

KCNS 38-TV
Quarterly Issues and Programs List
October 1st 2017-December 31st 2017

Section 1. Issues

- A.** Health, Nutrition & Fitness: Issues relating to medical conditions, healthy lifestyles and fitness
- B.** Education: Issues relating to education in our community, topics that parents should talk to their kids about
- C.** Finance: Guests discuss personal finance including but not limited to the impact of credit scores, mortgage modification, foreclosure, insurance, retirement, college funding and much more.
- D.** Community: Other local issues affecting the community including legislation, legal, housing, environment etc.
- E.** Immigration: Issues related to immigration reform, and programs and services that aid the immigrant community.

Section 2. Responsive Programs

A. Health, Nutrition & Fitness

“Al Dia con Leticia Mendoza/Comunidad alDia: Talking About Gluten Intolerance” Broadcast on October 10th, 2017 11:00pm. Duration 4.5 minutes. Host Leticia Mendoza explains what Gluten Intolerance is. How it can affect people’s daily lives, feeling bloated, over lethargic. She gives advice on how to eat things that don’t contain as much gluten.

“Al Dia con Leticia Mendoza/Comunidad alDia: Things You Should Never Feed Your Dog” Broadcast on October 10th, 2017 11:00pm. Duration 5 minutes. Hosts Leticia Mendoza and Fito Garcia give a list of things you should never feed your dog. Starting off with obvious things such as chocolate, grapes, avocado. Ending with more obscure ones such as onions, garlic, fatty meats.

“Al Dia con Leticia Mendoza/Comunidad alDia: Why Women Need More Sleep Than Men” Broadcast on October 17th, 2017 11:00pm. Duration 5 minutes. Host Leticia Mendoza reports on a study that claims women need more sleep than men. Study shows that women tend to multitask more than men at any given time. As a result they may need up to 20 more minutes of sleep on average.

“Al Dia con Leticia Mendoza/Comunidad alDia: A Look Into Accupuncture” Broadcast on October 24rd, and October 31th, 2017 11:00pm. Duration 5 minutes. Host Leticia Mendoza discusses what acupuncture is and what its healing effects have on the body. A brief history of its roots and medicinal applications is also discussed.

“Al Dia con Leticia Mendoza/Comunidad alDia: What is the Thyroid” Broadcast on November 7th, 2017 11:00pm. Duration 6 minutes. Host Leticia Mendoza talks about what the thyroid is, and what it does for the body. She also goes into depth about what happens when you thyroid develops hyperthyroidism or hypothyroidism.

“Al Dia con Leticia Mendoza/Comunidad alDia: Diabetes and how to keep Glucose down” Broadcast on November 21th, 2017 11:00pm. Duration 4 minutes. Host Leticia Mendoza explains what diabetes is, talks about the two different forms of diabetes: one being genetically predisposed and permanent, and the other obtained from having high glucose levels that is manageable and in most cases treatable with a healthy diet.

“Al Dia con Leticia Mendoza/Comunidad alDia: Homemade Natural Face Mask” Broadcast on November 21th, 2017 11:00pm. Duration 4 minutes. Host Leticia Mendoza shows the viewer how to make an all-natural and low cost face mask that keeps face clean and healthy.

“Comunidad alDia: Medi-Cal Expands its Program” December 19th, 2017 11:00pm; Duration 4 minutes. This segment of our locally produced community affairs program features a discussion between host, Leticia Mendoza and Amanda Robles from the Social Service Agency in Alameda County on the expansion of Medi-Cal’s program. Until recently undocumented children were only eligible for restricted Medi-Cal services. Usually, only emergency services were covered. In May 2016, this changed and all undocumented children who receive Medi-Cal are eligible to receive full benefits, which includes preventive care, at the same level as children who are citizens.

“Comunidad al Dia: Meditation for Children” Broadcast on December 19th, 2017 11:00pm; Duration 4 minutes. This segment of our locally produced community

affairs program features a discussion between host, Leticia Mendoza and Fito Garcia on the importance of introducing meditation to children. Meditation is not only good for adults, but it is a technique that parents should teach children at a young age to help them throughout their day. An increasing number of children have been showing elevated signs of stress, restlessness, and anxiety starting at an early age. In this segment they introduced some simple meditation exercises that children could practice to find peace and balance.

