

KEYQ Fresno CA

ISSUES / PROGRAMS

1st Quarter 2024

KEYQ has identified the following list of issues as important to its coverage area primarily through listener contact and informational postings.

All times listed are Pacific Time.

The station has aired educational and religious programming responsive to the issues listed.

1. Mental Health / Drug Addiction
2. Suicide
3. Homelessness
4. Economy / Finance
5. Marriage / Family
6. Education
7. News
8. Food Insecurity

The following is an illustrative listing of programs aired in response to the issues listed.

1. Mental Health / Drug Addiction

Al Día Up-to-Date, with Vania Consentino. Public Affairs program with special expert guests interviewed by Vania Consentino. Saturdays 12:00 – 12:15 p.m.

2/24/2024	Drug Addiction - Pastor Luis Berhorst from the 'Verbo' Church in New Orleans, LA came to share about how gripping fear can be. He shared how fear, lack of faith, emotional immaturity, insecurity are just some of the motivations behind addictions, especially to drugs. According to the CDC, in 2023 the death rate by drug addiction topped 112,000 for the first time.
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Mi Casa Y Yo Me and My House, with Pastor Jeff Tolle DMISS, Life Pacific University and Evelyn Tolle. Daily 12-minute program addressing Marriage and Family issues and child formation. Monday – Friday 10:00 – 10:12 a.m.

3/4/2024	Addictions - Food, pornography, and addiction s- one can't live without this particular thing. No strength to resist. Addictive things that disrupt lives include Video games, television/screens, shopping, and more - these need to be brought under control. They affect our sense of well-being. These lead to debts, poor relationships, disconnected from the real world and real relationships suffer. {parents must give example, and sp parents must be involved in all aspects of children’s lives - showing self - discipline.
3/8/2024	Minor addictions affect deeply like drugs and alcohol. Technology is another that is neither good nor bad - it's neutral. Need to be aware of the number of hours and the content being consumed. The Internet offers so many lures and traps and images on TV.

2. Suicide

Al Día Up-to-Date, with Vania Consentino. Public Affairs program with special expert guests interviewed by Vania Consentino. Saturdays 12:00 – 12:15 p.m.

1/27/2024	Suicide and Crisis Lifeline - Dr. Gerardo Goyenaga, Certified Behavior Counselor, Reseda, CA joined us to share about the alarming increase in suicides. If someone calls you, let your caller know that you care, and listen. Ask him/her to contact emergency services immediately (911). In 2022, the CDC announced that more than 49,000 people in the USA died by suicide. Last year in 2023, those numbers surpassed 50,000 suicide deaths.
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3. Homelessness

Al Día Up-to-Date, with Vania Consentino. Public Affairs program with special expert guests interviewed by Vania Consentino. Saturdays 12:00 – 12:15 p.m.

1/6/2024	Housing & Drug Rehab - Luis Saenz, Victory Outreach Ministries, Los Angeles, CA joins us to talk about Victory Outreach's 'Victory Homes' program which provides same day admission for homeless families and medically supervised drug rehab programs. victory Outreach has facilities all across the nation - locations online at www.victoryoutreach.org
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4. Economy / Finance

Al Día Up-to-Date, with Vania Consentino. Public Affairs program with special expert guests interviewed by Vania Consentino. Saturdays 12:00 – 12:15 p.m.

2/10/2024	Finances - Dr. Frank Gonzalez, PhD, Director Crown Espanol, a division of Crown Ministries, Knoxville TN, shares the work of Crown en Espanol. The works with resources and financial mentors to help individuals and organizations learn and apply sound financial principles to finances, careers, and relationships.
2/17/2024	Economy - Maria Montenegro, Internal Revenue Service Officer, Houston, TX came to share about the shared economy and small sellers. This refers to the income earned through performing services or selling items, working on his/her own. The IRS suggests visiting IRS.gov for withholding requirements and estimated taxes.

3/2/2024	Economy/Inflation - Kathy Clark, Economist from the USC Department of Economics in Los Angeles, CA joined us to say that experts see inflation declining and continue to forecast that the rate cuts will begin next June, and that they would strongly advocate a May start date, in part to ease tight lending conditions for businesses.
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Entre Amigos *Among Friends*, with hosts **Monica and Armando**. Daily 3-hour program from 9:30 to noon hosts discuss diverse topics of interest for 3-5 minutes to help listeners adjust to life in the US and to help families thrive.

2/13/2024	9:36 AM	Money tip: Emergency funds and why they are important. Keeping you and your family safe and secure. What if you need new tires, or have a true emergency need? An emergency account will give you peace of mind. Start today.
2/6/2024	9:36 AM	Money Rules You Should Learn Before Age 40 - Pay off your credit cards monthly. The interest rates are too high to put things on payments on a credit card and worse if you miss a payment.
2/20/2024	9:36 AM	Money Challenge: save as much as you can for 30 days. See how well you do! Yes, you can save!
2/27/2024	9:36 AM	Be aware of Identity Theft. Straightening it out is difficult. Protect your assets.
3/5/2024	9:30 AM	Money Tip: Establish money goals for you and your family. Establish a Family Budget regardless of how much you earn.
3/12/2024	9:36 AM	Money tip: wait to buy, could keep you out of debt. Wants and needs are different. Best to cool off before you buy on time.
3/19/2024	9:36 AM	Money Tip: use cash to stay out of debt. This is an effective way to know exactly what you have available to spend on any household or personal need.
3/26/2024	9:36 AM	Money Tip: Save automaticity - use payroll to automatically put part of your paycheck in your bank savings account.

