

KFFS/KFDF
FCC Quarterly Public Affairs & Service Issues

Quarter Ending: September 30, 2016
Date Entered into Public File: October 7, 2016
Contact: Larry Morton

This is the FCC Quarterly Report to be included in the public files. This report covers the period from July 1 – September 30, 2016. KFFS and KFDF have determined the following programs and community involvement to be the most significant treatment of the community issues within the service area of its transmitter.

Locally Produced Public Affairs & Service Issues

The following are local issues of concern to the community. “Asi Es” (a 30-minute weekly program), “Julie Joyce Lifestyle Segment” (a one-minute health spot with host Julie Joyce which airs daily), as well as “Noticiero Arkansas” (a 30-minute weekly newscast), are all produced locally to address current issues of local and community interest. 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, and matters concerning changes to the nation’s immigrations laws & regulations. Some programs that addressed these issues during this reporting period are listed below.

Asi Es! Arkansas

1. Fayetteville Public Library's renovation (7/6/16)

During an interview, the library personnel spoke about the importance of renovating the library for the community.

2. Hispanic Heritage Festival(8/20/16)

In this story, Karen interview several of the festival committee members to talk about the importance of HHF and the contributions that it brings to the community. The HHF is part of the Hispanic Heritage Month, which celebrates the contributions of Hispanics in the USA.

3. Labor Day/Hispanics' contribution to USA's economy (8/20/16)

Nelson Escobar, representative of the NWA Workers Justice Center was interviewed. He spoke about the work carried out for defense and inclusion of the working mass in NWA. In addition, the segment also showcased the different programs of education and inclusion of the Latino community to USA's economy.

4. One Church (9/6/16)

Different stories of both American and Hispanic musicians in NWA were shared with the community. One Church's mission is to send out a message of peace and positivism to the community through a concert held in Rogers, AR.

5. Walmart AMP "Celebrando la Música" (Sept. 2016)

During the Hispanic Heritage Month, Asi Es! shared with the public the details of "Celebrando la Música", event brought by Walmart as a way of bringing the community together though a free to the public concert.

Noticiero Arkansas

6. I Drive Campaign (Yo también manejo) coming to NWA (7/11/16 by Mariana Rivero)

This campaign is brought by Centro de Apoyo Hispano - CDAH (Hispanic Help Center, located in Little Rock) The purpose of the campaign is to help undocumented people get Arkansas driver licenses. The campaign started in Little Rock, and is already in its first stage of collecting 50,000 signatures and presented to the Senate in order to be accepted. Soraya Collin, representative of the center was interviewed. This story shared important facts about the campaign and the benefits that it would bring to our community. It also shared details regarding where to find the

petition in NWA to start collecting the signatures.

7. Children's Hospital coming to Little Rock (7/29/16 by Rolando Ochoa)

Dr. Eduardo Ochoa, pediatrician at SWLR Children's Hospital, was interviewed about the new hospital. Dr. Ochoa gave details about how the planning started and why it's going to benefit not only the Hispanic community, but also every child in South West LR.

8. Educating Latinos about their voting rights (8/5/16 Brenda Delgado)

Arkansas United Community Coalition spoke about the importance about voting in the upcoming elections. Humberto Marquez along with Mayra Esquivel, both representatives of the center, oriented the community on the voting steps and also how to register to vote.

9. Back to school (8/18/16 Rolando Ochoa)

Rolando Ochoa shared with the community some tips about how to adopt good conduct for our kids in this back to school season. Some of the tips include the importance of helping the students with their homework at home, putting kids to sleep early and its benefits, and the importance of establishing schedules.

10. Child obesity (8/26/16 by Rolando Ochoa)

Angel Sanchez, personal trainer, gave important tips about the importance of children exercising. Also, as part of the story, a nutritionist was interviewed about the risks and consequences of child obesity and how it impacts our society, specifically Hispanics.

11. Zika Virus (9/2/16 by Rolando Ochoa)

Rosa Hatch, representative of Arkansas Health Department, talked about the Zika virus and its propagation. Hatch mentioned that the type of mosquitoes that have Zika virus exist in Arkansas, but these mosquitoes in Arkansas don't have the virus. Rolando Ochoa gave details about the virus and how it's transmitted.

12. Breast Cancer (9/7/16 by Rolando Ochoa)

Even though breast cancer is one of the number one killers of women in USA, there is still a lack of information about this type of cancer and how it affects women. Rolando gave important information about getting mammograms and why it is important for women over the age of 40 to get checked at least once every year.

13. Meal plans help reduce obesity (9/16/16 by Mariana Rivero)

According to the State of Obesity Institute, Arkansas is considered one of the states with the highest number of obesity with a percentage of 34.5% obese adults. Eli Reyes, member of the meal plan program (EFNEP) of the University of Arkansas, was interviewed about the meal plan program that U of A is offering in order to help reduce the number of obesity in our state. Reyes spoke about the benefits of having a balanced diet.

Julie Joyce Lifestyle Segment

14. Tips on losing weight (Estilo de Vida) 9/14/16

In this segment, Julie gave several tips about losing weight and the importance of not giving up on the journey. Some tips about eating healthy were also given, like what type of food to eat in order to lose weight and maintain a healthy lifestyle.