wyman & Bob	Seahawks put starting right tackle Abe Lucas on injured reserve, will miss the next four games of the season	9/13/23	5:15pm	8:00
Growth					
Growth	Bump & Stacy	The Saudi Arabian sports commission is offering Kylian Mbappe a 1 year/\$776M deal to play in their country	7/24/23	11:30am	4:00
Growth	Wyman & Bob	-NFL is evolving into smaller, faster defenders but ones who are less likely to be physical tacklers	8/31/23	4:30pm	9:00
Politics & Global Issues					
Politics & Global Issues	Bump & Stacy	Aaron Rodgers claims to have seen a UFO, in response to the US government releasing new info about alien life	9/6/23	11:30am	5:00
Politics & Global Issued	Wyman & Bob	Washington St. and Oregon St get a temporary restraining order to stop the other PAC-12 schools from being able to vote on conference assets	9/11/23	2:20pm	3:00