DESCRIPTION OF ISSUE	PROGRAM SEGMENT	DATE	TIME	DURATION	NARRATION OF TYPE/ DESCRIPTION OF PROGRAM SEGMENT
SAFETY: NEWS AND INFORM	MATION				
SAFETY	UniMás News Briefs	1/23/15	Various	:30	The Department of Homeland Security reported the Transportation Security Administration found more than 2,000 firearms at nation's airports last year, the majority of them loaded. The number reflected a 22 percent increase from 2013, when 1,813 firearms were discovered. The number of firearms discovered at TSA checkpoints has risen every year since 2005.
IMMIGRATION REFORM: NE	WS AND INFORMATION				
IMMIGRATION	UniMás News Briefs	1/6/15	Various	:30	The Department of Homeland Security said today that anybody that enters the country illegally, or that aids others in doing so, will not be eligible for the recent executive action proposed and set in motion by President Obama. This warning comes in part with a publicity campaign directed at Mexico and Central America, which seeks to bring to light the immigration reform that has been active since President Obama's announcement last November.
IMMIGRATION	UniMás News Briefs	1/7/15	Various	:30	The Department of Homeland Security announced El Salvador's designation for Temporary Protected Status is being extended for 18 months, from March 10, 2015, through September 9, 2016. The extension allows eligible TPS beneficiaries to retain their status as long as they otherwise continue to meet the eligibility requirements.
IMMIGRATION	Perspectiva Nacional	1/11/15	6:00 AM	14:59	Mexico's president, Enrique Peña Nieto visited the White House. At the meeting, President Obama addressed issues such as economy, security and immigration between the two countries. The international impact of these issues and for Mexicans in the United States, is what we discuss with Peter Schechter, an analyst at the Atlantic Council, and Maureen Meyer, an analyst at Washington Office on Latin America.
IMMIGRATION	UniMás News Briefs	1/28/15	Various	:30	The Obama administration has ordered training for immigration agents, including describing encounters between agents and immigrants and how agents should proceed, a checklist of questions to determine whether immigrants might qualify under the President's plans to avoid deportation and to review government files to identify any jailed immigrants to release under the program. This places the obligation on the government to identify immigrants who might qualify for lenient treatment when it was previously the responsibility of immigrants or their lawyers to assert.
IMMIGRATION	UniMás News Briefs	2/2/15	Various	:30	Thousands of immigrants seeking legalization through the U.S. court system have had their hearings cancelled and are being told that it may be 2019 before their cases are resolved. Some immigration lawyers fear the delay will leave their clients at risk of deportation as evidence becomes dated, witnesses disappear, sponsoring relatives die and dependent children become adults.
IMMIGRATION	UniMás News Briefs	2/5/15	Various	:30	The Internal Revenue Service (IRS) commissioner stated that undocumented immigrants granted work permits under the Obama administration's amnesty orders will qualify for the Earned Income Tax Credit (EITC). These credits would be paid retroactively for the three-year period before they file for their permits if they have been working that long while in the country illegally. Some undocumented immigrants that qualify under the President's executive action order may also qualify for certain tax credits.
IMMIGRATION	UniMás News Briefs	2/12/15	Various	:30	Colorado has dramatically cut funding to its program granting driver's licenses to undocumented immigrants, making it almost impossible for any new applicants to receive an appointment before 2016. As a result of the cut, only one DMV office in the state is now able to offer driver's license appointments to the estimated 150,000 undocumented immigrants who are eligible to apply. Democrats and Latino advocates have been urging lawmakers to add more DMV locations where undocumented immigrants can apply for a license.

