

KLRA-CD
FCC Quarterly Public Affairs & Services

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Contact: Greg Fess

This is the FCC Quarterly Report to be included in the public files. This report covers the period from January 1 - March 31, 2024. 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

- Drug Impaired Driving
- Homes for Our Troops
- Alzheimer's Awareness
- Poison Help Line
- Paths to Recovery
- St. Jude Research Hospital
- Belonging Begins With Us
- EyeCare America
- CDC Drug Overdose
- The Lisa Headache Foundation
- News Literacy Foundation
- Youth Fentanyl Awareness
- Parkinson's Foundation

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:

Mexican Consulate helps women entrepreneurs in Arkansas

1/4/24

Noticias Arkansas

Rodolfo Portillo

In this interview we spoke with the Mexican Consulate in Little Rock about a monetary donation they made to Conexión de Negocios Latinos (a nonprofit) to help women in entrepreneurship in Arkansas. We also spoke with Irma Chavez, executive director at Conexión de Negocios Latinos to speak about this new initiative to provide guidance and resources to women starting their small businesses in the region.

Driving in winter weather

1/15/24

Noticias Arkansas

Pablo Morales

With bad weather approaching our region, we spoke with Arkansas State Police to talk about the precautions people should take when we have winter weather, especially while driving in the highways and interstates. The ASP was able to provide us with safety tips in Spanish to educate the community and keep everyone safe.

Helping Maria

2/6/24

Noticias Arkansas

Rodolfo Portillo

We interviewed the family of an immigrant named Maria. She had just recently moved to the US in search for the American dream just before tragedy hit her. Maria was on her way to look for a better opportunity, looking for a job, when she had an accident that caused her to be hospitalized for months in a very bad condition. We spoke with her family who are seeking help during these hard times. We also visited Maria at the hospital to learn more about her story.

Youth Matters, bringing hope to the hopeless

1/26/24

Noticias Arkansas

Erik Gonzalez

Youth Matters is a group that meets every week with kids who might be struggling to fit in or who are wandering into the wrong footsteps of addiction, drugs and gangs. We spoke with Manuel Stopani, the man behind this organization who with his testimony is able to reach the lives of these kids to bring them back to the good path. Stopani is a former gang member, has been in prison, and now serves youth through Youth Matters, bringing hope to the hopeless.

Early Voting in Arkansas: What to Know

2/22/24

Noticias Arkansas

Rolando Ochoa

Early voting has started in Arkansas, and Election Day is March 5th. In this package talked about everything people should know about the primary elections, how to vote and where to vote to participate in early voting.

LULAC NWA & Pinnacle Media scholarships

2/24/24

Noticias Arkansas

Andrea Delgado

LULAC NWA and Pinnacle Media announced the scholarship enrollment period for Hispanic students in Northwest Arkansas and the River Valley. We informed the students where and how to apply. This scholarship allows students to finish college or earn a BS.

HWOA offers programs for parents

2/24/24

Noticias Arkansas

Andrea Delgado

We interviewed Rebecca Soto from Hispanic Women Organization of Arkansas to talk about the various programs they offer for the community in Northwest Arkansas. HWOA offers computer classes, help with immigration status applications, GEMA program for parents and much more. We also talked about the scholarship that they offer to Hispanic.

CDC announces new covid guidelines

3/4/14

Noticias Arkansas

Rodolfo Portillo

The CDC announced new guidelines for covid-19 on Friday, March 1st. The new guidelines eliminate the recommendation of five days of quarantine for people who test positive for coronavirus. We were able to inform the community about what these new guidelines mean and how to implement them in case they are positive for covid.

Parent Meeting at LRSD

3/7/24

Noticias Arkansas

Rolando Ochoa

Southwest High School in Little Rock invited the community to participate in an online meeting to talk about new changes the school is facing, like the welcoming of the new director and to talk about a strategic plan to combat violence and chaos at the campus. Rolando Ochoa provides all the information along with a representative from the school to talk about this special meeting for Hispanic parents where they were able to raise concerns.

Possible TikTok ban

3/14/24

Noticias Arkansas

Rolando Ochoa

Recently the House of Representatives voted in favor of a proposed bill to ban TikTok in the USA. We spoke to several people that were present in a protest in Washington DC during the day that the bill passed in the House to talk about how this possible ban would affect millions of US users.

Spotlight Latino:

What is Glaucoma?

2/24/24

Spotlight Latino

Andrea Delgado

In this segment we spoke with Dr. Rodriguez from Inner Eye Center in Fort Smith to talk about glaucoma. Dr. Rodriguez gave important information to our community about glaucoma, the risk factors, preventions and treatments to this condition.

Inspiring through music

1/18/24

Spotlight Latino

Erik Gonzalez

We spoke with a local pastor who inspires and hopes to change lives with his music. His name is Randi Trevino, a local pastor at Trinity Fellowship in Fayetteville. We learned about his love for music and how he is changing lives with his work and dedication.

“Families in Transition”

3/12/24

Spotlight Latino

Rolando Ochoa

We learned about the program “Familias en Transición” or families in transition from the Little Rock School District that is seeing a huge increase in families in need, including Hispanic families. Rolando Ochoa spoke with Marisol Cachola, bilingual family coordination at “Familias en Transición” to learn more about the resources they provide to families in need.