

# **Beasley Broadcast Group Radio**

## **QUARTERLY ISSUES & PROGRAMS REPORT**

**for**

### **WYUU-HD2**

**3rd Quarter 2016  
July 1 through September 30**

**Prepared by:**  
Cristy Balderrama

**Filed:**  
October 6, 2016

**Quarter Ending:**  
September 30<sup>th</sup>, 2016

**WYUU-HD2**  
**Issues of Concern to Tampa/St. Petersburg/Clearwater Area**  
**Addressed in Responsive Programming in the**  
**3rd Quarter 2016**

***Public Affairs Program***

***Schedule and Description***

“En Contacto Con Tampa Bay y La Comunidad”

Cristy Balderrama talks with community and political leaders regarding local, regional and national issues of concern for Tampa Bay/St. Petersburg area Hispanic residents.

**Sundays 6am-7am**

**WYUU-HD2**  
**Issues of Concern for Tampa/St. Petersburg/Clearwater area**  
**Addressed in responsive Programming in the**  
**3rd Quarter, 2016**

<b>Subject</b>	<b>Description of issues of concern being addressed</b>
Medical/Health	Vivian Quiñonez, Regional Director with One Blood; Kenia Bajuelos, Cancer patients free workshops; Johanna Rodriguez with Avant Garde Urgent Care; Karina Sanchez with Mattos Medical Group; Janice Lopez USDA food expert; Dr. Wendy Chichilla Nutritionist; Olga Gallardo with American Heart Association;
Education/Arts	Bianca Rodriguez with Boys and Girls Club; Luz Lono, member of Tampa Hispanic Heritage Inc.; Tony Morejon with Hillsborough County; Luis Martinez on college scholarships; Hillsborough County Representatives on Mosquito control and recycling initiative; Nancy Hernandez with Abused Women Ministry.
Economy/Politics	Bankruptcy Attorney Laura Gallo, Deputy Marylin Alvarez on Sheriff's information; Attorney Franklin Del Rio on Mattos Medical Group backpacks giveaway; Wilfredo Rodriguez on Job opportunities on the Ship and Submarine field for Hispanics; Jennie Figueroa, Ivan Garrido and Ana Lamb on "Yo Decido" Campaign for the Latino Vote; Suanny Rodriguez on Colombian Leaders Encounter; Stacy Ospina, health care recruiter; Cindy Santiago on Bealls hiring event.
Family/Events/	Brenda Wachob on Back to school free event; Valerie Morales and Rebecca Torres on St Jude Walk; Karla Campos and Valeria Zenteno on Feria De La Familia Telemundo Tampa.

**WYUU-HD2**  
**Most Significant Issue-Responsive Programming**  
**3rd Quarter, 2016**  
**(July 1 through September 30)**

**ISSUE:**

Fourth of July Food Safety

**PROGRAM NAME:**

“En Contacto Con Tampa Bay y La Comunidad”

**AIR DATE & TIME:**

WYUU-HD2                      Sunday                      07/03/2016                      6:00-6:30 am

**DURATION OF PROGRAMMING SEGMENT:**

30 min.

**DESCRIPTION OF PROGRAMMING SEGMENT:**

Janice Lopez with USDA provided to the audience important information about food safety tips for the 4<sup>th</sup> of July celebrations. Food poisoning illnesses increase during the summer.

**WYUU-HD2**  
**Most Significant Issue-Responsive Programming**  
**3rd Quarter, 2016**  
**(July 1 through September 30)**

**ISSUE:**

Hurricane Season “Be Ready Tips”

**PROGRAM NAME:**

“En Contacto Con Tampa Bay y La Comunidad”

**AIR DATE & TIME:**

WYUU-HD2                      Sunday                      07/03/2016                      6:30-7:00 am

**DURATION OF PROGRAMMING SEGMENT:**

30 min.

**DESCRIPTION OF PROGRAMMING SEGMENT:**

Tony Morejon with Hillsborough County came to the show to share important information about everything related to Hurricane Preparedness in the Tampa Bay Area.

