

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, 2020. 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

- Stand Up 2 Cancer
- Emergency Preparedness
- Alzheimer Awareness
- Planning Ahead - Diabetes
- STDs
- Wounded Warrior
- Encouraging Education
- Ticks Sucks
- 2020 Census
- Poison Control
- CDC - Covid-19
- Save the Children
- Communities In Schools
- UNICEF - COVID19
- Plowshare - Protect Life on Earth
- American Red Cross - These Times
- Coronavirus Response - Time to Wash Your Hands
- Coronavirus Response - Caring for Yourself
- Coronavirus Response - Alone Together

Noticiero Estrella TV

Estrella TV operates a news division Noticiero Estrella TV. The division airs 2 half-hour news programs also titled Noticiero Estrella TV (Estrella TV News) and "Cierre de Edición" ("Final Edition") which both air Monday through Friday. The division is also joined by two daily news magazine programs, I Testigo ("Witness"), an hour long entertainment "news" focusing on user-generated citizen journalism content of news events and social issues from around the world, and the half-hour "Alarma TV" ("Alarm TV"). Every day, the Latino community in the United States has accurate and timely information about all the events at the national level and in their countries of origin.

Locally Produced News & Public Affairs Programming

“Noticiero Arkansas” is a locally produced 30-minute weekday newscast which is hosted by Andrea Guzman and News Director Karen Espinoza. It airs twice daily every Monday through Friday and addresses up to the minute local, national and international news stories in order to address current issues of local and community interest. The **Weekend News Edition** is a recap of the daily newscasts which airs every weekend on Saturday and Sunday.

“Spotlight Latino” is a locally produced, 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.

“Estilo de Vida” is a locally produced one-minute health spot with host Julie Joyce which airs daily.

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.

Noticiero Arkansas / Weekend News Edition:

March 11, 2020
Census 2020
Noticias Arkansas
Reporter: Andrea Delgado

The Census 2020 campaign with the collaboration of organizations like Pinnacle Media, NWA Council and Engage NWA started in March as a way to motivate the hispanic community to participate in this important process. In this interview we spoke with Kathyn Birkhead who gave us all the details about completing the survey, and all the important facts about the Census.

March 15, 2020
Census During the Pandemic
Noticias Arkansas
Reporter: Rodolfo Portillo

Even in the midst of a pandemic, the Census 2020 is still going on and we let our viewers know, along with the city of Little Rock that they can still participate by using technology like their phones, tables and computers.

March 19, 2020

Q&A Coronavirus Arkansas Children's
Noticias Arkansas
Reporter: Andrea Delgado

We interviewed Dr. Juan Otero with the Arkansas Children's Northwest, who explained in a 4 min long interview everything regarding COVID-19 in young kids. He spoke about the precautions to take, how to stay healthy and offered community resources that the hospital offers in the middle of the pandemic.

February 7, 2020
Protest Tyson Foods
Noticias Arkansas
Andrea Delgado

In this story we covered a protest held outside of Tyson Foods in Springdale during their shareholders meeting. The protest was held by Mighty Earth who have been in a battle of trying to get the poultry factory to stop using alleged practices that affect the environment.

February 2020
"Beautiful" Conference
Noticias Arkansas
REporter: Zuzuki Monarez

Bully is still an issue in our community and we spoke with a victim of bully who decided to step up and make a difference by providing help to those who might be going through the same issues as her. With this they conducted a conference named "Beautiful" with the purpose of reaching young teenage girls to love and respect each other.

February 5, 2020
VITA Taxes
Noticias Arkansas

Tax season is among us and many people end up paying a lot of money with tax prepares. We spoke with CARE community center who through the VITA program offers free tax preparation in different locations in NWA and Little Rock.

February 7, 2020
Barca Academy
Noticias Arkansas
Rolando Ochoa

Two teens from Little Rock have achieved a personal goal: be able to participate in the Barca Academy in Spain. We spoke with the two of them, Ismael Valdez and Joel Zarate who explained the process of being accepted into the program.

Spotlight Latino:

February 21, 2020

Baudilio López's story
Spotlight Latino

In this segment we spoke with Baudilio López in Little Rock who gave an inspiration message about the importance of fighting for our dreams. Even with a disability and many limitations that he still gives the best for his two kids.

March 2020
Domestic Violence
Spotlight Latino

Lisset Yang from Little Rock spoke in this segment about the ways people can prevent being victims of domestic violence because either men or women can be victims.

Estilo de Vida:

Feb. 20, 2020
Donating Plasma
Estilo de Vida

We interviewed CSL Plasma in Springdale and gave important information about the process of donating plasma and the importance of doing it.

March 2020
Preventing COVID-19
Estilo de Vida
Reporter: Karen Espinoza

We shared important steps to help prevent getting the coronavirus by taking simple steps like washing our hands, avoid touching your face and mouth. We also spoke with Dr. Diego Espinoza, MD, who gave us a clear explanation about the difference between a pandemic, epidemic and viruses