5. Marriage / Family Issues

Al Día Up-to-Date, with **Vania Consentino**. Public Affairs program with special expert guests interviewed by Vania Consentino. Saturdays 12:00 – 12:15 p.m.

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2/15/2024	Discipline in the family - Honor your father and mother - it does not say "obey" it says "honor" and our culture has a certain lack of honor about it. We have a cultural attitude. If you earn my respect, you get my honor. But we do not honor parents and elders for their experience and worthiness.
2/20/2024	We must teach our children to honor elders - rich or poor or whatever their social standing. And we must honor our leaders - our authorities. They have the power to punish those who do not comport according to laws. Develop honor for civil leaders.
2/21/2024	Honoring our social leaders - like schoolteachers. Sometimes we say only those worthy get honor, but we must honor because of their position or post - bosses, teachers, coaches. I remember parents screaming at referees - but the Word says honor these, they carry authority.

2/29/2024	Honoring our coaches and church leaders. Even our friends and they hold great influence in our children's lives. Must observe their friends to understand them. Do they use respectful language with adults and each other? Who are our children spending time together with? Are our children influencing friends or are friends influencing our children?
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6. Education

Al Día Up-to-Date, with Vania Consentino. Public Affairs program with special expert guests interviewed by Vania Consentino. Saturdays 12:00 – 12:15 p.m.

1/13/2024	Education - Krissia Campos Spivey, Director, National School Awareness Foundation - Conoce tus Opciones Escolares - joined us to speak about Yearly School Election - Last year, the K-12 education program experienced particularly significant changes compared to the previous year. Every day, more parents want to receive information about educational possibilities for their children. Ms. Campos Spivey came to inform, inspire, and empower Hispanic families with regards to their children's educational opportunities
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7. News

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2/3/2024	Aging - Armando Trull, expert on Aging Affecting Communities of Color, Los Angeles, CA. Mr. Trull informed us that The National Council on Aging (NCOA) has launched a new bilingual hotline to help eliminate falls in the elderly. Go online to view “Falls Free Check Up Tool.” This tool assesses an individual's risk of falling and offers resources for staying safe. Go to NCOA.org for more information.
3/16/2024	Traffic Safety - Dr. Jose' A. Uclés, Director and Spokesperson for the National Highway Traffic and Safety Administration (NHTSA) in Washington, DC appeared to remind consumers about free resources to for verification of vehicles recalled from the marketplace. Drivers are requested to use the search tools in both English and Spanish. The application SaferCar includes vital information about child car seats.

3/23/2024	Natural Disasters - Maria Padron, Media Director for Federal Emergency Management Agency (FEMA) in San Diego, CAFEMA, spoke about how FEMA continues to improve its capability to prepare for, protect against, respond to, recover from, and mitigate all hazards during a special presentation to the U.S. Hispanic community for the emergencies that affect our communities like earthquake, hurricane, flood, fire, tornado and more.
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1/12/2024	9:50 AM	Cold temperature warnings and tips. Be safe during upcoming freezing weather. Be prepared during these Artic Rivers and the deadly cold wave.
1/11/2024	9:30 AM	Smoke detectors safety - dos, don'ts, and maintenance. Smoke detectors do save lives. Check yours and see about replacement, if necessary.
1/18/2024	9:30 AM	Bath safety month - protect your family with these simple tips. Never leave your children alone in a tub. And put that cellphone away while they are in the tub!
1/18/2024	10:30 AM	English phrases: Which apartment do you live in? What floor do you live on? Learning important English words and phrases will make your life easier in the US.
2/14/2024	9:36 AM	Health Tip: strengthen your immune system. It's cold and flu season. Protect your health and avoid costly time off work.
2/21/2024	9:36 AM	Health Tip: Caring for your hardest working organ, your heart, and signs of a heart attack. So important to know the signs and call 911 at the signs of heart attack. Moments count. Know CPR.
3/28/2024	9:36 AM	Caring for your eyesight at work. Do You work at a computer? Do you work around sprays and metals? Take control of protecting your eyes with Protective Equipment.

8. Food Insecurity

Al Día Up-to-Date, with Vania Consentino. Public Affairs program with special expert guests interviewed by Vania Consentino. Saturdays 12:00 – 12:15 p.m.

1/20/2024	Family Crisis - Pastor Jose' Amesquita from Children's Hunger Fund in Sylmar, CA joined us saying that there is a lack of food on the table for many families now due to economic issues including price increases. Food packs can be delivered to families in food insecurity.
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3/6/2024	9:30 AM	National Nutrition Month - eat your breakfast! Studies show children do much better in school with breakfast. How about you? Keep it simple.
3/7/2024	9:36 AM	Kitchen safety: how to prevent cooking fires. Never leave a stove on while you are not in the room. Have a fire extinguisher nearby.
3/13/2024	9:36 AM	National Nutrition Month - Food prep and its benefits. So fun to plan ahead for family meals and save money too!
3/20/2024	9:36 AM	National Nutrition Month: watch out for sugary drinks. Empty calories and diabetes risk. Make water a mainstay in your house.
3/27/2024	9:36 AM	Health Tip: eating out and choosing healthy foods. Eating out can pose challenges for families wishing to nourish themselves and be healthy. Avoid fried and sugary foods - trying to stay with steamed and baked foods.