

KTFD
COMMUNITY ISSUES REPORT
Q2 - 2023

**Station KTFD has ascertained that the following issues are matters of concern
to the community it serves:**

- 1. Politics**
- 2. Economy**
- 3. Immigration**
- 4. Latin American Issues**
- 5. Local Community**
- 6. Public Safety**
- 7. Health Care**
- 8. Education**

POLITICS

Program: Unimas News Brief

When: 4/4/23, 3:24pm

Duration: 30 seconds

Description of program:

Historic day! Former president Donald Trump appears for the first time in Manhattan court for the reading of criminal charges against him. He does so amid heavy police deployment.

Program: Unimas News Brief

When: 6/22/2023, 4:20pm

Duration: 30 seconds

Description of program:

The president of Mexico, Andrés Manuel López Obrador, calls on Hispanics "not to vote for republican Ron Desantis," who confirmed he will seek his party's nomination for President.

Program: Unimas News Brief

When: 6/22/2023, 4:34pm

Duration: 30 seconds

Description of program:

After several days of threats and uncertainty, the senate approved a measure that raises the debt ceiling, and avoids an economic crisis in the U.S.

Program: Unimas News Brief

When: 6/13/2023, 6:33pm

Duration: 30 seconds

Description of program:

Former President Trump pleaded "not guilty" to 37 criminal charges for his alleged mishandling of some of the nation's biggest secrets.

ECONOMY

Program: Unimas News Brief

When: 4/12/23, 3:24pm

Duration: 30 seconds

Description of program:

Inflation falls to 5-percent in march, and the consumer price index rises slightly, suggesting that the federal reserve will raise interest rates again.

IMMIGRATION

Program: Unimas News Brief

When: 4/13/2023, 3:24pm

Duration: 30 seconds

Description of program:

President Biden expands migrants' access to health plans. Now "DACA" beneficiaries would get health coverage through government programs such as "Medicaid" and "Obamacare".

Program: Unimas News Brief

When: 4/18/2023, 3:24pm

Duration: 30 seconds

Description of program:

Legislators discuss a new bill introduced by the Republican party. They propose to change the rules for applying for asylum and humanitarian permits, in addition to the arrest of families at the border.

Program: Noticias Colorado 5pm-5:30pm

When: 04/21/2023

Duration: 2:00

Description of program:

A local organization tells the community a program to help Colorado dreamers and undocumented families how to prosper financially and live a healthy life. A spokesperson explains how to access help

Program: Unimas News Brief

When: 5/2/2023, 4:20pm

Duration: 30 seconds

Description of program:

Massive crossing and thousands of migrants are in northern Mexico just days before the expiration of title 42. While some 1,500 military personnel are getting ready to arrive at the border.

Program: Noticias Colorado 5pm-5:30pm

When: 05/09/2023

Duration: 2:00

Description of program:

Dreamers could be police officers. After the Governor of Colorado signed a law that allows DACA recipients to perform functions as police. From our study the chief of the Aurora police department explain to the community whether he agrees with this measure or not.

Program: Unimas News Brief

When: 6/1/2023, 3:24pm

Duration: 30 seconds

President Biden's administration presented a revised version of DACA, the program that protects young dreamers from deportation and authorizes them to work on a regular basis.

Program: Unimas News Brief

When: 6/6/2023, 4:20pm

Duration: 30 seconds

Description of program:

The number of migrant apprehensions at the Mexican border dropped to 3,400 per day since may 12...the border patrol says that figure represents 10,000 fewer encounters than when title 42 was in effect

LATIN AMERICAN ISSUES

Program: Unimas News Brief

When: 5/11/2023, 4:20pm

Duration: 30 seconds

Description of program:

Title 42 expired and new immigration restrictions went into effect. While some wait in Mexico to seek asylum in the US, others are deported. We analyze what is happening on both sides of the border.

Program: Unimas News Brief

When: 5/19/2023, 4:20pm

Duration: 30 seconds

Description of program:

We spoke with the parents of Anadith Tanay Reyes Alvarez, the 8-year-old Panamanian girl who died after a "medical emergency" while with her family in the custody of the border patrol.

