

KFSF UM 66 Quarterly PSAs
Q1 2017

DESCRIPTION OF ISSUE	DATE	FREQUENCY	LENGTH	NARRATION AND/OR DESCRIPTION OF PROGRAM SEGMENT
Community: MayFeria	3/11/17-3/17/17	27 times	:30	Promoting community fair in the Mayfair District in San Jose. This was an event with community vendors, entertainers and much more. Dia de la Family fair was an event to education families on programs and activities for school aged children. There were health screenings and interactive activities for the whole family.
Community: Childrens Discovery Museum	1/2/17- 1/13/17	167 times	:15	Each year the Childrens Discovery Museum hosts and Three Kings Family Festival. This event celebrates the tradition of the Three Kings with cultural events and performances and the "pan de reyes" which is a tradition in Mexico.
Community: St Jude Research Hospital	3/29/17- 3/31/2017	21 times	:15	Every year Univision radio stations host a 2 day radio a thon to help raise money for St Judes Research Hospital in an effort to raise awareness on childhood cancer.
Education: Learning Expo	2/18/17-2/24/17	50 times	:30	This was an event in San Jose aimed at parents with children under 5. The fair had information on school requirements, health screenings and other information aimed at children getting ready to go to school.
Education: Level Playing Field/STEAM careers	1/24/17- 2/17/17	16 times	:30	PSA promoting application workshops for the SMASH program. These workshops were aimed towards 9th grade students and their families to explain this summer program and give them information on how to apply and learn more about career planning in the field of STEAM.
Education: San Jose Public Library	1/28/17- 2/1/17	41 times	:15	Stations partnered with the SJPL to host Univisions reading program Vamos a Leer. This is a reading program targeted to families and elementary school children. The station brings a personality to do storytime and to talk about the importance of reading together as a family and using all the free programs the library offers.
Equal Employer Opportunity	1/1/17-3/31/17	103 times	:30	EEO employer
Health: Alzhiemers Association	2/2/17-2/10/17	30 times	:15	This was an event at the San Francisco public library for caregivers and family members dealing with someone with Alzhiemers. It was a free seminar with support and information on the disease.
Immigration/Citizenship: San Jose Public Library	2/25/17-3/10/17	188 times	:30	The SJPL offers Citizenship corners in over 10 libraries with free information and guidance on the process and procedures to become a citizen
KFSF Children's programming	1/3/17-3/29/17	63 times	:30	PSA indicating KFSF's Children's Programming IDs
Univision Contigo/LGBTQ: Trans Employment Center of San Francisco	3/29/17-3/31/17	25 times	:15	Transgender Visibility day on March 31 was a day to celebrate the transgender community of the Bay Area. This event took place in San Francisco.
Women's Rights PBWC	2/18/17-3/26/17	342 times	:30	Promoted the Professional Business Women of California's annual conference in San Francisco. #InclusionNow