

ISSUES - PROGRAMS REPORT

FOR

STATION KKPS

BROWNSVILLE, TEXAS

LICENSED TO:

ENTRAVISION HOLDINGS, LLC

QUARTER 2, 2020

April 1, 2020 to June 30, 2020

STATION KKPS HAS ASCERTAINED THAT THE FOLLOWING
ISSUES ARE MATTERS OF CONCERN TO THE COMMUNITY IT SERVES:

1. HEALTH CARE
2. IMMIGRATION REFORM
3. EDUCATION
4. PUBLIC SAFETY
5. CHILD SAFETY
6. LOCAL AND NATIONAL ECONOMY
7. WOMEN'S ISSUES
8. LOCAL POLITICS AND GOVERNMENT
9. ROLE OF LATINOS IN THE COMMUNITY
10. LATINO YOUTH

STATION
KKPS ADDRESSED THE ISSUES IT
HAS DETERMINED ARE OF CONCERN IN THE
FOLLOWING PROGRAMS, NEWS PROGRAMS, AND
PUBLIC SERVICE ANNOUNCEMENTS

ISSUE:
HEALTH CARE

Program: KKPS Monday – Sunday 24 hour rotation
When: April 1, 2020 through June 30, 2020

May 1- May 30, 2020 Public Service Announcement
32x times at 60 Seconds
Stroke Awareness Month.

May is Stroke Awareness month. A stroke occurs when the blood flow to the brain stops suddenly and the brain cells in the area begin to die. A stroke may affect the entire body. Acting fast can make a big difference. Having emergency help within an hour can prevent long-term disabilities or death. The National Stroke Association suggests using the term “FAST” to help recognize common stroke symptoms. F is for face: If you notice a droop or uneven smile on a person’s face - A is for arms: Arm numbness or weakness. If you’re unsure, ask the person to raise their arms and the arm drops down or isn’t steady it can be a warning sign. S is for speech difficulty: Slurred Speech can indicate that the person is having a stroke. T is for Time: If someone is experiencing stroke symptoms it's time to call 9-1-1. Other symptoms may include; Fatigue, Numbness or weakness in limbs, vision problems, such as blackened, blurred or double vision. Trouble walking. If you think you or someone else is having a stroke call 9-1-1 right away. Prompt treatment is crucial in preventing brain damage, long-term disability or death. This community update has been brought to you by Entravision Communications

May 1 – May 31, 2020 Public Service Announcement
28x times at 60 Seconds
Skin Cancer Awareness Month.

The help protect against exposure the skin cancer foundation recommends the following:
Seek the shade, especially between 10 AM and 4 PM. Don’t get sunburned. Avoid tanning, and never use UV tanning beds. Cover up with clothing, including a broad-brimmed hat and UV-blocking sunglasses. Use a broad spectrum (UVA/UVB) sunscreen with an SPF of 15 or higher every day. Keep newborns out of the sun. Practice monthly head to toe self-examinations of your skin, to find or to monitor changes to lesions that might be cancerous or precancerous. Skin cancers found and removed early are almost always curable. If you spot anything suspicious, see a doctor. This community update has been brought to you by Entravision Communications

ISSUE:
EDUCATION

June 1- June 30, 2020 Public Service Announcement
12x times at 60 Seconds

PTSD Awareness

Post-Traumatic Stress Disorder, or PTSD, is a mental health condition that can be triggered after experiencing a traumatic event or witnessing one. This includes: military combat, sexual assault, natural disasters, abuse, neglect, witnessing a death, or even a violent accident.

Symptoms of PTSD may include flashbacks, nightmares and severe anxiety, as well as uncontrollable thoughts about the event. If you have disturbing thoughts and feelings about a traumatic event for more than a month, if they're severe, or if you feel you're having trouble getting your life back under control, talk to your doctor or a mental health professional. Getting effective treatment after PTSD symptoms develop can be critical to reduce symptoms and improve function. If you or someone you know, has suicidal thoughts, get help right away through one or more of these resources: You can call the National Suicide Prevention Lifeline at 1-800-273-TALK (1-800-273-8255) or the Veterans Crisis Line at [1-800-273-8255](tel:1-800-273-8255) press 1. Additional military resources can be found at www.veteranscrisisline.net, www.realwarriors.net

