

KLRA-CD
FCC Quarterly Public Affairs & Services

Quarter Ending: September 30, 2023
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This is the FCC Quarterly Report to be included in the public files. This report covers the period from July 1 - September 30, 2023. Pinnacle Media, LLC has determined the following programs and Public Service Announcements to be the most significant treatment of the community issues within the service area of their transmitters. The listing is by no means exhaustive. The order in which the issues appear does not reflect any priority or significance.

Service Announcements

- National Crime Prevention
- Habitat for Humanity
- News Literacy Project
- Disaster and Crisis Relief
- American Foundation for Suicide Prevention
- Youth Vaping Prevention
- Feeding America
- Flu Vaccination
- CDC Drug Overdose and Prevention
- Department of Veteran Affairs
- Gun Safety
- Discover Boating
- Buzzed Driving
- Special Olympics
- V Foundation for Cancer Research
- National Foundation for Infectious Disease
- Emergency Preparedness
- Autism Speaks
- Children's Cancer Research Foundation
- Ronald McDonald House

Univision News & Public Affairs Programming

Noticiero Univision is a daily evening news program. It provides a general rundown of the day's headlines. Story content on the program centers on news stories and issues of utmost importance to Hispanic and Latino Americans (with reports focusing on immigration and diplomatic relations with Latin America highlighted regularly, as well as issues relating to government, healthcare and economic issues)

Noticiero Univision Edicion Nocturna is the late night edition of this program.

Primer Impacto (*First Impact*) is a Spanish-language television news program broadcast by Univision on weekday afternoons as well as on the weekends. Primer Impacto focuses on news of the U.S. and the world, República Deportiva (Sports Republic), movies, weather, curiosities and the main story of the day.

Aquí y Ahora (*Here and Now*) is an American Spanish-language newsmagazine television program that is broadcast on the Univision television network in the United States on Sunday evenings.

Locally Produced News & Public Affairs Programming

“Noticiero Arkansas” is a 30-minute weekday newscast which is hosted by Andrea Guzman. It airs twice daily every Monday through Friday and addresses up to the minute local, national and international news stories and issues of the utmost importance to the local community of Hispanic and Latino Americans.

“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.

Noticias Arkansas:

July 19, 2023

New affordable housing coming to Springdale

Andrea Delgado

Springdale will soon be home of new affordable housing units in its downtown area. More affordable housing to get to downtown Springdale...

A housing company is building new apartments in downtown Springdale, and a nonprofit is working to make some of them easier to afford. The project, named “Big Emma” by its planners, is a 77-unit mixed-income apartment development located on Emma avenue.

August 21, 2023

CAMP Scholarship

Pablo Morales

We interviewed a representative from Drury University in Farmington to talk about their Camp Scholarship, which provides financial aid to students who are migrants. We spoke about the benefits of the scholarship, the type of help and resources it provides, and how students can apply if they qualify.

September 6, 2023

EforAll: Pitch Contest

Erik Gonzalez

EforAll NWA, a local nonprofit, came to our studio for an interview to talk about their pitch contest. This event provides the opportunity to entrepreneurs to pursue their dreams by allowing them to present their business idea in 2 minutes in front of judges who later vote for their favorite three ideas. The winners receive money ranging from \$500 - \$1500 to put it to use in their business idea.

Sept. 6, 2023

Preparing for the ACT

Rolando Ochoa

In this story we spoke with a local organization that provides resources for Hispanic parents and their children in Little Rock to prepare them for college. We spoke with Mamas Unidas about their ACT preparation classes that they have started offering in order to better prepare the students as they get ready to take this important test.

September 15, 2023

A road to citizenship

Andrea Delgado

Community organizers and local immigration lawyers invited the Hispanic community to attend a free naturalization event in Rogers, Arkansas on September 17th. Prior to the event, we spoke with two organizers (Edith Chavez de Oseguera, and Laura Ferner) about the clinic where they were able to talk about the services that were going to be provided in the event. Many people were able to benefit from this naturalization clinic because several lawyers provided their services for free.

Spotlight Latino:

August 18th, 2023

Back to School Tips

Pablo Morales

With back to school starting, we spoke with Arkansas State Police to learn some tips while driving to and from school. We talked about school safety, driving and texting, and the officer also gave important information for students to stay safe in school during the school year.

August 2, 2023

Poisonous plants

Rolando Ochoa

We spoke with Dr. Amanda Novack from Baptist Health to talk about the safety precautions we need to take during summer while hiking or outside in nature, especially with a specific plant called poison hemlock. Dr. Novack talked about the danger of this plant species and how to recognize it.

July 8, 2023

Visiting a homeless Shelter

Pablo Morales

In this segment for Spotlight Latino, we visited 7Hills Homeless Shelter in Fayetteville. We were given a tour of the place which provides shelter to local homeless people in our region. We talked about the services they provide, and how people can benefit from their programs.

July 22, 2023

Cafecito + Charla

Andrea Delgado

Cafecito and Charla is a program from the Springdale School district aimed to provide important information to parents who have kids attending this district. We interview Maribel Tapia, ESL communications specialist with SSD, to talk about her vision with this show, the information they provide, and how people can stay connected with them. Cafecito and Charla provides resources in Spanish for the community, and connects the parents with these resources and information so they can be aware about the things going on in the district.

September 30, 2023

Lucha Libre in Arkansas

Zuzuki Monarez

In this segment, Zuzuki visited a local wrestling center to talk about Lucha Libre in our region. We were able to interview several of the wrestlers to talk about this unique sport. We also spoke with women that are part of the teams here locally to get the word out that this sport can also be done by women.