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IMMIGRATION	UniMás News Briefs	2/12/15	Various	:30	The ACLU says the federal government has refused to turn over public records regarding the alleged abuse of migrant children while they were in the care of immigration authorities. The organization sought the records through the Freedom of Information Act in December after filing a complaint last summer alleging more than 100 minors were abused or mistreated by Border Patrol agents while in their custody.
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IMMIGRATION REFORM: NE	WS AND INFORMATION				
IMMIGRATION	Perspectiva Nacional	2/15/15	6:00 AM	7:59	Representative Luis Gutierrez (D-IL) addresses the issue of immigration and what happens behind the scenes at the House regarding the executive actions President Obama and extension process of DACA. Also Representative Tony Cardenas (D-CA) also reminds the audience to enroll for health insurance and why it is important to do so.
IMMIGRATION	UniMás News Briefs	2/17/15	Various	:30	U.S. District Judge Andrew Hanen of Texas has temporarily blocked President Obama's executive action on illegal immigration by granting a request from 26 states to allow the courts to look at its constitutionality before it is implemented. The Homeland Security Department is ceasing preparations for a program designed to shield millions of immigrants from deportation. The ruling means that the Homeland Security Department also won't be accepting applications for an expanded Deferred Action for Childhood Arrivals program,
IMMIGRATION	Perspectiva Nacional	2/22/15	6:00 AM	17:00	We discuss the decision of Judge Andrew S. Hanen, from the District Court in Texas, which temporarily suspended President Obama's executive actions on immigration. Latino community leaders, Ben Monterroso and Lorella Praeli inform our viewers what the future holds for the pro-immigration movement despite the injunction. An immigration attorney speaks on the next steps and how soon the appeal of the decision by the federal government will take place and what those benefitting from executive action can do while the lawsuit is resolved.
IMMIGRATION	UniMás News Briefs	2/23/15	Various	:30	The U.S. government asked a federal judge Monday to lift his temporary hold on President Obama's action to shield millions of immigrants from deportation. The Justice Department's motion for a stay was filed with U.S. District Court Judge Andrew Hanen in Brownsville, Texas. If the stay is granted, President Obama's immigration action would go forward while the lawsuit proceeds through the courts. The states have argued the President's action would force increases in law enforcement, healthcare, and education.
IMMIGRATION	UniMás News Briefs	2/27/15	Various	:30	Hundreds of immigrants have been deported not by the federal government but by hospitals looking to cut costs in a process known as "medical repatriation." U.S. hospitals send undocumented patients back to their home countries, often while they're comatose and unable to consent. These patients are sent to medical facilities in their home countries often resulting in long-term disability and death.
IMMIGRATION	Perspectiva Nacional	3/1/15	6:00 AM	8:00	We discuss the urgency that pro-immigration community organizations and the consulates of Mexico in the country are injecting to those who can benefit from the executive action so they can continue to ready their documents. The Consul of Mexico expands on the topic along with Gustavo Torres, Executive Director of CASA de Maryland, who believes the President's immigration plan will succeed in court.
IMMIGRATION	UniMás News Briefs	3/29/15	Various	:30	President Obama's executive order could yield immediate effects for undocumented immigrants who have been working and paying taxes for a long time in the U.S. Thousands could have access to federal refunds from previous years. Experts offer advice for those interested when the order takes effect.
IMMIGRATION	UniMás News Briefs	3/30/15	Various	:30	As of today, the grand majority of legal residents in this country will be able to renew their green cards online by paying \$450. This change seeks to simplify the process by which immigrants are able to renew their legal status in the country. The exact charge is \$365 for the document and \$85 to enter and be reviewed for the biometric information. If the person seeking this renewal has committed a crime, they must first speak with a lawyer before attempting to renew their green card.