April 1- April 30, 2020 Public Service Announcement

36x times at 60 Seconds

Autism Awareness

April is Autism Awareness Month

Autism, or autism spectrum disorder (ASD), refers to a broad range of conditions characterized by challenges with social skills, repetitive behaviors, speech and nonverbal communication. According to the Centers for Disease Control, autism affects an estimated 1 in 59 children in the United States today. Because autism is a spectrum disorder, each person with autism has a distinct set of strengths and challenges. The ways in which people with autism learn, think and problem-solve can range from highly skilled to severely challenged. Some people with ASD may require significant support in their daily lives, while others may need less support and, in some cases, live entirely independently. Several factors may influence the development of autism, and it is often accompanied by sensory sensitivities and medical issues such as gastrointestinal (GI) disorders, seizures or sleep disorders, as well as mental health challenges like anxiety, depression and attention issues. Research shows that early intervention leads to positive outcomes later in life for people with autism. Every child or adult with autism has unique strengths and challenges, so there is no one size fits all approach to autism treatment and intervention. Each autism intervention or treatment plan should be tailored to address the person's specific needs. This community update has been brought to you by Entravision Communications

May 14 – May 30, 2020

3x – Live Mentions

The Literacy Coalition of South Texas Continues to host At Home Virtual Activities amid school closures and social distancing. The following activities are scheduled; Friday, May 15th at 12pm – Kids in the Kitchen and Online Financial Literacy Courses - Participants eligible for gift-card (2) give away. You can Access Live Read-Alongs with local authors, Health Literacy Webinars and other virtual videos and educational resources available for children, students and families through Facebook Live. Provides great learning opportunities for the entire family, while helping to avoid “coronavirus cabin fever.” Students and families can tune in on facebook search under South Texas Literacy Coalition (<https://www.facebook.com/southtexasliteracycoalition>)

May 27 – May 30, 2020

2x – Live Mentions

The Literacy Coalition of South Texas Continues to host At Home Virtual Activities during social distancing summer break. These are virtual activities for students and families to take part in during summer break and continued social distancing requirements. The following activities are scheduled this week:

- Wednesday, May 27th at 12pm – Live Read Along with Author Laura J. Numeroff
- Thursday, May 28th at 12pm – FB Live: Como Mantener a la Familia Fisicamente Activa
- Friday, May 29th at 12pm – FB Live: Kids in the Kitchen

The virtual activities will be broadcast through Facebook Live and provide great learning opportunities for the entire family, while helping to maintain social distancing guidelines. Students and families can tune on Facebook at: www.facebook.com/southtexasliteracycoalition And follow for updates to Live Read Alongs with local authors, Health Literacy Webinars and other virtual videos and educational resources available for children, students and families.

ISSUE:
PUBLIC SAFETY

April 1- June 30, 2020 Public Service Announcement

10x 30 Sec. Texas Association of Broadcasters/NCSA PSA

Texas Department of Transportation – Drowsy Driving

When you drive drowsy, you may see things that aren't there. However you may not see things that are there, until it's too late. Always get plenty of rest before long trips, take breaks, share the wheel and avoid driving in the middle of the night. Be Safe, Drive Smart, brought to you by TXDOT.

June 1 - June 30, 2020 Public Service Announcement

5x 30 Sec. Texas Association of Broadcasters/NCSA PSA

Texas Department of Transportation – That Guy

Every driver has met "that guy," you know, the guy that cuts people off and doesn't care what anyone else thinks. That guy who refuses to come to a complete stop at a stop sign, because he always comes first. If you've never met that guy, think about it, maybe it's because you are "that guy" Aggressive drivers, they aren't just rude, they can be deadly, be safe, drive smart. This message brought to you by TxDOT.

June 1- June 30, 2020 Public Service Announcement

6x 30 Sec. Texas Association of Broadcasters/NCSA PSA

Texas Reopening COVID 19 – Governor Abbott

A message from governor Greg Abbot: Texans always get the job done, especially when we work together. As we safely open up our state, we need to unit as one Texas to contain

COVID19 and to get Texans back to work. If you go out in public, stay 6 feet apart from others, wear a face covering, and wash your hands regularly. Be a good neighbor, be a Texan. Together we are going to make our way through this.

June 1- June 30, 2020 Public Service Announcement

32x times at 60 Seconds

Hurricane Season Be Prepared

Hurricane Season has begun and the Texas general land commission encourages all Texans to be prepared for the 2020 Hurricane Season that runs through November 30.