B. Education

“Al Dia con Leticia Mendoza/Comunidad alDia: Back to School Tips for Parents.” Broadcast October 3rd, 2017 11:00pm. Duration 4 minutes. Dr. Jose Gonzalez E.D., discusses with host Leticia Mendoza, the importance of creating a specific routine now that children are back in school, including enough sleep, adequate diet and free time to relax. Dr. Gonzalez also explains how important it is for parents to be involved with school activities, teachers and homework, in order to improve their children’s success in school.

“Al Dia con Leticia Mendoza/Comunidad alDia: Importance of School Attendance.” Broadcast October 3rd, 2017 11:00pm. Duration 4 minutes. Many parents allow their kids to skip school often without any substantial excuse. Dr. Jose Gonzalez E.D., discusses with host Leticia Mendoza, how deeply this could affect a child’s learning experience and their future.

“Al Dia con Leticia Mendoza/Comunidad alDia: STEAM Academy Program.” Broadcast October 3rd, 2017 11:00pm. Duration 4 minutes. The STEAM Academy Program has been implemented in some public schools and Dr. Jose Gonzalez ED, discusses with host Leticia Mendoza, all the benefits from this program that encourages kids to pursue a career in Sciences, Technology, Engineering, Art and/or Mathematics.

“Al Dia con Leticia Mendoza/Comunidad alDia: Bullying-what it is, how to prevent it, how to stop it.” October 3rd, 2017 11:00pm. Duration 4 minutes. Bullying is tremendously affecting our young community; in some cases it is so severe that a kid could even take his/her own life. Dr. Jose Gonzalez E.D., discusses with host Leticia Mendoza, the signs that parents need to look for to make sure they protect their children from bullying, and how to deal with it if it is happening.

“Al Dia con Leticia Mendoza/Comunidad alDia: How to talk to your kids about Puberty.” Broadcast on October 10th, 2017 11:00pm. Duration 4 minutes. Sexual Education Expert Lupe Taylor Speaks with host Leticia Mendoza, about puberty and how to talk to your children about it. Making sure children at the

appropriate age know everything they need to know about the changes in their bodies will lead to healthier, happier, and more successful kids.

“Al Dia con Leticia Mendoza/Comunidad alDia: Tips to promote reading to your children” Broadcast on October 10th, 2017 11:00pm; Duration 4 minutes. This segment of our locally produced community affairs program features a discussion between host Leticia Mendoza and Maria Alvarez, spokesperson for Common Sense Media on why it’s important to promote reading to your children. Transmitting the value of reading to our young children is not only a tribute to their life, but to universal culture. Reading allows them to dream, laugh, play, it encourages curiosity, and to share with the people around them. But it isn’t always easy to inculcate reading, especially with new technologies that give access to a wider world. In this segment Maria Alvarez provides some useful tips to get children engaged in reading.

C. Finance

“Comunidad alDia: La Cocina an Incubator Program for Small Food Businesses” Broadcast on December 19th, 2017 11:00pm; Duration 4 minutes. This segment of our locally produced community affairs program features a discussion between host Leticia Mendoza and Emiliana Puyana from La Cocina Incubator Program. The mission of La Cocina is to cultivate entrepreneurs while they formalize and grow their food businesses offering a space in a commercial kitchen at low cost, with technical assistance within the industry and access to opportunities to sell. They focus on women of color and immigrant communities. Their vision is that entrepreneurs obtain financial security doing what they love to do while creating an innovative, vibrant and economically inclusive landscape.

D. Community

“Al Día con Leticia Mendoza/Comunidad alDia: How to register to vote” Broadcast October 17th, October 24rd and October 31th ,2017 11:00pm; Duration 4 minutes. This segment of our locally produced community affairs program features a discussion between host Leticia Mendoza and Luis Carlos Sanchez, a Political Counselor on how to register to vote. He goes over the different options to register for first time register voters, or how to check if you’re already registered or need to make modification to your registration.

“Al Día con Leticia Mendoza/Comunidad alDia: How to talk to your children about professions” Broadcast October 17th, 2017 11:00pm; Duration 3 minutes. A segment with hosts Leticia Mendoza and Fito Garcia talking about using a

government sponsored website to help children start thinking about what they could be when they grow up.

“Al Día con Leticia Mendoza/Comunidad alDia: Who to call when starting construction in your backyard” Broadcast October 17th, 2017 11:00pm; Duration 3 minutes. Host Leticia Mendoza has a talk with Mario Valadez, a spokesperson for PG&E (Pacific Gas and Electric Company) on alerting PG&E before you start any projects on your property. Safety tidbits to learn if any plans might break or damage gas or electric lines.

