

KFFS-CD
FCC Quarterly Public Affairs & Services

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This is the FCC Quarterly Report to be included in the public files. This report covers the period from January 1 - March 31, 2021. KTV Media, LLC has determined the following programs and Public Service Announcements to be the most significant treatment of some of the community issues within the service area of its transmitter. The listing is by no means exhaustive. The order in which the issues appear does not reflect any priority or significance.

Service Announcements

- Easter Seals
- COVID-19 Vaccine Education
- Stand Up 2 Cancer
- Veterans of Foreign Wars of the US
- Make-A-Wish
- St. Jude's Research Hospital
- American Heart Association
- Ending Hunger
- The Great Outdoors
- National Kidney Foundation
- National Blood Clot Alliance
- World Wildlife Fund
- Substance Abuse
- Alliance for Aging
- FosterMore
- Lung Cancer Screening
- Poison Control
- Alzheimer's Awareness
- Covenant House
- Feeding America
- Communities In Schools

Locally Produced News & Public Affairs Programming

"Spotlight Latino" is a 30-minute Spanish language news magazine which is hosted by Rolando Ochoa and Rodolfo Portillo. It airs every weekend on Saturday and Sunday. Weekly topics vary but include interviews with local community leaders, reports on topics of public health and safety, matters concerning education in the local community, matters concerning changes to the nation's immigration

laws & regulations as well as other local issues and events. These are all produced locally to address current issues of local and community interest. The following are some of the stories which addressed these issues during this reporting period.

Spotlight Latino:

January 2021

Reporter: Rodolfo Portillo

Topic: Vaccination plan continues in Arkansas

Spotlight Latino

We talked with the Arkansas Health Department after they started the vaccination plan for Arkansas. We focused on what the ADH is doing to reach the Hispanic community throughout each phase.

February 2021

Reporter: Rolando Ochoa

Topic: Runaways

Spotlight Latino

Little Rock Police Department reports that more than 600 kids run away from their homes each year. In this special story we focused on this special topic with an interview with Elisa Dueñas, a local psychologist and with Julio Gil, a Detective for LRPD. The interviews talked about the reasons why kids tend to run away and what parents can do to keep their kids safe.

February 2021

Reporter: Andrea Delgado

Topic: Saving money and living free of debt in 2021

Spotlight Latino

In this feature story we interview two financial coaches, Jorge Melgar and Carol Melgar, who dedicate their lives teaching couples and people around the world how to live debt free. Both talked about ways to avoid spending money, how to have a savings and the importance of learning to utilize our money the appropriate way. We also talked about how to properly invest and how to do it.

March 2021

Reporter: Rodolfo Portillo

Topic: The importance of wills

Spotlight Latino

In this special report we focused on the importance of having a will for Hispanics that live in the US. The Mexican Consulate was interviewed for this story and they gave important information about how to make a will, why it is so important and how to do it if you have property in other countries.

March 2021

Reporter: Zuzuki Monarez

Topic: Local boy performs in The Rose Parade

Spotlight Latino

In March, on Spotlight Latino, we interviewed Juan Ramos, an 18-year-old who attends Heritage High School in Rogers. Ramos is of Salvadoran origin who made his way into the world of music not letting his age prevail in his dreams. From a young age he discovered his purpose. Ramos will be representing our natural state

in one of the most prestigious parades in the nation, "The Rose Parade" in Pasadena California.