Know your risk, protect your home, plan your supplies and evacuation route now. During an emergency, there's no time to waste. Do your part to keep yourself, your family, pets, and your property protected. The General Land office encourages all Texans to prepare for Hurricane Season by doing the following: Know Your Risk - Sign up for your community's emergency warning system. The Emergency Alert System (EAS) and National Oceanic and Atmospheric Administration (NOAA) Weather Radio also provide emergency alerts. Gather Supplies - Keep in mind each person's needs, gathering supplies for at least three days. Stock up on items such as food and water, non-perishable foods, first-aid supplies, prescriptions, pet supplies, flashlights and batteries. Don't forget to charge electronics you may need. Secure Documents - Remember to secure copies of important personal documents. Filing for government assistance requires documentation. Be sure to keep documents in a secure location and take them with you if you need to evacuate. Make Your Evacuation Plan - Be familiar with the route and shelter locations. Discuss and practice drills for your evacuation plan with your family each year. Protect Your Property - Shutter your home as needed, review your flood insurance policy (or sign up for one) and declutter drains and gutters. Most homeowner and renter insurance policies do not cover flood damage. A flood insurance policy generally does not take effect until 30 days after purchase, so be sure to maintain your policy. For more disaster preparedness tips, Texans can follow the GLO on social media or on their website at [recovery.texas.gov](https://www.recovery.texas.gov) This community update has been brought to you by Entravision Communications

June 1- June 30, 2020 Public Service Announcement

12x times at 60 Seconds

Child Car Seat Safety:

It's important for everyone to understand that children are more vulnerable to heatstroke and that all hot car deaths are preventable. A child's body temperature raises three to five times faster than an adult's. When a child is left in a hot vehicle, that child's temperature can rise quickly — and they could die within minutes. Heatstroke begins when the core body temperature reaches about 104 degrees. A core body temperature of about 107 degrees is lethal. Everyone Can Help Prevent Hot Car Deaths. Never leave a child in a vehicle unattended — even if the windows are partially open or the engine is running, and the air conditioning is on. Make it a habit to check your entire vehicle — front and back — before locking the door and walking away. Train yourself to Park, Look and Lock. Place a personal item like a purse or briefcase in the back seat, as another reminder to look before you lock. Find more information visit the National Highway Traffic Safety Administration online at [NTSA.gov](https://www.ntsa.gov)

ISSUE:
CHILD SAFETY

April 15 – May 22, 2020 Public Service Announcement

16x 30 Sec. Texas Association of Broadcasters/NCSA PSA

TX CASA Court Appointed Special Advocate– TXCASAPRE30

Now that the foster child I am working with has been reunified with his family, I realize that the hardest part wasn't that bitter sweet day I had to say goodbye, it wasn't the time spent with social workers, attorneys and others to make sure he had what he needed to succeed. It wasn't learning how to advocate for a child in foster care and how to navigate the system. The hardest part was realizing I had what it took to become a CASA volunteer, make a difference in a child's life by visiting texascasa.org, every child has a chance, it's you. Brought to you by Texas Casa.

ISSUE:
LOCAL AND NATIONAL ECONOMY

May 14- May 15, 2020

1x Live Mentions

Deadline Approaching for Southern Careers Institute Students Looking to Apply for CARES Act Need-Based Grants

Students at Southern Careers Institute (SCI) Rio Grande Valley campuses have until this Friday, May 15 to apply for federal grant money to help with their education and other essentials such as food and housing. The school received a total of \$6,305,240 from the CARES Act. Half of the funds are being distributed through need-based grants to students facing economic hardship so they can continue focusing on their education while maintaining safe social distancing protocols. SCI will use some of the remaining funds to improve online and distance learning functionality. Any money not used will be returned to the government so it can be reassigned to help other schools and students who are impacted. SCI students can apply for the CARES grant money by filling out an application by May 15.

May 20- May 31

1x Live Mentions

Looking to see what jobs are currently available in the RGV? Follow RGV Operation Get Hired on Facebook at RGVOP where Workforce Solutions will have more information about jobs available and any virtual job fairs coming up.