LOCAL COMMUNITY

Program: Noticias Colorado 5pm-5:30pm

When: 04/17/2023

Duration: 2:30

Description of program:

The Consulate of Mexico offers public services such as power of attorney for those who need to fix a legal matter or carry out some procedures in Mexico and that, for various reasons, they cannot come personally to resolve. The consul from the studio explains to the community how to obtain the document.

Program: Noticias Colorado 5pm-5:30 pm

When: 05/17/2023

Duration: 2:00

Description of program:

The recent rains greatly affected the structure of a church in the area. Flooded and with certain problems that make difficult access for parishioners. We tell our community the reactions from those affected.

Program: Noticias Colorado 5pm-5:30pm

When: 05/30/2023

Duration: 2:30

Description of program:

From our study the Mexico Consulate in Denver will be offering valuable information for those who have been a victim of wage theft. They will explain to the community what their rights are and how to receive help.

Program: Noticias Colorado 5pm-5:30 pm Show

When: 06-22-2023

Duration: 2:00 min

Description of program:

Douglas County declares disaster following Highlands Ranch tornado. The news team is live from the affected area and speak to residents.

Program: Ad Council.org – Outside – Feed the Beat of Nature

When: 4/1/2023 – 6/30/2023 74 PSA's total Aired

Duration: 15 seconds & 30 Seconds

Description of program:

Since 2009, the Ad Council and USDA Forest Service's Discover the Forest campaign has encouraged parents and caregivers to take their families out to the forest to experience and reconnect with nature. Our new creative work highlights the power of music to inspire meaningful experiences in nature, where families can deepen their connection with each other and the outdoors. The campaign has developed new music created especially to inspire Black and Latin parents and caregivers to "feel the beat of nature" and experience the outdoors firsthand with their families, whether in a forest, local park, or urban green space.

Program: Noticias Colorado 5pm-5:30pm

When: 06-06-2023

Duration: 2:00 min

Description of program:

Aurora police investigate a road rage shooting that killed a 48 year old man near the intersection of Havana and Idaho Place. The team goes to the scene and speak to a witness and police.

Program: Noticias Colorado 5pm-5:30pm

When: 06-26-2023

Duration: 2:00 min

Description of program:

Club Q shooter who killed 5 people at a Colorado Springs nightclub in 2022 gets life in prison. A reporter is live from outside the courthouse.

PUBLIC SAFETY

Program: Ad Council.org – Child Car Safety - Hustle

When: 4/1/2023 – 6/30/2023 121 PSA's Total Aired

Duration: 15 seconds & 30 Seconds

Description of program:

PSAs encourage parents and caregivers to correctly buckle up their kids in the right seat for their age and size by reminding parents to get the big stuff, like car safety, right.

Program: Noticias Colorado 5pm-5:30pm

When: 04/05/2023

Duration: 2:00

Description of program:

Students from more than 20 schools in our state take the streets demanding more gun control from legislators. We have the reactions of young people and parents to this call to increase security in educational campuses.

Program: Noticias Colorado 5pm-5:30pm

When: 04/07/2023

Duration: 2:00

Description of program:

A local mother complaints that her special needs son ended up with a broken nose after allegedly being a victim of bullying at a charter school. Experts have recommendations for the community in cases like this.

Program: Noticias Colorado 5pm-5:30pm

When: 05/01/2023

Duration: 2:00

Description of program:

after 40 days of the shooting at east high school where two of the administrative staff were injured. We present to the community their testimony about what happened as well as parents who raise their voices to demand more security in schools

Program: Unimas News Brief

When: 5/16/2023, 4:20pm

Duration: 30 seconds

Description of program:

The creator of open-AI, who developed the artificial intelligence tool Chatgpt, testified before Congress today amid concerns over the issue.