WOMEN'S ISSUES: NEWS AND INFORMATION

DESCRIPTION OF ISSUE

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WOMEN'S ISSUES	Perspectiva Nacional	3/8/15	6:00 AM	23:00	In commemoration of International Women's Day, we talk with community leaders who give their perspective on the struggle for gender equality in regards to wage, labor, civic and political participation. Hispanic community leaders provide their perspective on the challenges women face today in the workplace and why females are underrepresented in the political arena at all levels. We also discuss the challenges older women are facing not only in the workplace, but also with their health.
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DESCRIPTION OF ISSUE	PROGRAM SEGMENT	DATE	TIME	DURATION	NARRATION OF TYPE/ DESCRIPTION OF PROGRAM SEGMENT
HEALTH: NEWS AND INFORM	MATION				
HEALTH	UniMás News Briefs	1/22/15	Various	:30	Using certain electronic cigarettes at high temperature setting could potentially release more formaldehyde, a cancercausing chemical, than smoking traditional cigarettes does. Formaldehyde is found in many things, certain building materials, disinfectants and embalming fluid.
HEALTH	UniMás News Briefs	1/30/15	Various	:30	Scientists in the life sciences division of Google X labs are working on a proactive, preventative approach to one of the world's deadliest diseases and making a wristband that detects cancer cells by using human skin. The wristband would work in tandem with a pill that would send nanoparticles through the body to latch on to markers of different conditions and diseases including cancer.
HEALTH	UniMás News Briefs	2/3/15	Various	:30	According to the Centers for Disease Control and Prevention, more than 100 individuals across 14 states are infected with the measles. The CDC is again encouraging all parents to get their children vaccinated.
HEALTH	UniMás News Briefs	2/11/15	Various	:30	The nation's top nutrition advisory panel has dropped its caution about eating cholesterol-laden food, a move that could undo almost 40 years of government warning about its consumption. The new view on cholesterol in food does not reverse warnings about high levels of "bad" cholesterol in the blood, which have been linked to heart disease. Moreover, some experts warned that people with particular health problems, such as diabetes, should continue to avoid cholesterol-rich diets.
HEALTH	Perspectiva Nacional	2/15/15	6:00 AM	9:02	We discuss health issues in particular the measles outbreak, with prominent health officials who explain the issues behind the disease and encourage everyone to get vaccinated regardless of age and they also clarify false rumors about the effects of immunization.
HEALTH	UniMás News Briefs	2/24/15	Various	:30	Children at high risk of developing peanut allergies are far less likely to do so if they are given peanut-containing foods before they turn one year old. Peanut allergies are rising and affect more than two percent of children. The American Academy of Pediatrics used to recommend no peanut-based foods before age three but found no evidence it prevented allergies.
HEALTH	UniMás News Briefs	2/24/15	Various	:30	It was confirmed by the Centers for Disease Control and Prevention that there is no evidence tying undocumented immigrants to the recent measles outbreak that has afflicted individual communities. There are an estimated 20 million measles cases worldwide every year and very few ever reach the United States.
POLITICS: NEWS AND INFOR	RMATION				
POLITICS	Perspectiva Nacional	1/18/15	6:00 AM	9:01	Arizona Representative Ruben Galego (D-AZ) joins us along with Executive Director of Mi Familia Vota, Ben Monterroso. They analyze President Obama's executive actions on immigration topic which will likely be mentioned in President Obama's State of the Union address.
POLITICS	Perspectiva Nacional	2/1/15	6:00 AM	17:02	Discussion with leaders of the religious community centered on the future visit of Pope Francis later this year as his visit is not merely religious in nature. He is scheduled to address the Congress as well as hold meetings with President Obama in regards for a final action on immigration reform. We discuss what effect or impact this will have among politicians.
POLITICS	UniMás News Briefs	3/22/15	Various	:30	Senator Ted Cruz (R-TX) is expected to announce his candidacy at Liberty University, an evangelical Christian school in Virginia, for the 2016 U.S. presidential election race, giving the Tea Party favorite a head start. As a presidential candidate, he is likely to portray himself as the most reliable proponent of small government.

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POLITICS	Perspectiva Nacional	3/29/15	6:00 AM	7:59	We discuss with two analysts the pre-candidacy announcement of Ted Cruz for president in 2016.