May 20- May 31

1x Live Mentions

Virtual Job Fair

Tomorrow Thursday May 21 from 2-3pm via Zoom

You must register to be a part of the job fair, to find out how, visit the Workforce Solutions page on Facebook. Employers hiring include: FPS Staffing, Lowe's, Red Robin, Sames Inc (construction), The Lakes Family Dental, Valley Aids Council and TTEC (Call Center) Workforce solutions Phone number to contact – 956-687-1121, Website: wfsolutions.org, Facebook: /WFSolutions and /RGVOP

May 13- June 30, 2020

2 Live Mentions

UTRGV has announced an innovative Fall/Spring Relief Package, which through a combination of CARES Act funds and university funds, will provide eligible students with up to \$1,500 in financial assistance during the 2020-21 academic year. Recognizing the impacts of the coronavirus pandemic on campus operations, starting this fall; all enrolled eligible students will be awarded a \$500 CARES cash grant they can use to defray expenses they may have incurred while attending school during the pandemic (e.g., rent, food, course materials, etc.). In addition, UTRGV will match that \$500 cash grant with up to \$500 in tuition balance relief for eligible students. Newly enrolled freshmen who graduated from high school in or after May 2020 will receive the \$500 tuition balance relief from UTRGV (same restrictions apply) and a free Zone 1 parking pass. And, starting next spring: All enrolled eligible students will be awarded a \$250 CARES cash grant they can use to defray expenses they may have incurred while attending school during the pandemic (e.g., rent, food, course materials, etc.) In addition, UTRGV will match that \$250 cash grant with up to \$250 in tuition balance relief for eligible students. Newly enrolled freshmen who graduated from high school in or after May 2020 will also receive the \$250 tuition balance relief from UTRGV (same restrictions apply) and a free Zone 1 parking pass. More information on the Fall/Spring Relief Package visit UTRGV. EDU

June 15- June 30, 2020

2x Live Mentions

McAllen Public Library invites the public to pick up a Grab & Go meal bundle as part of its Summer Feeding Program, a partnership with McAllen Independent School District and the Texas Department of Agriculture Food and Nutrition Program, which aims to provide meals to children and teens in the most underserved communities across the city. Starting June 15, families can pick up at the entrance of the McAllen Public Library, 4001 N. 23rd St., a meal bundle of breakfast, lunch, and a healthy snack for any child and teen 18 years of age and under. The program will run until July 31. Youth can enjoy their meals in the library lobby or take the bundles home. For more information, please call the library at (956) 681-3000.

April 1- June 30, 2020 Public Service Announcement

27x 30 Sec. Texas Association of Broadcasters/NCSA PSA

Army National Guard Lifestyle

Being in the Army National Guard is about more than serving your country; it's about being there for your community when your neighbors need you most. The Army National Guard makes your college affordable and serving part-time can help you graduate debt free. Do you want to stay close to friends and family? The Guard allows you to serve close to home. Serving part-time

in the Army National Guard lets you have the life that you want. Learn more by visiting nationalguard.com

April 1- June 30, 2020 Public Service Announcement
28x 30 Sec. Texas Association of Broadcasters/NCSA PSA
Army National Guard Live Here, Stay Here

My part time service in the Army National Guard makes it possible for me to do more for the community I call home. I'm a better neighbor because my service has taught me how important it is to be a team player. My training helps me in my classes when I give attention to detail to the tasks at hand. My service in the Army National Guard allows me to keep my country safe from threats. Learn more how you too can live and serve part time by visiting nationalguard.com

April 1- June 30, 2020 Public Service Announcement
26x 30 Sec. Texas Association of Broadcasters/NCSA PSA
Army National Guard - Guard Family

In the Army National Guard family means everything, my parents were really supportive when all 5 of us joined. I got my education because of the guard; I got to travel a little bit and experience a whole different culture. It helped me get my job and pay for my house. Serving part time in the Army National Guard instills pride that you and your family will share. Visit nationalguard.com to learn more about part time service

April 1- June 30, 2020 Public Service Announcement
26x 30 Sec. Texas Association of Broadcasters/NCSA PSA
Army National Guard – Always Ready

The army national guard plays a vital role in your community, we are on the front lines supporting essential personal, first responders, law enforcement and medical professionals. Delivering food, supplies and medicine, keeping communities safe and making a difference. During Emergencies we are always ready, always there. Learn more about part time service in the army national guard at nationalguard.com, sponsored by the Texas Armed National Guard.

May 29 - June 30, 2020 Public Service Announcement
21x 60 Sec. Texas Association of Broadcasters/NCSA PSA
Air Force – It's a Calling - AFR20TX-001-60E

It's a calling that's kept us free. It's a place to belong. What's the calling? Being a member of the air force reserve, it's doing a job that makes a difference. Serving your community and your country. It's part time service, where the impact is full time. And the experience, education and other benefits you receive can enhance your civilian career and your life. What's your calling? Air Force Reserve. To find out about local job opportunities with the Air Force Reserve with joint base San Antonio Lackland or Naval Air Station joint reserve base Fort Worth call 800-257-1212 or go to afreserve.com sponsored by the Air Force reserve