Program: Ad Council.org – Drinking & Driving – Trying to Sober Up

When: 4/1-6/30/23, Total of 202 PSA's aired 6am-12am

Duration: 15 seconds and 30 Seconds

Description of program:

The Ad Council has focused on drunk driving prevention since 1983, with the release of the now-classic “Friends Don’t Let Friends Drive Drunk” campaign. As the idea of a designated driver became the cultural norm, but alcohol-related driving fatalities began to increase, we recognized the need for a new approach. In 2005, we refreshed our classic campaign with a new message: “Buzzed Driving is Drunk Driving.” The most recent iteration of the Buzzed Driving Prevention campaign effort prompts young men 21 to 34 to examine their own warning signs of impairment and take responsibility for their decisions behind the wheel by reminding them: If you need to do something to make yourself feel okay to drive, you're not okay to drive.

Program: Ad Council.org – Emergency Preparedness – Natural Disasters

When: 4/1-1/26/23, Total of 455 PSA's aired 6am-12am

Duration: 15 seconds, 30 seconds and 60 seconds

Description of program:

In recent years, devastating earthquakes, tornadoes, floods and wildfires have highlighted the need for all Americans, regardless of background or location, to prepare for natural disaster. However, according to the Federal Emergency Management Agency (FEMA), half of Americans have not discussed or developed a family emergency plan. Since 2003, our campaign has empowered individuals, families, small businesses, and communities to prepare for both natural and man-made disasters. “Ready” recommends taking four steps towards preparedness:

1. Be informed about the different types of emergencies that could occur and their appropriate protective actions.
2. Make a family emergency plan including information on how to reconnect and reunite.
3. Build emergency supply kits to ensure you’re prepared whether you’re at home, at work, or in the car.
4. Get involved by finding opportunities to support community preparedness

Program: Ad Council.org – Wildfire Prevention – Smokey the Bear

When: 4/1-1/26/23, Total of 94PSA's aired 6am-12am

Duration: 30 seconds

Description of program:

For more than 75 years, Smokey Bear has protected our forests and promoted wildfire prevention. His powerful message, “Only you can prevent wildfires,” is at the heart of America’s longest-running PSA campaign. Smokey’s message remains relevant today, as nearly nine out of ten wildfires nationwide are caused by humans and can be prevented. Additionally, during these unprecedented times, spending time outdoors has never felt more valuable. Whether we’re passing the time in public lands or in our own backyards, we all have a role to play in keeping our safe places safe by acting responsibly and doing our part to help prevent wildfires. For tips on safe recreation, visit BeOutdoorSafe.org and for more information on wildfire prevention, visit SmokeyBear.com.

HEALTH CARE

Program: Unimas News Brief

When: 5/1/2023, 4:20pm

Duration: 30 seconds

Description of program:

A study indicates that troubled relationships in young women can have lasting consequences as adults, such as drug use and mental health problems.

Program: Unimas News Brief

When: 5/11/2023, 4:20pm

Duration: 30 seconds

Description of program:

Skin patch brings hope to children diagnosed with peanut allergy.

Program: Unimas News Brief

When: 5/11/2023, 4:20pm

Duration: 30 seconds

Description of program:

The World Health Organization asks the community "not" to use sugar substitutes for weight loss. We tell you why they make the call.

Program: Unimas News Brief

When: 5/25/2023, 4:20pm

Duration: 30 seconds

Description of program:

Thanks to a breakthrough in science, a disabled man is able to walk. Learn how a neurological treatment changes his life.

Program: Unimas News Brief

When: 5/26/2023, 4:20pm

Duration: 30 seconds

Description of program:

Hundreds of thousands of people lost their Medicaid coverage since protections expired during pandemic

Program: Unimas News Brief

When: 6/26/2023, 4:20pm

Duration: 30 seconds

Description of program:

In the near future, the pharmaceutical company that manufactures "Ozempic" injections for diabetes and weight loss could create an oral pill when it is approved by the FDA.

Program: Centers for Medicare – Connecting Kids to Coverage

When: 4/1-6/30/23, Total of 96 PSA's aired 6am-12am

Duration: 15 seconds & 30 Seconds

Description of program:

The Connecting Kids to Coverage National Campaign, a national outreach and enrollment initiative originally funded under the Children's Health Insurance Program reaches out to families with children and teens eligible for Medicaid and the Children's Health Insurance Program (CHIP) to: Raise awareness about health coverage available under these programs; Create opportunities for families to get their eligible children and teens signed up for coverage; Motivate parents to enroll their children and teens and renew their coverage; and provides outreach guides and tool kits that can be used to help states, community organizations, schools, health care providers and others organize and conduct successful outreach activities. The Campaign lets families know who is eligible, what benefits children can get and how to apply for coverage.

Program: Ad Council.org – Alzheimers Awareness – Judith-Hopeful

When: 4/1-6/30/23, Total of 64 PSA's aired 6am-12am

Duration: 15 seconds & 30 Seconds

Description of program:

More than 6 million Americans live with Alzheimer's, but fewer than half have received an official diagnosis. Close family members know their loved ones best and are typically the first to notice memory issues or cognitive problems but they're often hesitant to initiate a conversation—even when they know something is wrong. Talking about the changes you are noticing in your loved one is hard, but an early diagnosis can have significant benefits, including eliminating uncertainty and providing more time for support. Encourage families to start a conversation with their person alongside their doctor - the first step towards a possible ALZ diagnosis, and creating a plan of action. Using real stories, the goal of "Hopeful Together," created in partnership with the Alzheimer's Association, is to spread awareness of the benefits of the first step towards a possible ALZ diagnosis, and creating a plan of action. Using real stories, the goal of "Hopeful Together," created in partnership with the Alzheimer's Association, is to spread awareness of the benefits of getting an early diagnosis and encourages open communication between loved ones about cognitive health. An early diagnosis can give you and your family more time to plan together, allows participation in care decisions, you and your family will be able to review and update legal documents, discuss finances and property, and

identify your care preferences. The website Alz.org/TimeToTalk and Alz.org/Tiempo for Spanish speakers offers families helpful tools and resources, including information on the disease and the benefits of an early diagnosis.

Program: Ad Council.org – Youth Mental Health – Empress of and Marianne

When: 4/1-6/30/23, Total of 22 PSA's aired 6am-12am

Duration: 30 Seconds

Description of program:

There is a mental health crisis among our country's youth. Young adolescents (10-14) are experiencing increased rates of mental health challenges and youth of color, in particular, face the additional trauma of systemic racism and greater challenges in accessing the support they need. Sound It Out uses the power of music to help parents and caregivers have meaningful conversations with their middle schoolers about emotional wellbeing. We paired middle-school aged kids and their caregivers with musical artists, like KAMAUU, Tobe Nwigwe, Empress Of, and Lauren Jauregui, to create an album of exclusive songs inspired by the emotions in their conversations. The album is available at SoundItOutTogether.org and EscuchandoSentimientos.org, where caregivers can also access free, expert-vetted resources to guide conversations with their child about emotional wellbeing.

Program: Ad Council.org – Diabetes Awareness

When: 4/1-6/30/23, Total of 135 PSA's aired 6am-12am

Duration: 15 second, 30 seconds and 60 seconds

Description of program:

More than one in three American adults have prediabetes and are at high risk of developing type 2 diabetes—a serious health condition that can lead to a heart attack or stroke. Of these individuals, more than 80% of people with prediabetes don't know they have it. Thankfully, the vast majority of people with prediabetes can take steps to reduce their risk. Through weight loss, diet changes, and increased physical activity, prediabetes can often be reversed. These PSAs encourage viewers to visit the campaign website where they can take a one-minute risk test to know where they stand. The campaign highlights the importance of early diagnosis, speaking with your doctor and visiting DoIHavePrediabetes.org to learn more about prediabetes.

Program: Ad Council.org – Solve Long Covid

When: 4/1-6/30/23, Total of 75 PSA's aired 6am-12am

Duration: 15 and 30 seconds

Description of program:

Solve M.E. has released the first nationwide public service announcement (PSA) campaign titled "How Long?" to broaden awareness of Long Covid and highlight the need for more research to adequately help the many patients affected by this debilitating disease, which could last a lifetime. Solve M.E. has released a PSA campaign to broaden awareness of Long Covid and highlight the need for more research. Up to 30% of those infected with COVID-19 will go on to develop Long Covid and experience a broad range of symptoms, such as crippling fatigue, brain

fog, severe exhaustion after mild exertion, shortness of breath, and heart issues. Over 20 million Americans are suffering from Long Covid, and Long Covid could account for 15% of the nation's unfilled jobs. However, there are no simple tests to diagnose the disease, and no approved treatments. Research funding to date has largely gone towards characterizing the condition, rather than finding treatments. The "How Long?" campaign will evolve to be an umbrella effort that includes other related post-infection diseases, such as myalgic encephalomyelitis/chronic fatigue syndrome (ME/CFS), postural orthostatic tachycardia syndrome (POTS), mast cell activation syndrome (MCAS), and Lyme disease. "How Long?" should become a battle cry for the desperate need for research into all of these under-studied conditions."Solve M.E. has served as a catalyst for critical research into post-infection diseases for decades. We know that learning more about Long Covid will deepen our broader understanding of these diseases – ultimately helping to point us to treatments for Long Covid and associated conditions," said Oved Amitay, president and CEO, Solve M.E. "Our hope is that through this public awareness campaign, we can create empathy for those who suffer and drive stronger public and private investment in research, education, and care for complex, chronic diseases."

Program: National Association for Hearing & Speech Action – Act Now on Hearing

When: 4/1-6/30/23, Total of 37 PSA's aired 6am-12am

Duration: 30 seconds

Description of program:

Hearing loss ranks as one of the most common chronic health conditions that U.S. adults experience, affecting an estimated 48 million people nationwide. By 2050, the World Health Organization projects 1 in 4 people globally will be living with hearing loss. An overwhelming 80% of U.S. adults say that maintaining their hearing health is extremely or very important to their quality of life, according to a recent poll commissioned by the American Speech-Language-Hearing Association (ASHA) and conducted by YouGov. Yet, only 20% have had a hearing test in the past 5 years, compared with 61% who have had their vision tested. And most adults also report they wouldn't treat hearing loss unless it was "severe." More than a Nuisance Hearing loss can have a significant impact on a person's overall health, physical safety, and quality of life. If you have untreated hearing loss, you might have a higher risk of developing certain health conditions—including social isolation, depression, anxiety, falls and other injuries, and cognitive decline and dementia.

Program: Noticias Colorado 5pm-5:30 pm Show

When: 6/14/2023

Duration: 1:20

Description of program:

According to various studies, men have greater probabilities, in comparison to women, of suffering from heart disease or cancer in United States however, many can be prevented. Laura Diaz he tells us how men we can stay healthy.

EDUCATION

Program: Unimas News Brief

When: 6/29/2023, 1:24pm

Duration: 30 seconds

Description of program:

The United States supreme court ruled that race may not be considered a determining factor in accepting students to colleges and universities in pursuit of diversity.

Program: Ad Council.org – High School Equivalency

When: 4/1-6/30/23, Total of 73 PSA's aired 6am-12am

Duration: :15 seconds, 30 seconds and 60 Seconds

Description of program: For more than 34 million American adults without a high school diploma, opportunities are limited. Many are living in poverty, but it's not too late to go back to school. As an evolution of the Finish Your Diploma campaign, the new work When You Graduate, They Graduate highlights the impact that going back to school and getting your High School Equivalency can have on your loved ones and community. Taking the steps to go back to school and get your GED can help you and your loved ones have a brighter future. Since 2010, [FinishYourDiploma.org](https://www.finishyourdiploma.org) has connected nearly two million people with free adult education classes to help them earn their high school equivalency, so they can connect to a better tomorrow. Visit the site to learn more about resources to help with graduation, connect with free classes, and learn more about other graduate's stories.