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EDUCATION: NEWS AND INFO	ORMATION				
EDUCATION	UniMás News Briefs	1/8/15	Various	:30	The Pershing Square Foundation, supported by Donald Graham, CEO of Graham Holdings Company and the Bill & Melinda Gates Foundation, has made a three-year, \$10 million investment to The Dream.US, a national scholarship program for undocumented youth who want to attend a four-year college. Five-hundred accepted Fall applicants have been notified that they've been awarded up to \$25,000.
EDUCATION	UniMás News Briefs	2/4/15	Various	:30	President Obama spoke with six young immigrants known as "Dreamers" who would be subject to eventual deportation under a bill passed by the House. The legislation would overturn President Obama's executive actions limiting deportations for millions of undocumented immigrants and also giving them authorization to work. The president is confident he could uphold a veto over any attempts to override his executive action.
EDUCATION	UniMás News Briefs	3/6/15	Various	:30	The government filed this week an advisory that notified Judge Andrew Hanen in Texas that it has already implemented significant parts of the Expanded DACA program, by granting protections and work permits to approximately 100,000 people.
EDUCATION	UniMás News Briefs	3/10/15	Various	:30	President Obama has asked the Treasury and Education Departments and the Consumer Financial Protection Bureau to report by October 1 on whether bankruptcy laws or other laws or regulations should be changed for student loans. The review will focus on private student loans that do not carry protections given to federal student loan borrowers, such as the ability for borrowers with permanent disabilities to discharge loans.
GOVERNMENT: NEWS AND I	NFORMATION				
GOVERNMENT	UniMás News Briefs	1/18/15	Various	:30	President Obama wants to make tax increases for the wealthy and reductions or credits for the middle class, as part of a tax reform. This new tax reform would crack down on what is known as the "stepped-up basis" which is a tax break that mostly benefits the wealthy. In doing so it would increase the top rate to 28% from the current rate of about 25% with various surcharges while expanding the number of things that would be subject to it.
GOVERNMENT	UniMás News Briefs	3/4/15	Various	:30	As the nation awaits a Supreme Court ruling on Obamacare, lawmakers in many states are moving ahead with a range of Affordable Care Act bills, some of which seek to bolster the law and others that are bent on derailing it. The issue is whether subsidies issued through exchanges operated by the federal government are legal. By the end of June, the justices are expected to issue a ruling, which could either uphold the law as it now operates or strike down those subsidies for good.
GOVERNMENT	UniMás News Briefs	3/27/15	Various	:30	According to a senior administration official, Secret Service staffers are no longer allowed to drive official government cars within ten hours of drinking alcohol. The rules were put into place after two allegedly drunk agents drove into a barrier during a suspicious package investigation next to the White House on March 4.
ECONOMY: NEWS AND INFO	RMATION				
ECONOMY	Perspectiva Nacional	1/18/15	6:00 AM	5:59	President Obama announced an initiative to facilitate the purchase of homes for first time buyers. Latinos would benefit from this incentive. We discuss this issue with Gustavo Velazquez, Assistant U.S. Secretary of Housing, and also with Aracely Panameño, expert in the real estate market.

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ECONOMY: NEWS AND INFO	DRMATION				
ECONOMY	Perspectiva Nacional	1/25/15	6:00 AM	23:50	Two central topics President Obama focused on in his State of the Union address were economy and middle class. We discuss these two proposals with Republican strategists Estuardo Rodriguez and Raul "Danny Vargas," Democratic and Republican respectively and also with conservative analyst, Judy Pino. Former administrator of small businesses under the George W. Bush administration, Hector Barreto, also offers his analysis on the topic.
ECONOMY	Perspectiva Nacional	2/1/15	6:00 AM	6:00	Alejandra Castillo, Director of the Minority Business Development Agency discusses the role of her federal agency which enables small minority businesses grow, expand, create more jobs, and have the ability to export their products to their own countries. She also tells us about her recent visit to Bolivia, as part of the U.S. delegation to President Evo Morales' inauguration.
ECONOMY	Perspectiva Nacional	2/8/15	6:00 AM	8:00	We talk about the border and the blooming economy with Congressman Henry Cuellar (D-TX) and the deputy of Nuevo Leon. We also discuss the commercial bonanza at the border that is helping both Mexico and the United States and the impact it would have in this economy if there are changes in immigration policies between the two countries.
ECONOMY	Perspectiva Nacional	2/8/15	6:00 AM	6:01	We briefly explain the tax credits presented by President Obama this week, as part of his budget message. Alejandro Mendoza details the benefits for middle class families, not only in terms of taxes, but also for family finances.
ECONOMY	Perspectiva Nacional	3/15/15	6:00 AM	8:02	We discuss the progress of the "right to work" laws in 25 U.S. states. This legislation allows certain employees of private companies to avoid paying their dues to the labor unions. We discuss the impact this law has on the union movement and worker protections now and how this benefits corporations. To discuss this topic further we speak with Rosa Lozano, National Worker Center Partnership Coordinator of the AFL-CIO and the Executive Director of LCLAA, Hector Sanchez.
LATINO ISSUES: NEWS AND	INFORMATION				
LATINO ISSUES	Perspectiva Nacional	1/4/15	6:00 AM	23:01	Ambassadors Luis Carlos Villegas and Harold Forsyth of Colombia and Peru respectively, joined us to discuss the opportunities of the Pacific Alliance, of which their countries are members, along with Mexico and Chile. This initiative would open the door to these four countries to develop innovative policies in various fields, especially in economic development and employment, which could be an option to reduce the migration flow to the United States.
LATINO ISSUES	UniMás News Briefs	1/12/15	Various	:30	In 2000, at the start of George W. Bush administration, the cost of applying for citizenship was \$225. By 2008, the cost had risen to \$675. After the 2007 surge, the share of legal permanent residents of Mexican origin who naturalized dropped from 19.8 percent in 2008 to 12.7 percent in 2010. Green card renewal was far cheaper than naturalization, hence, legal permanent residents who were poorer and less educated opted to keep renewing legal residency rather than become citizens.
LATINO ISSUES	UniMás News Briefs	1/15/15	Various	:30	Millions of DREAMers needed their birth certificates to qualify for the deferred action federal program but were unable to travel to their countries to obtain them. Because of direct internet connection with Mexican civil registries, DREAMers and other undocumented immigrants are now able to obtain their birth certificate through the various consulates in the United States.
LATINO ISSUES	UniMás News Briefs	1/16/15	Various	:30	In a Pew Research Center poll 63% of Americans said they approve of President Obama's announcement to reestablish diplomatic relationships with Cuba after more than 50 years of tensions. The majority also agree that the President should end the trade embargo on Cuba.