“Al Día con Leticia Mendoza/Comunidad alDia: Dia De Los Muertos” Broadcast October 24th, October 31th, 2017 11:00pm; Duration 5 minutes. Host Leticia Mendoza talks about the origins of the Mexican tradition of Dia De Los Muertos (Day of the Dead). Explains the meaning behind many things like the layers on alters and sugar skulls and the underworld where the souls of the departed rest. Also informs the public of the upcoming Day of the Dead festival that we host on the day of.

“Al Día con Leticia Mendoza/Comunidad alDia: What is WOMAN INC?” Broadcast November 14th, December 5th, 2017 11:00pm; Duration 6 minutes. Host Leticia Mendoza speaks with Leti and Mari of WOMAN INC to talk about the work the organization does to help people leave abusive relationships and marriages. To help them move on and get their lives back on track with motivation and support from others who have gone through similar experiences.

“Al Día con Leticia Mendoza/Comunidad alDia: Physical and Emotional Abuse” Broadcast November 14th, December 5th, 2017 11:00pm; Duration 6 minutes. Host Leticia Mendoza speaks with Leti and Mari of WOMAN INC to understand the while most abusive relationships involve physical harm, that emotional and psychological pain also come into play and how to see the signs of a harmful relationship.

“Al Día con Leticia Mendoza/Comunidad alDia: How to get out of an abusive relationship” Broadcast November 14th, December 5th, 2017 11:00pm Duration 6 minutes. Host Leticia Mendoza speaks with Leti and Mari of WOMAN INC to help people who are in an abusive relationship leave them. They share their past experiences and traumas and how WOMAN INC has helped them move on to where they are today.

“Al Día con Leticia Mendoza/Comunidad alDia: How to get out of an abusive relationship” Broadcast November 14th, December 5th, 2017 11:00pm; Duration 6 minutes. Host Leticia Mendoza speaks with Leti and Mari of WOMAN INC and explains the free services that they offer and give info for victims of abuse to seek the help they need to move on.

“Al Día con Leticia Mendoza/Comunidad alDia: Down to Xabelle” Broadcast November 21th, 2017 11:00pm; Duration 3 minutes. Expose on a young fashion designer Isabel with Down Syndrome. Her story about starting her fashion line and how she got to show off her collection at Fashion Week in New York. Host Leticia Mendoza narrates.

“Comunidad alDia: Self Defense during Violent Attacks” Broadcast December 12th, 2017 at 11:00pm; Duration 4 minutes. This segment of our locally produced community affairs program features a discussion between host Leticia Mendoza and Jeremy Brown, expert in Self Defense and Firearms. Terrorism is the unlawful use of force or violence perpetuated by a person or group. Such is the case of the recent attack in Orlando and many other attacks that we have unfortunately seen over the years. But can we be prepared for such attacks? Jeremey Brown provides some useful tips to survive a terrorist attack. He discussed the Run-hide-flight, a 3 step emergency action plan in the event of an active shooting or terrorist attack. He also suggests to always analyze the place where you are and identify the emergency exits.

“Comunidad alDia: 5 Applications Recommended by the Federal Government” Broadcast on December 19th, 2017, 11:00pm; Duration 4 minutes. This segment of our locally produced community affairs program features a segment by Leticia Mendoza on the 5 applications recommended to download by the Federal Government. In this digital age, smart phones allow us to easily find the information we seek. These are the best apps and websites optimized for smartphones: FEMA, IRS2Go, Pregúntale a Karen, Consumidor.ftc.gov, Medline Plus.

E. Immigration

“Comunidad alDia: Dreamers without Borders” Broadcast December 12th, 2017 at 11:00pm; Duration 4 minutes. This segment of our locally produced community affairs program features a segment with Leticia Mendoza describing the Dreamers without Borders program. The U.S.-Mexico Foundation (USMF), a US-based nonprofit organization, launched its “Dreamers without Borders” Program in 2016.

Section 3. PSA's & NCSA's

The following spots were aired 4Q 2017.

- **PSA- Alcoholicos Anonimos www.AA.org 10/3-12/26 (13 times)**
- **PSA- Alertas sobre estafas, www.alertafraudehipoteca.org 10/3-12/26 (13 times)**
- **PSA- Conversacion Artes Commoncoreworks.org 10/3-12/26 (13 times)**
- **PSA- Conversacion Matematicas Commoncoreworks.org 10/3-12/26 (13 times)**
- **PSA- Encuentra tu parque, Quieroserreciclado.org 10/3-12/26 (13 times)**
- **PSA- