

**KTLM-TV**

**QUARTERLY LIST OF PROGRAMMING  
PROVIDING THE MOST SIGNIFICANT TREATMENT  
OF COMMUNITY ISSUES**

**MARCH 2016**

## **QUARTERLY ISSUES AND PROGRAMS REPORT MARCH 2016**

Through formal and informal ascertainment of the general public, community leaders, public officials - inclusive of different ethnic organizations and service organizations, the following list emerged as issues needing media attention and support.

The programs produced to meet the needs of the public included locally produced shows and newscasts as well as national programs, public service announcement campaigns, and sales marketing campaigns.

### **COMMUNITY ISSUES**

Alcohol and Drug Abuse

Consumer

Crime and Law Enforcement

Cultural

Economic Development

Education

Environment

Family

Foreign Affairs

Government

Health and Medical

Immigration

Poverty

Religion

Safety

Children

## **REGULARLY SCHEDULED PROGRAMS**

Our locally produced, regularly scheduled programs are aired specifically to address community issues, concerns and needs. The programs are as follows:

### NEWSCASTS

KTLM daily newscasts focus on local issues and community problems in the Rio Grande Valley and surrounding areas. Regularly scheduled newscasts include:

NOTICIERO TELEMUNDO 40	4:30 - 5:30 PM	M-F
NOTICIERO TELEMUNDO 40	10:00 - 10:35 PM	M-F
NOTICIERO TELEMUNDO 40	4:30 - 5:00 PM	SAT & SUN
NOTICIERO TELEMUNDO 40	10:00 - 10:30 PM	SAT & SUN

## ALCOHOL AND DRUG ABUSE

Program: 4:30 & 10 P.M

Date: 3/3/2016

Description: Edinburg, Texas, The Rio Grande Valley Border Patrol Sector is holding a press event at 11 a.m., March 3 to highlight the callousness of smugglers and the deadly tactics they use to smuggle humans and narcotics.

**Length:.30**

Program: 4:30 & 10 P.M

Date: 3/3/2016

Description: Hidalgo, Texas U.S. Customs and Border Protection, Office of Field Operations (OFO) at the Hidalgo International Bridge intercepted a load of marijuana worth close to \$50,000 in a GMC SUV that was arriving from Mexico.

**Length:.30**

Program: 4:30 & 10 P.M

Date: 3/7/2016

Description: Brownsville, Texas - Crystal Yvette Martinez, 25, and Tina Marie Trevino, 24, both of Brownsville, have been ordered to federal prison following their convictions related to the distribution of methamphetamine.

**Length:.35**

Program: 4:30 & 10 P.M

Date: 3/7/2016

Description: Pharr, Texas, U.S. Customs and Border Protection, Office of Field Operations (OFO) at the Pharr International Bridge arrested a Houston, Texas man after discovering approximately 206 pounds of alleged marijuana hidden within the Toyota Tundra he was driving.

**Length:.35**

Program: 4:30 & 10 P.M

Date: 3/7/2016

Description: On Sunday, March 06, 2016, Cameron County District Attorney's Office Investigators conducted a routine traffic stop on East Avenue Drive, Brownsville Texas, on a Pontiac passenger vehicle where \$21,000 in U.S currency was found by investigators. Mr. Jose Alfredo Hernandez-Esqueda, the driver of the vehicle also gave consent to investigators to search his home. \$6,000 U.S. currency, a handgun and 6.6 kilograms of cocaine were discovered at the residence.

**Length:1.35**

Program: 4:30 & 10 P.M

Date: 3/9/2016

Description: Brownsville, Texas U.S. Customs and Border Protection (CBP) officers assigned at the Brownsville and Matamoros International Bridge seized a load of alleged methamphetamine hidden within a grey 2012 Nissan Juke.

**Length:.30**

Program: 4:30 & 10 P.M

Date: 3/13/2016

Description: A San Benito woman has been arrested after law enforcement officials found cocaine in her home, according to authorities.