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LATINO ISSUES: NEWS AND	INFORMATION				
LATINO ISSUES	UniMás News Briefs	1/22/15	Various	:30	Immigrant rights supporters protested a decision by Republicans to largely cut off funding for a program that grants drivers licenses to undocumented immigrants. Republicans on the Joint Budget Committee voted against allowing money collected from immigrant driver's license applicants be used to continue the program. The result is that undocumented immigrants throughout Colorado will now only be able to get licenses from a single office in Denver.
LATINO ISSUES	UniMás News Briefs	2/27/15	Various	:30	The search begins for non-U.S. citizens who may have been forced into signing a voluntary form by officers using deceptive tactics. A judge gave approval to settle a lawsuit filed by the ACLU against U.S. Border Patrol and Immigration and Custom Enforcement. The ACLU has 120 days to find people who signed the voluntary return forms and six months to file applications on behalf of potential class members.
LATINO ISSUES	Perspectiva Nacional	3/22/15	6:00 AM	23:50	We discuss racial profiling and excessive force by local authorities with Marty Castro, Federal Commissioner for Civil Rights. Also, Attorney Louis Paoli provides recommendations on what Latinos should do if they find themselves unjustly seized by police, regardless if they have immigration documents or not.
LATINO ISSUES	Perspectiva Nacional	3/29/15	6:00 AM	9:02	In 2011, a court in Texas banned the sheriff of Maricopa County in Arizona from ordering interventions based on racial profiling. Despite the court ruling, the sheriff led more interventions which violated the court ruling. To soften the action, the sheriff made a donation of \$100,000 to a civil rights organization and proposed the government create a fund of \$350,000 for victims of these actions. We ask two community leaders their opinions and they both agree the self-imposed fine is not enough to repair the damage done to the immigrant community in the state.
LATINO ISSUES	UniMás News Briefs	3/31/15	Various	:30	The National Association of Hispanic Real Estate Professionals blamed more stringent underwriting standards and higher mortgage fees for driving down the numbers of Hispanics who own homes. The percentage of Hispanic homeowners is at its lowest point in sixteen years.
CRIME ISSUES: NEWS AND	INFORMATION				
CRIME ISSUES	UniMás News Briefs	2/28/15	Various	:30	According to the Federal Trade Commission's annual report, identity theft was the number one complaint from Americans this year once again. Massive data breaches that could lead to identity theft keep happening and most recently, hackers hit insurance companies stealing sensitive information of millions of customers.
TERRORISM: WARNING, NE	WS AND INFORMATION				
TERRORISM	UniMás News Briefs	1/13/15	Various	:30	U.S. airport screeners have been ordered to enhance the number of random searches of passengers and carry-on luggage due to a step-by-step recipe of kitchen ingredients for what al Qaeda calls the hidden bomb to bring down an airplane. After alleged ISIS followers took over the twitter feed and YouTube channel of the U.S. Central command, the FBI today is launching a full investigation.
TERRORISM	UniMás News Briefs	2/21/15	Various	:30	A new intelligence assessment circulated by the Department of Homeland Security and reviewed by CNN, focuses on the domestic terror threat from right-wing sovereign citizen extremists and comes as the Obama administration holds a White House conference to focus efforts to fight violent extremism.
TERRORISM	UniMás News Briefs	2/22/15	Various	:30	The Minnesota Mall of America is among those mentioned in the video the Somalia-based terror group apparently posted on Saturday. The video talks about Al-Shabaab's September 2013 four-day attack at an upscale mall in Nairobi, Kenya, threatening similar attacks in three Western countries.

