

**National PSA for Hispanic Programming Beasley Media Group  
WMGC-HD2  
Most Significant Issue-Responsive Programming  
4<sup>th</sup> Quarter, 2023  
(October 1 through December 31)**

**ISSUE:**

Health / Environment / Community

**PROGRAM NAME:**

“En Contacto”

**AIR DATE & TIME:**

11/12/23 6:00-6:59 a.m. EST

**DURATION OF PROGRAMMING SEGMENT:**

15 minutes of a 1-hour program.

**DESCRIPTION OF PROGRAMMING SEGMENT:**

Mental Health expert Alfredo Hernandez talked about a national campaign launched by the Ad Council and Huntsman Mental Health Institute called “Con Amor, Tu Mente”. This campaign openly addresses the topic of mental health, to leave behind the stigma and prejudices that surround this reality, creating responsive and proactive society. “Con Amor, Tu Mente”. offers different resources for the community to help determine how to handle stress, relate to others, and make decisions.

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**National PSA for Hispanic Programming Beasley Media Group  
WMGC-HD2**

**Most Significant Issue-Responsive Programming  
4<sup>th</sup> Quarter, 2023  
(October 1 through December 31)**

**ISSUE:**

Economy / Family / Community

**PROGRAM NAME:**

“En Contacto”

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11/12/23 6:00-6:59 a.m. EST

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**4<sup>th</sup> Quarter, 2023**  
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**ISSUE:**

Community / Work/ Service/ Military

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4<sup>th</sup> Quarter, 2023  
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**ISSUE:**

Fraud / Crime / Community

**PROGRAM NAME:**

“En Contacto”

**AIR DATE & TIME:**

11/12/23 6:00-6:59 a.m. EST

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Health / Environment / Community

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**4<sup>th</sup> Quarter, 2023**  
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**ISSUE:**

Health / Economy

**PROGRAM NAME:**

“En Contacto Con Tampa Bay y La Comunidad”

**AIR DATE & TIME:**

11/19/2023 6:00-6:59 a.m.

**DURATION OF PROGRAMMING SEGMENT:**

10 minutes of a 1-hour program.

**DESCRIPTION OF PROGRAMMING SEGMENT:**

Centers for Medicare and Medicaid Services Representative Carolina Fortín-García shared important information needed to know about Open Enrollment, such as: health insurance, enrollment period and benefits, important dates to enroll, financial help, latest information, and where to find help.



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Environment / Community

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11/19/2023 6:00-6:59 a.m.

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**DESCRIPTION OF PROGRAMMING SEGMENT:**

Daniel Llargués the Federal Emergency Management Administration (FEMA) Spokesperson, talked about a campaign, FEMA in partnership with the Ad Council are launching with the aim of reducing the risks suffered by specific communities after a natural disaster, focusing on people living alone, with low income, with disabilities or live in rural areas.

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**CALL LETTERS**

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Health / Community

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Betsy Rodríguez, Senior Public Health Advisor at the Centers for Disease Control and Prevention talked about the most recent national campaign from the CDC in partnership with the Ad Council “Could I Have Prediabetes?”. This campaign highlights the fact that an early diagnosis of prediabetes can be reversed, type 2 diabetes can be delayed or prevented. The campaign also encourages the community to visit their website to take the 1-minute risk test to find out their risk of diabetes.

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**4<sup>th</sup> Quarter, 2023**

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**ISSUE:**

Medical / Community

**PROGRAM NAME:**

“En Contacto”

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11/19/2023 6:00-6:59 a.m

**DURATION OF PROGRAMMING SEGMENT:**

10 minutes of a 1-hour program.

**DESCRIPTION OF PROGRAMMING SEGMENT:**

Patricia Sosa's insights into the dangers of tobacco use serve as an urgent call to heightened awareness and action. Her work with the Tobacco Free Campaign continues to shed light on the alarming statistics and devastating health consequences linked to this habit.

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**(October 1 through December 31)**

**ISSUE:**

Health / Environment / Community

**PROGRAM NAME:**

“En Contacto”

**AIR DATE & TIME:**

11/26/2023 6:00-6:59 a.m.

**DURATION OF PROGRAMMING SEGMENT:**

10 minutes of a 1-hour program.

**DESCRIPTION OF PROGRAMMING SEGMENT:**

Mental Health expert Alfredo Hernandez talked about a national campaign launched by the Ad Council and Huntsman Mental Health Institute called “Con Amor, Tu Mente”. This campaign openly addresses the topic of mental health, to leave behind the stigma and prejudices that surround this reality, creating responsive and proactive society. “Con Amor, Tu Mente”. offers different resources for the community to help determine how to handle stress, relate to others, and make decisions.

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Economy / Family / Community

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11/26/2023 6:00-6:59 a.m.

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Erica Serrano, spokesperson for the AdoptUSKids organization and Sandra Mendez, Adoptive Mother, highlighted the benefits and importance of adopting teenagers from the US foster care system. Mrs. Serrano spoke about what individuals or couples should know about teen adoption. Mrs. Mendez shared her personal story adopting teenagers and the steps future parents can take to begin the adoption.

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Health / Economy

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ISSUE:

Medical / Community

PROGRAM NAME:

“En Contacto”

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11/26/2023 6:00-6:59 a.m

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Patricia Sosa's insights into the dangers of tobacco use serve as an urgent call to heightened awareness and action. Her work with the Tobacco Free Campaign continues to shed light on the alarming statistics and devastating health consequences linked to this habit.

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**ISSUE:**

Health / Environment / Community

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“En Contacto”

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12/3/2023 6:00-6:59 a.m. EST

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Economy / Family / Community

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**4<sup>th</sup> Quarter, 2023**  
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**ISSUE:**

Fraud / Crime / Community

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“En Contacto”

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Health / Environment / Community

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Health / Environment / Community

**PROGRAM NAME:**

“En Contacto”

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12/17/2023 6:00-7:00 a.m.

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Health / Environment / Community

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**Most Significant Issue-Responsive Programming**  
**4<sup>th</sup> Quarter, 2023**  
**(October 1 through December 31)**

**ISSUE:**

Environment / Community

**PROGRAM NAME:**

“En Contacto”

**AIR DATE & TIME:**

12/31/2023 6:00-7:00 a.m.

**DURATION OF PROGRAMMING SEGMENT:**

20 minutes of a 1-hour program.

**DESCRIPTION OF PROGRAMMING SEGMENT:**

Daniel Llargués the Federal Emergency Management Administration (FEMA) Spokesperson, talked about a campaign, FEMA in partnership with the Ad Council are launching with the aim of reducing the risks suffered by specific communities after a natural disaster, focusing on people living alone, with low income, with disabilities or live in rural areas.