**WYUU-HD2**  
**Most Significant Issue-Responsive Programming**  
**3rd Quarter, 2016**  
**(July 1 through September 30)**

**ISSUE:**

Bealls Hiring Event

**PROGRAM NAME:**

“En Contacto Con Tampa Bay y La Comunidad”

**AIR DATE & TIME:**

WYUU-HD2                      Sunday                      07/10/2016                      6:00-6:30 am

**DURATION OF PROGRAMMING SEGMENT:**

30 min.

**DESCRIPTION OF PROGRAMMING SEGMENT:**

Bealls Logistics Representative, Cindy Santiago talked about the importance of Hispanics in their job environment and invited the community to their upcoming hiring event offering a wide variety of jobs to the Hispanic community.

**WYUU-HD2**  
**Most Significant Issue-Responsive Programming**  
**3rd Quarter, 2016**  
**(July 1 through September 30)**

ISSUE:  
World Vs Cancer

PROGRAM NAME:  
“En Contacto Con Tampa Bay y La Comunidad”

AIR DATE & TIME:  
WYUU-HD2            Sunday            07/10/2016            6:30-7:00 am

DURATION OF PROGRAMMING SEGMENT:  
30 min.

DESCRIPTION OF PROGRAMMING SEGMENT:  
Founder of World vs Cancer Foundation, Kenia Bajuelos informed the community about the free workshops they provide for cancer patients.

**WYUU-HD2**  
**Most Significant Issue-Responsive Programming**  
**3rd Quarter, 2016**  
**(July 1 through September 30)**

**ISSUE:**

College Scholarship Information

**PROGRAM NAME:**

“En Contacto Con Tampa Bay y La Comunidad”

**AIR DATE & TIME:**

WYUU-HD2                      Sunday                      07/17/2016                      6:00-7:00am

**DURATION OF PROGRAMMING SEGMENT:**

60 min.

**DESCRIPTION OF PROGRAMMING SEGMENT:**

Luis Martinez with the Universidad Interamericana returned to the show to talk about the different resources and information on college scholarships there are for Hispanic students.



**WYUU-HD2**  
**Most Significant Issue-Responsive Programming**  
**3rd Quarter, 2016**  
**(July 1 through September 30)**

**ISSUE:**

Colombian Leaders Event

**PROGRAM NAME:**

“En Contacto Con Tampa Bay y La Comunidad”

**AIR DATE & TIME:**

WYUU-HD2                      Sunday                      07/24/2016                      6:00-6:30 am

**DURATION OF PROGRAMMING SEGMENT:**

30 min.

**DESCRIPTION OF PROGRAMMING SEGMENT:**

Suanny Rodriguez with MIRA USA, invited the audience to an event organized by Colombian community leaders to meet House Representative for Colombians Abroad Dr. Ana Paola Agudelo.

**WYUU-HD2**  
**Most Significant Issue-Responsive Programming**  
**3rd Quarter, 2016**  
**(July 1 through September 30)**

**ISSUE:**

Bealls Hiring Event

**PROGRAM NAME:**

“En Contacto Con Tampa Bay y La Comunidad”

**AIR DATE & TIME:**

WYUU-HD2                      Sunday                      07/24/2016                      6:30-7:00 am

**DURATION OF PROGRAMMING SEGMENT:**

30 min.

**DESCRIPTION OF PROGRAMMING SEGMENT:**

Bealls logistics representative, Cindy Santiago invited the community to their upcoming hiring event offering a wide variety of jobs to the Hispanic community.

**WYUU-HD2**  
**Most Significant Issue-Responsive Programming**  
**3rd Quarter, 2016**  
**(July 1 through September 30)**

**ISSUE:**

Boys And Girls Club Shoe Drive

**PROGRAM NAME:**

“En Contacto Con Tampa Bay y La Comunidad”

**AIR DATE & TIME:**

WYUU-HD2                      Sunday                      07/31/2016                      6:00-6:15 am

**DURATION OF PROGRAMMING SEGMENT:**

15 min.

**DESCRIPTION OF PROGRAMMING SEGMENT:**

Bianca Hernandez with Boys and Girls Club Tampa invited the listeners to take part in their Back to School Shoe Drive for unfortunate kids.