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TERRORISM	UniMás News Briefs	2/23/15	Various	:30	Mall of America officials say the mall remains a safe place and employs a large, well-trained professional security force that monitors activity 24 hours a day.

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PUBLIC SERVICE ANNOUNCEMENTS:

AIR DATE	TOTAL SPOTS	<u>LENGTH</u>		TITLE/DESCRIPTION
January, February, March	297	1:00	ALSAC / St. Jude/ALSAC / St. Jude - Unimas	Information about St. Jude Children's Research Hospital. Its mission is to find cures for children with cancer and other catastrophic diseases through research and treatment. St. Jude is the only pediatric cancer research center where families never pay for treatment not covered by insurance. No child is ever denied treatment because of the family's inability to pay.
January, February	86	2:00	ALSAC / St. Jude/ALSAC / St. Jude - Unimas	Information about St. Jude Children's Research Hospital. Its mission is to find cures for children with cancer and other catastrophic diseases through research and treatment. St. Jude is the only pediatric cancer research center where families never pay for treatment not covered by insurance. No child is ever denied treatment because of the family's inability to pay.
January	9	:30	Catholic Charities USA (D)/CCUSA PSA	Spend up to one year working and traveling in the United States on the 12-month Student Work and Travel J-1 visa through CCUSA's Working Holiday USA program. This is a one-time only visa, so if you are eligible now is the time to take advantage of this opportunity. Applications are open year-round.
January	4	:30	Colorado Broadcasters Assoc/COLORADO BROADCASTERS	Cavities in baby teeth can spread to adult teeth and sugary drinks, such as juice, fuel caries-causing bacteria, according to the foundation. Sugar can contribute to other problems as well, such as childhood obesity and diabetes.
January, February	249	:30	Colorado Broadcasters Assoc/COLORADO BROADCASTERS	Energy Outreach's energy bill assistance program helps low-income Coloradans who are overdue on their energy bill and in danger of having their home energy shut off. Once a household qualifies for energy assistance, a payment for a portion of their bill is made directly to their utility company.
January, February, March	108	:30	House Denver/AD COUNCIL	The PSAs aim to show parents that spending just two minutes, twice a day making sure their children brush could help save them from a lifetime of tooth pain. Because two minutes is such a short amount of time for such an important part of parenting, the new PSAs feature parents tryingand strugglingto squeeze other parenting lessons into so little time. These scenes suggest that while most parenting is hard, making sure your kids brush for two minutes, twice a day is one aspect that's easier.
January, February, March	20	:15	House Denver/AD COUNCIL	Recognition of the dangers of "buzzed" driving and to motivate people to stop driving buzzed.
January, February, March	312	1:00	House Denver/AD COUNCIL	PSAs encourage parents and caregivers with children ages 0-12 to visit safercar.gov/therightseat. The website helps parents find the right car seat for their child's age and size and also features NHTSA's best practices.
January, February, March	122	:30	House Denver/AD COUNCIL	To encourage the adoption of children from the U.S. foster care system and to increase the number of potential families inquiring about adoption. The campaign encourages potential adoptive parents to call 888.200.4005 or visit www.adoptuskids.org to find out more information about adopting children from foster care.
January, February, March	110	:30	House Denver/AD COUNCIL	Clean. Separate. Cook. Chill. An estimated 48 million people get food poisoning each year, but there are practical steps that families can take at home to help reduce their risk of getting sick
January, February, March	402	1:00	House Denver/AD COUNCIL	_ Making Home Affordable (MHA) launched in 2009 and is a critical part of the Administration's strategy to help homeowners avoid foreclosure, stabilize the country's housing market, and improve the nation's economy.