**Length:.15**

Program: 4:30 & 10 P.M

Date: 3/17/2016

Description: Yesterday, the Hidalgo County Sheriff's Office seized a large amount of synthetic marijuana and arrested two individuals during a drug bust.

**Length:.20**

Program: 4:30 & 10 P.M

Date: 3/29/2016

Description: Falfurrias, Texas, U.S. Border Patrol agents from the Rio Grande Valley Sector seized more than \$4.3 million worth of methamphetamine Friday at the Falfurrias Checkpoint on U.S. Highway 281 North.

**Length:.35**

## CONSUMER

Program: 4:30 & 10 P.M

Date: 3/7/2016

Description: Edinburg, Texas residents in Edinburg get ready for fun and relaxation during Spring Break, scheduled from March 14-18, the Edinburg Police Department wants drivers to know officers are gearing up too. Officers will work overtime beginning March 11, to keep drunk drivers off City streets. The special detail is part of an enforcement effort funded by the Texas Department of Transportation.

**Length:1.30**

Program: 4:30 & 10 P.M

Date: 3/16/2016

Description: The Brownsville Convention & Visitors Bureau (BCVB) along with Anita's Gourmet will be hosting a tamale cooking demonstration in celebration of National Tamale Day.

**Length:.20**

Program: 4:30 & 10 P.M

Date: 3/25/2016

Description: Hidalgo, Texas With the Easter festivities right around the corner, CBP is reminding the traveling public that cascarones (confetti-filled eggshells) are restricted to quantities of 12 per passenger and the shells may be decorated, etched, or painted but they must be clean, dry, and free of any egg residue.

**Length:40**

Program: 4:30 & 10 P.M

Date: 3/25/2016

Description: On Saturday, March 26, 2016 at approximately 11:48AM, Harlingen Police responded to the 3200 block of Wilson Road in reference to a 1 vehicle rollover accident.

**Length:.30**

## CRIME AND LAW ENFORCEMENT

Program: 4:30 & 10 P.M

Date: 3/2/2016

Description: The City of Harlingen has again partnered with the Texas National Guard in a joint effort to demolish dilapidated structures that also serve as a haven for criminal activity.

**Length:.30**

Program: 4:30 & 10 P.M

Date: 3/2/2016

Description: Edinburg, A 25-year-old Pharr man accused of stabbing a man to death, cutting off his hand, and setting him on fire, was sentenced to 15 years in prison Wednesday.

**Length:.25**

Program: 4:30 & 10 P.M

Date: 3/2/2016

Description: Early this morning at about 12:15 am, Alton officers responded to about 20 calls placed to the department regarding multiple caliber shots fired in the area of the 1400 block of north Glasscock Road.

**Length:.30**

Program: 4:30 & 10 P.M

Date: 3/3/2016

Description: A Pharr man faces up to life in prison in connection with the killing of another man in what police say was a jealous rage.

**Length:.1.15**

Program: 4:30 & 10 P.M

Date: 3/3/2016

Description: On March 2, 2016 Jesse Garcia was arraigned and charged with two counts of aggravated assault with a deadly weapon.

**Length:.15**

Program: 4:30 & 10 P.M

Date: 3/3/2016

Description: Police are investigating several suspicious packages found at a Wal-Mart in Weslaco. The Wal-Mart is located along the expressway, off Texas Boulevard.

**Length:.20**

Program: 4:30 & 10 P.M

Date: 3/5/2016

Description: A public service was held today in Euless, Texas for a police officer who was gunned down Tuesday while responding to reports of shots fired in a park.

**Length:.20**

Program: 4:30 & 10 P.M

Date: 3/7/2016

Description: Weslaco, The Texas Department of Public Safety (DPS) arrested a male suspect on Saturday for allegedly illuminating an aircraft with a laser light in Starr County.

**Length:.20**

Program: 4:30 & 10 P.M

Date: 3/7/2016

Description The Brownsville Police Department is currently investigating a single vehicle traffic accident that occurred yesterday, March 6, 2016 at about 2:33 a.m.

**Length:.20**

Program: 4:30 & 10 P.M

Date: 3/7/2016

Description: The Mission Police Department said the suspect behind a theft from Home Depot is now behind bars.

**Length:.20**

Program: 4:30 & 10 P.M

Date: 3/8/2016

Description: On March 7, 2016, Investigator Xavier Padilla with the Cameron County District Attorney's Office, Special Investigations Unit, while traveling westbound on Alton Gloor Boulevard observed a black GMC pickup commits a traffic violation.

**Length:.30**

Program: 4:30 & 10 P.M

Date: 3/8/2016

Description: McAllen, Texas Raul Casarez, 35, of Weslaco, has been ordered to prison following his conviction on one count of production of child pornography and one count of receipt of child pornography.

**Length:.30**



Program: 4:30 & 10 P.M

Date: 3/8/2016

Description: Physical evidence and surveillance footage highlighted the fourth day of testimony in the trial of a Pharr man accused of killing his nieces' father.

**Length:.20**

Program: 4:30 & 10 P.M

Date: 3/8/2016

Description: On March 7, 2016, members of the Harlingen Police Department's Organized Crime Unit were conducting surveillance at a residence on the 500 block of Lozan in Harlingen.

**Length:.20**

Program: 4:30 & 10 P.M

Date: 3/9/2016

Description: On Sunday March 6, 2016 at 09:40pm, San Benito Police Officers responded to the 1500 block of Combes St. in reference to an assault.

**Length:.20**

Program: 4:30 & 10 P.M

Date: 3/9/2016

Description: The Brownsville Police department is asking for your help in finding Julian Guzman who has been missing since last night.

**Length:.20**

Program: 4:30 & 10 P.M

Date: 3/9/2016

Description: At about 7:30 pm, Dickinson Police Department Communication Center received a call of an over turned boat in the Dickinson Bayou near State Highway 3. Emergency responders arrived and located an over turned kayak in the water.

**Length:.30**

Program: 4:30 & 10 P.M

Date: 3/9/2016

Description: On Monday March 7th, 2016 at 11:42am, police officers were dispatched to the HEB located on Business 77 in reference to a possible theft.

**Length:.20**

Program: 4:30 & 10 P.M

Date: 3/10/2016

Description: Last night three suspects, one male juvenile, and two adults (male and female) allegedly committed two aggravated robberies at stores.

**Length:.20**

Program: 4:30 & 10 P.M

Date: 3/10/2016

Description: On Wednesday, March 9, 2016 at about 7:55 p.m., Pharr Police responded to a robbery at 6804 S. Cage (Kans & Kegs) in Pharr, Texas.

**Length:.20**

Program: 4:30 & 10 P.M

Date: 3/14/2016

Description: On March 10, 2016 at 10:04pm San Benito Police Officers were dispatched to the 1000 block of Wick St. in reference to male throwing rocks at a vehicle.

**Length:.20**

Program: 4:30 & 10 P.M

Date: 3/14/2016

Description: On Sunday March 13, 2016, Hidalgo County Sheriff's Office Patrol Deputies responded to a welfare concern, at home located at the 8000 block of W. Military Rd in rural Mission.

**Length:.20**

Program: 4:30 & 10 P.M

Date: 3/14/2016

Description: On Friday, February 26, someone broke into a Jeep Liberty parked at Frontera Audubon, 1101 S. Texas Blvd. After breaking a window of the vehicle, the burglar reached in and stole a black and white Vera Bradley purse.

**Length:.30**

Program: 4:30 & 10 P.M

Date: 3/14/2016

Description: Weslaco, The Texas Department of Public Safety (DPS) is investigating a one vehicle fatal crash that occurred yesterday at approximately 10:57 p.m. on F.M. 2529 north of F.M. 106.

**Length:.25**

Program: 4:30 & 10 P.M

Date: 3/14/2016

Description: Brownsville police say a shooting suspect fired the fatal bullet that killed his mother during a gun battle with police earlier this year.