**WYUU-HD2**  
**Most Significant Issue-Responsive Programming**  
**3rd Quarter, 2016**  
**(July 1 through September 30)**

**ISSUE:**

Free Back to School Physicals for Kids

**PROGRAM NAME:**

“En Contacto Con Tampa Bay y La Comunidad”

**AIR DATE & TIME:**

WYUU-HD2                      Sunday                      07/31/2016                      6:15-6:30 am

**DURATION OF PROGRAMMING SEGMENT:**

15 min.

**DESCRIPTION OF PROGRAMMING SEGMENT:**

Market Liaison at AvantGarde Urgent Care, Johanna Rodriguez invited the community to take advantage of the Back to School FREE physicals they will be providing the weekend before school starts.

**WYUU-HD2**  
**Most Significant Issue-Responsive Programming**  
**3rd Quarter, 2016**  
**(July 1 through September 30)**

**ISSUE:**

Sheriff information

**PROGRAM NAME:**

“En Contacto Con Tampa Bay y La Comunidad”

**AIR DATE & TIME:**

WYUU-HD2                      Sunday                      07/31/2016                      6:30-6:45am

**DURATION OF PROGRAMMING SEGMENT:**

15 min.

**DESCRIPTION OF PROGRAMMING SEGMENT:**

Deputy Marilyn Alvarez at Hillsborough County Sheriff’s Office shared important information for the Hispanics in Tampa.

**WYUU-HD2**  
**Most Significant Issue-Responsive Programming**  
**3rd Quarter, 2016**  
**(July 1 through September 30)**

**ISSUE:**

Tampa Hispanic Heritage Man and Woman of the Year

**PROGRAM NAME:**

“En Contacto Con Tampa Bay y La Comunidad”

**AIR DATE & TIME:**

WYUU-HD2                      Sunday                      07/31/2016                      6:45-7:00am

**DURATION OF PROGRAMMING SEGMENT:**

15 min.

**DESCRIPTION OF PROGRAMMING SEGMENT:**

Luz Lono Ph.D announced the Man and Woman of the Year, Colonel Orlando Rodriguez and Patsy Sanchez.

**WYUU-HD2**  
**Most Significant Issue-Responsive Programming**  
**3rd Quarter, 2016**  
**(July 1 through September 30)**

**ISSUE:**

Free Backpacks for Back to School

**PROGRAM NAME:**

“En Contacto Con Tampa Bay y La Comunidad”

**AIR DATE & TIME:**

WYUU-HD2                      Sunday                      08/07/2016                      6:00-6:30am

**DURATION OF PROGRAMMING SEGMENT:**

30 min.

**DESCRIPTION OF PROGRAMMING SEGMENT:**

Karina Sanchez with Mattos Medical Group and Attorney Franklin DelRio invited the community to a family event where they will be giving away backpacks and school supplies for those in need. Attorney DelRio will be giving free legal advice as well.

**WYUU-HD2**  
**Most Significant Issue-Responsive Programming**  
**3rd Quarter, 2016**  
**(July 1 through September 30)**

ISSUE:  
One Blood

PROGRAM NAME:  
“En Contacto Con Tampa Bay y La Comunidad”

AIR DATE & TIME:  
WYUU-HD2            Sunday            08/07/2016            6:30-7:00am

DURATION OF PROGRAMMING SEGMENT:  
30 min.

DESCRIPTION OF PROGRAMMING SEGMENT:  
Regional Director for One Blood, Vivian Quiñones, talked about One Blood’s constant struggle to fill the units needed for the demand from many local hospitals in the Tampa Bay Area. She also invited the audience to donate blood.



**WYUU-HD2**  
**Most Significant Issue-Responsive Programming**  
**3rd Quarter, 2016**  
**(July 1 through September 30)**

**ISSUE:**

Ministerio De Mujeres Restauradas

**PROGRAM NAME:**

“En Contacto Con Tampa Bay y La Comunidad”

**AIR DATE & TIME:**

WYUU-HD2                      Sunday                      08/14/2016                      6:00-6:30am

**DURATION OF PROGRAMMING SEGMENT:**

30 min.

**DESCRIPTION OF PROGRAMMING SEGMENT:**

Nancy Hernandez founder of the “Ministry of Restored Women” (translated to English) talked to Cristy about how the ministry is dedicated to provide abused women support through counseling and educational workshops to empower women with the necessary tools to enable them to achieve their goals and function in the community.