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PUBLIC SERVICE ANNOUNCEMENTS:

AIR DATE	TOTAL SPOTS	<u>LENGTH</u>		TITLE/DESCRIPTION
January, February, March	370	1:00	House Deriver/AD COUNCIL	The Ad Council partnered with Enroll America to create these "Take Care, People," PSAs to raise awareness, educate, and motivate uninsured Americans to get health insurance for themselves and their families under the Affordable Care Act, or ACA. Created pro bono by La Comunidad and Razorfish, the PSAs use pets as the unlikely spokespeople to break through the clutter with an action-oriented message: It's time for people to take care of themselves.
January	3	:15	riodec Benton, ib GoottolE	40 million people in the United States are uninsured, exposing themselves and their families to significant financial risks in cases of medical issues, accidents and emergencies. The Affordable Care Act was passed to help address these issues by providing new coverage options such as free doctors' visits, emergency visits and maternity care.
January, February, March	141	:30		The campaign informs audiences where they can find free literacy centers and adult education classes, learn the basics of earning a high school equivalency, and more.
January, February	364	:30	TIOUSE DETIVETAD OCCIVOIE	The campaign connects Hispanic parents with resources and tips to help them be better informed and more prepared to navigate the journey to college and through college. Parents are directed to visit HSF.net for information on how to help their children prepare, plan, and pay for college.
January, February, March	227	:30	House Denver/AD COUNCIL	Hunger is a concern for millions of Americans, but many people don't realize its disproportionate effect on children.
January, February, March	130	:30	House Denver/AD COUNCIL	According to a study by the RAND Corporation using statistics from the United States Centers for Disease Control and Prevention, approximately 1.4 million homes have firearms stored in a way that makes them accessible to the wrong hands – children, at-risk youth, potential thieves, and those who intend to harm themselves or others.
February	110	:30	PSA- Inner City Health	Inner City Health Center is Denver's premier organization providing clinical health services for the uninsured and under served. If you need health care, including medical, dental, or behavioral health services, we encourage you to just come.
February, March	172	:30	June	The Colorado QuitLine is a FREE online service available to Colorado residents 15 years of age and over. When you become a member, you get special tools, a support team of coaches, research-based information, and a community of others trying to become tobacco free. Our expert coaches can talk to you about overcoming common barriers, such as dealing with stress, fighting cravings, coping with irritability, and controlling weight gain.
March	49	:30	House Denver/AD COUNCIL	These PSAs are reaching out to all fathers to inspire and support men in their commitment to responsible fatherhood. The PSAs communicate to fathers that their presence is essential to their children's well-being. The tagline "Take time to be a dad today" is part of an ongoing effort to encourage dads to play an active role in their children's lives. The campaign also serves as a resource for fathers by providing the information they need to become more involved with their kids

DESCRIPTION OF ISSUE

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DATE

TIME

PROGRAM SEGMENT

March	163	:30	In April 2010, the Ad Council and the Hispanic Scholarship Fund (HSF) launched a national campaign to raise awareness among Latino parents about the important role they play helping their children through college. Multicultural House Denver/AD COUNCIL agency The Vidal Partnership created public service advertisements in Spanish and English, using high-profile Latino celebrities such as Edward James Olmos and Adam Rodriguez to appeal directly to parents. The theme "Many Support You" reminds parents that despite the complexities of applying to and paying for college, there are many resources
			available to help them assist their college-bound children.

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PROGRAM SEGMENT

DATE TIME

DURATION NARRATION OF TYPE/ DESCRIPTION OF PROGRAM SEGMENT

PUBLIC SERVICE ANNOUNCEMENTS:

	AIR DATE	TOTAL SPOTS	LENGTH	TITLE/DESCRIPTION
March		1	:30	House Denver/AD COUNCIL From 2008 to 2012, 1,609 children ages eight to 14 died while traveling in passenger vehicles. A full 50 percent of them were unrestrained at the time of their death.
March		5	:30	The new Seat Belt Safety campaign pulls from the insight that as a parent, sometimes you have to let your kids have House Denver/AD COUNCIL their way. But your kid's safety should never be up for negotiation, no matter how much they push back on the seat belts being uncomfortable, unnecessary for just a "short drive" or any other excuses. The campaign utilizes the concept that "life as a parent is full of compromises, but seat belt safety for my children is not up for negotiation."