**Length:.20**

Program: 4:30 & 10 P.M

Date: 3/15/2016

Description: Edinburg, Texas U.S. Border Patrol agents provided first aid to the passenger of a Jeep Liberty that was involved in a rollover accident near Ramsey Road and U.S. Highway 281 North on Monday.

**Length:.30**

Program: 4:30 & 10 P.M

Date: 3/16/2016

Description: The 20 year old male suspect in yesterday's Officer Involved Shooting investigation at the Los Ebanos port of entry will be arraigned this afternoon at 3:00 p.m. at the Hidalgo County Jail.

**Length:.25**

Program: 4:30 & 10 P.M

Date: 3/16/2016

Description: There will be an additional arraignment at the Hidalgo County Jail at 3:00 p.m. for 50 year old Capital Murder Suspect Ramon Aguilar.

**Length:20**

Program: 4:30 & 10 P.M

Date: 3/16/2016

Description: On Tuesday March 15, 2016 at 10:30pm, San Benito Dispatch notified Patrol Officers of a vehicle that was possibly involved in an aggravated assault in Harlingen involving a firearm.

**Length:.20**

Program: 4:30 & 10 P.M

Date: 3/16/2016

Description: Former City of Hidalgo Housing Authority Executive Director Susana Munguia appealed her public corruption conviction on Friday.

**Length:20**

Program: 4:30 & 10 P.M

Date: 3/17/2016

Description: Edinburg, Texas, U.S. Border Patrol agents from the Rio Grande Valley Sector arrested a slew of dangerous criminals in just four days.

**Length:.20**

Program: 4:30 & 10 P.M

Date: 3/17/2016

Description: Aggravated Robbery: Occurred at Bus 83/Stewart at the stripes store around 3 a.m. 1 male suspect in a black hoodie entered the store and robbed the clerk at gunpoint.

**Length:.20**

Program: 4:30 & 10 P.M

Date: 3/21/2016

Description: Authorities in San Juan are looking for a man who pulled a gun on a store clerk and stole \$13. Police released a picture of the suspect along with the vehicle he drove off with.

**Length:.30**

Program: 4:30 & 10 P.M

Date: 3/21/2016

Description: The Hidalgo County seized close to four hundred thousand dollars after a traffic stop yesterday afternoon. On March 19, 2016, a Sheriff's Deputy conducted a traffic stop on a red Dodge truck driving southbound on Highway 281, in Northern Edinburg.

**Length:.35**

Program: 4:30 & 10 P.M

Date: 3/21/2016

Description: On Monday, March 21, 2016 at about 12:13 a.m., Pharr Police responded to a robbery at 6601 S. Jackson (Stripes) in Pharr, Texas.

**Length:20**

Program: 4:30 & 10 P.M

Date: 3/25/2016

Description: On Sunday March 20, 2016 at about 9:20 pm Starr County Deputies responded to PRS Grocery Store located in Las Lomas, Rio Grande City, Texas in reference to an Aggravated Robbery.

**Length:.30**

Program: 4:30 & 10 P.M

Date: 3/27/2016

Description: The 229th Judicial District Attorney's Office is offering a \$10,000 reward for information about a double homicide in Rio Grande City.

**Length:.20**

Program: 4:30 & 10 P.M

Date: 3/28/2016

Description: McAllen, Texas, The driver of a Corvette involved in a crash that resulted in the death of one man and seriously injured another was formally arraigned Thursday in McAllen Municipal Court.

**Length:.30**

Program: 4:30 & 10 P.M

Date: 3/28/2016

Description: On a cloudy Saturday afternoon, the day before families would gather to celebrate the resurrection of their Lord, a crowd of relatives and friends came together to mourn the loss of Lourdes Elizondo, was one of two women found dead Wednesday morning.

**Length:.35**

Program: 4:30 & 10 P.M

Date: 3/29/2016

Description: Ciro Manuel Trevino, age 27, resident of San Juan, TX, Charged on March 24, 2016 in the McAllen Municipal Court on two (2) counts of Racing on Highway.