**WYUU-HD2**  
**Most Significant Issue-Responsive Programming**  
**3rd Quarter, 2016**  
**(July 1 through September 30)**

ISSUE:  
Senior Connection Center

PROGRAM NAME:  
“En Contacto Con Tampa Bay y La Comunidad”

AIR DATE & TIME:  
WYUU-HD2                      Sunday                      08/14/2016                      6:30-7:00am

DURATION OF PROGRAMMING SEGMENT:  
30 min.

DESCRIPTION OF PROGRAMMING SEGMENT:  
Senior Connection Center is a private, nonprofit organization with one mission: help older adults and persons with disabilities live with independence and dignity. Waleska Mercado, Data Entry Operator, informed the listeners about the free elder line dedicated to connect seniors and caregivers to resources and services they need.

**WYUU-HD2**  
**Most Significant Issue-Responsive Programming**  
**3rd Quarter, 2016**  
**(July 1 through September 30)**

**ISSUE:**

Back to School Food Safety

**PROGRAM NAME:**

“En Contacto Con Tampa Bay y La Comunidad”

**AIR DATE & TIME:**

WYUU-HD2                      Sunday                      08/21/2016                      6:00-6:15 am

**DURATION OF PROGRAMMING SEGMENT:**

15 min.

**DESCRIPTION OF PROGRAMMING SEGMENT:**

USDA Food Safety wants to help parents keep their families safe unmasking food myths and sharing simple tips on how to pack a safe lunch. A food expert shared tips to parents and caregivers to protect kids lunches of bacteria that cause food poisoning.

**WYUU-HD2**  
**Most Significant Issue-Responsive Programming**  
**3rd Quarter, 2016**  
**(July 1 through September 30)**

**ISSUE:**

Job Opportunities for Hispanics

**PROGRAM NAME:**

“En Contacto Con Tampa Bay y La Comunidad”

**AIR DATE & TIME:**

WYUU-HD2                      Sunday                      08/21/2016                      6:15-7:00am

**DURATION OF PROGRAMMING SEGMENT:**

45 min.

**DESCRIPTION OF PROGRAMMING SEGMENT:**

Wilfredo Rodriguez with Submarine, Ship, Building, Repairing Institute talked about the wide range of highly paid job opportunities there are in the field of repairing and building ships and submarines that most of Hispanics are not aware of.

**WYUU-HD2**  
**Most Significant Issue-Responsive Programming**  
**3rd Quarter, 2016**  
**(July 1 through September 30)**

ISSUE:  
Nutritional Tips

PROGRAM NAME:  
“En Contacto Con Tampa Bay y La Comunidad”

AIR DATE & TIME:  
WYUU-HD2                      Sunday                      08/28/2016                      6:00-6:30 am

DURATION OF PROGRAMMING SEGMENT:  
30 min.

DESCRIPTION OF PROGRAMMING SEGMENT:  
Nutritionist Wendy Chinchilla talked to Cristy Balderrama about nutritional tips for a healthy life style and what the most common nutritional mistakes Hispanics make.

**WYUU-HD2**  
**Most Significant Issue-Responsive Programming**  
**3rd Quarter, 2016**  
**(July 1 through September 30)**

**ISSUE:**

Hillsborough County Initiatives

**PROGRAM NAME:**

“En Contacto Con Tampa Bay y La Comunidad”

**AIR DATE & TIME:**

WYUU-HD2                      Sunday                      08/28/2016                      6:30-7:00am

**DURATION OF PROGRAMMING SEGMENT:**

30 min.

**DESCRIPTION OF PROGRAMMING SEGMENT:**

Hillsborough county representatives came to the show to talk about the county’s mosquito control program and their recycling initiative in order to educate the community about it.

**WYUU-HD2**  
**Most Significant Issue-Responsive Programming**  
**3rd Quarter, 2016**  
**(July 1 through September 30)**

**ISSUE:**

Latinos Wellness and Health

**PROGRAM NAME:**

“En Contacto Con Tampa Bay y La Comunidad”

**AIR DATE & TIME:**

WYUU-HD2                      Sunday                      09/04/2016                      6:00-6:30 am

**DURATION OF PROGRAMMING SEGMENT:**

30 min.

**DESCRIPTION OF PROGRAMMING SEGMENT:**

Nutritionist Wendy Chinchilla returned to the show to talk about the importance of living a healthy life. She talked about nutritional do's and don'ts .

**WYUU-HD2**  
**Most Significant Issue-Responsive Programming**  
**3rd Quarter, 2016**  
**(July 1 through September 30)**

ISSUE:  
Bankruptcy

PROGRAM NAME:  
“En Contacto Con Tampa Bay y La Comunidad”

AIR DATE & TIME:  
WYUU-HD2            Sunday            09/04/2016            6:30-7:00am

DURATION OF PROGRAMMING SEGMENT:  
30 min.

DESCRIPTION OF PROGRAMMING SEGMENT:  
Bankruptcy Attorney Laura Gallo came to the show to talk about Bankruptcy and educate Latinos in this matter.



**WYUU-HD2**  
**Most Significant Issue-Responsive Programming**  
**3rd Quarter, 2016**  
**(July 1 through September 30)**

**ISSUE:**

Hands-Only CPR Mobile Tour

**PROGRAM NAME:**

“En Contacto Con Tampa Bay y La Comunidad”

**AIR DATE & TIME:**

WYUU-HD2                      Sunday                      09/11/2016                      6:00-6:15 am

**DURATION OF PROGRAMMING SEGMENT:**

15 min.

**DESCRIPTION OF PROGRAMMING SEGMENT:**

Olga Gallardo with The American Heart Association invited the audience to the Hands-Only CPR Mobile Tour stop in Tampa. The tour trains people all over the country to save lives through an interactive experience.

**WYUU-HD2**  
**Most Significant Issue-Responsive Programming**  
**3rd Quarter, 2016**  
**(July 1 through September 30)**

**ISSUE:**

Tampa Hispanic Heritage 2016 Poster Contest

**PROGRAM NAME:**

“En Contacto Con Tampa Bay y La Comunidad”

**AIR DATE & TIME:**

WYUU-HD2                      Sunday                      09/11/2016                      6:15-6:30 am

**DURATION OF PROGRAMMING SEGMENT:**

15 min.

**DESCRIPTION OF PROGRAMMING SEGMENT:**

Ph.D Luz Lono announced the winner of the 2016 Poster Contest. The winner reflected the 30<sup>th</sup> Anniversary of this event, “Making History in the Tampa Bay Area: Three Decades of Hispanic Heritage Celebration Through Art”.

**WYUU-HD2**  
**Most Significant Issue-Responsive Programming**  
**3rd Quarter, 2016**  
**(July 1 through September 30)**

**ISSUE:**

Feria De La Familia

**PROGRAM NAME:**

“En Contacto Con Tampa Bay y La Comunidad”

**AIR DATE & TIME:**

WYUU-HD2                      Sunday                      09/11/2016                      6:30-6:45 am

**DURATION OF PROGRAMMING SEGMENT:**

15 min.

**DESCRIPTION OF PROGRAMMING SEGMENT:**

Karla Campos and Valeria Zenteno with Telemundo, invited the community to their annual “Feria De La Familia”, a free family event for the Hispanic community in Tampa Bay.

**WYUU-HD2**  
**Most Significant Issue-Responsive Programming**  
**3rd Quarter, 2016**  
**(July 1 through September 30)**

ISSUE:  
St Jude Walk

PROGRAM NAME:  
“En Contacto Con Tampa Bay y La Comunidad”

AIR DATE & TIME:  
WYUU-HD2            Sunday            09/11/2016            6:45-7:00 am

DURATION OF PROGRAMMING SEGMENT:  
15 min.

DESCRIPTION OF PROGRAMMING SEGMENT:  
St Jude’s Representative Rebecca Torres and Valerie Morales host for the walk, invited the listeners to be part of this year’s St Jude Walk to support or donate to St Jude’s fight to end childhood cancer.