**Length:.20**

Program: 4:30 & 10 P.M

Date: 3/29/2016

Description: On Wednesday March 30, 2016 at about 1:20 p.m., a Pharr Police Officer witnessed a two (2) vehicle collision involving a Black Jeep Cherokee and a Blue Dodge Durango at the intersection of S. Cage Blvd and Ridge Rd.

**Length:.35**

Program: 4:30 & 10 P.M

Date: 3/31/2016

Description: McAllen, Texas, The search is on for a group of people who are suspected of being in the country illegally. They fled from authorities after a traffic stop on Wednesday.

**Length:.20**

Program: 4:30 & 10 P.M

Date: 3/31/2016

Description: The Brownsville Police Department is still attempting to locate this female who is a person of interest in a theft case. Anyone with information is asked to contact the police department at 548-7000 or crime stoppers at 548-8477.

**Length:35**

Program: 4:30 & 10 P.M

Date: 3/31/2016

Description: McAllen, A convicted Gulf Cartel boss who fled in the middle of his 2012 trial for cocaine trafficking, appeared in federal court Wednesday and pleaded not guilty to new charges of failure to appear.

**Length:.30**

Program: 4:30 & 10 P.M

Date: 3/31/2016

Description: Police have arrested a 29-year-old Pharr woman accused of sexually assaulting a young girl at hotels throughout the Rio Grande Valley and Reynosa.

**Length:.25**

Program: 4:30 & 10 P.M

Date: 3/31/2016

Description: A jury trial court date has been reset for the third time in the case of a Brownsville police officer charged with animal cruelty in the death of his canine partner.

**Length:.20**

# **CULTURE**

## ECONOMIC DEVELOPMENT

Program: 4:30 & 10 P.M

Date: 3/5/2016

Description: Edinburg, TX, Edinburg Children's Hospital turns 10 years old on March 4, 2016, and the community is invited to a birthday bash to help us celebrate

**Length:.20**

Program: 4:30 & 10 P.M

Date: 3/5/2016

Description: The newly formed Harlingen Mayor's Wellness Council will hold an informational meeting, open to all those who are interested in improving the health and fitness of the Harlingen community.

**Length:.30**

Program: 4:30 & 10 P.M

Date: 3/11/2016

Description: McAllen, Texas, U.S. Customs and Border Protection and the Rio Grande Valley Border Patrol Sector, in conjunction with the government of Mexico, are hosting a binational event aimed at building strong border communities.

**Length:.30**

Program: 4:30 & 10 P.M

Date: 3/15/2016

Description: Rio Grande Valley, when it comes to preventing workplace accidents, education and safety training are critical. This is exactly what Ruben Gonzalez, Texas Mutual Insurance Company's newest safety consultant, can provide for businesses in the Rio Grande Valley.

**Length:.30**

Program: 4:30 & 10 P.M

Date: 3/15/2016

Description: The Pharr Fire Department assisted the San Juan Police Department and US Customs in a drug bust. The Pharr Fire Department helped breach a propane tank full of Meth estimated at about \$1.4 million.

**Length:.40**

Program: 4:30 & 10 P.M

Date: 3/29/2016



Description: The City of Mission's Community Development Block Grant Department (CDBG) will be taking part in "Community Development Week" March 28 April 2nd. The Purpose of Community Development Week is to inform the public on housing assistance programs our CDBG Department provides for residents who qualify including repairing existing homes or constructing new homes.

**Length:.1.00**

Program: 4:30 & 10 P.M

Date: 3/29/2016

Description: McAllen, U.S. Senators John Cornyn (R-TX) and Dr. Bill Cassidy (R-LA) will spend the day in the Rio Grande Valley tomorrow hearing about border security, trade, and economic development issues crucial to both the region and the nation.

**Length:.35**

Program: 4:30 & 10 P.M

Date: 3/29/2016

Description: McAllen, TX With an increase of 1,000 jobs in the government industry, the McAllen and Brownsville Metropolitan Statistical Areas (MSA) experienced a lower unemployment rate in February.

**Length:.35**

Program: 4:30 & 10 P.M

Date: 3/31/2016

Description: On Thursday, the Texas Department of Public Safety (DPS) will have a grand-opening ceremony for the Rio Grande City Area Office. The new 14,600 square-foot facility will house offices for Texas Highway Patrol, Texas Rangers, Criminal Investigations Division and the Driver License Division.

**Length:.1.00**

## EDUCATION

Program: 4:30 & 10 P.M

Date: 3/30/2016

Description: Rio Grande Valley, Texas March 11, 2016 to help connect with potential students and parents interested in joining The University of Texas Rio Grande Valley family, the university will make a stop in Laredo during its Discover UTRGV Tour on Saturday, March 12.

**Length:.35**

## **ENVIRONMENT**

Program: 4:30 & 10 P.M

Date:3/4/2016

Description: The ocelot is an endangered mammal that can be found in extremely small numbers in the Lower Rio Grande Valley. To help enhance awareness of the ocelot and its role in the South Texas ecological environment, UTRGV will host a presentation on these endangered cats and what we can do to help protect them.

**Length:.1.00**

# **FAMILY**

## **FOREIGN AFFAIRS**

# **GOVERNMENT**

## **HEALTH AND MEDICAL**

## IMMIGRATION

Program: 4:30 & 10 P.M

Date: 3/10/2016

Description: At approximately 9:30 a.m. Today, a DPS trooper attempted to stop a white Ford F-350 north of the Palm view area for a traffic violation. Drivers evaded law enforcement and abandon the truck in the area of Moorefield north of 3 Mile line. The driver and passengers fled on foot from law enforcement and absconded into the brush. After an extensive search with the assistance of U.S. Border Patrol, the driver (male, 38, from Mexico) was located and arrested for Evading arrest. 12 passengers were apprehended and released to US Border patrol.

**Length:.2.00**

Program: 4:30 & 10 P.M

Date: 3/22/2016

Description: Six people are in custody following a raid at a home near Mission. It happened in the 6800 block of Bagley Drive.

**Lenght:.20**

Program: 4:30 & 10 P.M

Date: 3/22/2016

Description: The Hidalgo County Sheriff's Office continues investigating a homicide that occurred in rural Mission yesterday.

**Length:15**

Program: 4:30 & 10 P.M

Date: 3/22/2016

Description: On February 27, 2016 at approximately 3:21 p.m., Sheriff's Deputies responded to a home at the 5100 block of Cherokee St in rural Edinburg, for a report of a theft.

**Length:.25**

Program: 4:30 & 10 P.M

Date: 3/22/2016

Description: Investigators with the Office of the Starr County Attorney's Office, with assistance from the Starr County Sheriff's Deputies and La Grulla Police Department, conducted a raid last night on an illegal gambling operation

**Length:.30**

Program: 4:30 & 10 P.M

Date: 3/22/2016

Description: Edinburg, Texas U.S. Border Patrol agents from the Rio Grande Valley Sector apprehended two gang members and three illegal immigrants who had prior arrests for sexual offenses throughout the past week.



**Length:.32**

Program: 4:30 & 10 P.M

Date: 3/25/2016

Description: Cameron County District Attorney Luis V. Saenz has yet to decide whether he will seek the death penalty against a Brownsville man accused of killing his parents earlier this year.

**Length:.30**

# **POVERTY**

## **RELIGION**

## **SAFETY**

Program: 4:30 & 10 P.M

Date: 3/6/2016

Description: The Weslaco Police Department is pleased to unveil crime statistics for the year 2015. It is with great excitement that we relay a 40% reduction in violent crime, a 21% reduction in property crime, and a reduction of 23% in crime overall.

**Length:..35**

Program: 4:30 & 10 P.M

Date: 3/30/2016

Description: The Cameron County Beach Patrol will employ up to 45 temporary lifeguards during the summer at South Padre Island.

**Length:20**

Program: 4:30 & 10 P.M

Date: 3/31/2016

Description: Edinburg, Texas, The Edinburg Fire Department is currently on scene of a major gas leak on Wisconsin Road.

**Length:.15**

## **CHILDREN**