**WYUU-HD2**  
**Most Significant Issue-Responsive Programming**  
**3rd Quarter, 2016**  
**(July 1 through September 30)**

**ISSUE:**

Redefiners Back to School Grove

**PROGRAM NAME:**

“En Contacto Con Tampa Bay y La Comunidad”

**AIR DATE & TIME:**

WYUU-HD2                      Sunday                      09/18/2016                      6:00-6:15 am

**DURATION OF PROGRAMMING SEGMENT:**

15 min.

**DESCRIPTION OF PROGRAMMING SEGMENT:**

Brenda Wachob with Redefiners World Languages, a local non-profit organization with the mission of providing foreign language and cultural learning programs for elementary students. She invited the community to their back to school free family event.

**WYUU-HD2**  
**Most Significant Issue-Responsive Programming**  
**3rd Quarter, 2016**  
**(July 1 through September 30)**

ISSUE:  
St Jude Walk

PROGRAM NAME:  
“En Contacto Con Tampa Bay y La Comunidad”

AIR DATE & TIME:  
WYUU-HD2            Sunday            09/18/2016            6:15-6:30 am

DURATION OF PROGRAMMING SEGMENT:  
15 min.

DESCRIPTION OF PROGRAMMING SEGMENT:  
St Jude’s Representative Rebecca Torres and Valerie Morales host for the walk, returned to the show to invite people to join Valerie’s team to support St Jude.

**WYUU-HD2**  
**Most Significant Issue-Responsive Programming**  
**3rd Quarter, 2016**  
**(July 1 through September 30)**

**ISSUE:**

Yo Decido Campaign

**PROGRAM NAME:**

“En Contacto Con Tampa Bay y La Comunidad”

**AIR DATE & TIME:**

WYUU-HD2                      Sunday                      09/18/2016                      6:30-7:00 am

**DURATION OF PROGRAMMING SEGMENT:**

30 min.

**DESCRIPTION OF PROGRAMMING SEGMENT:**

“Yo Decido Campaign” representatives Jennie Figueroa, Ivan Garrido and Ana Lamb talked about the importance of the Latino Vote in the 2016 state and presidential elections.

**WYUU-HD2**  
**Most Significant Issue-Responsive Programming**  
**3rd Quarter, 2016**  
**(July 1 through September 30)**

**ISSUE:**

Integrity Health Services Hiring Event

**PROGRAM NAME:**

“En Contacto Con Tampa Bay y La Comunidad”

**AIR DATE & TIME:**

WYUU-HD2                      Sunday                      09/25/2016                      6:00-6:15 am

**DURATION OF PROGRAMMING SEGMENT:**

15 min.

**DESCRIPTION OF PROGRAMMING SEGMENT:**

Health Care Recruiter, Stacy Ospina talked about their hiring event offering many job opportunities to the nurses community.



**WYUU-HD2**  
**Most Significant Issue-Responsive Programming**  
**3rd Quarter, 2016**  
**(July 1 through September 30)**

**ISSUE:**

Telemundo Feria

**PROGRAM NAME:**

“En Contacto Con Tampa Bay y La Comunidad”

**AIR DATE & TIME:**

WYUU-HD2                      Sunday                      09/25/2016                      6:15-6:30 am

**DURATION OF PROGRAMMING SEGMENT:**

15 min.

**DESCRIPTION OF PROGRAMMING SEGMENT:**

Telemundo Tampa representatives invited the Latino community to their annual Feria De La Familia, a free family event with entertainment, food, music and information for the Hispanics in Tampa.

**WYUU-HD2**  
**Most Significant Issue-Responsive Programming**  
**3rd Quarter, 2016**  
**(July 1 through September 30)**

**ISSUE:**

Center For Autism And Related Disabilities At USF

**PROGRAM NAME:**

“En Contacto Con Tampa Bay y La Comunidad”

**AIR DATE & TIME:**

WYUU-HD2                      Sunday                      09/25/2016                      6:30-7:00 am

**DURATION OF PROGRAMMING SEGMENT:**

30 min.

**DESCRIPTION OF PROGRAMMING SEGMENT:**

Diana Apolito with CARD (Center for autism and related disabilities) invited the parents and caregivers of children with autism or related disabilities to their first workshop in Spanish. The “Familias Unidas” workshop promotes awareness and education to Hispanic communities.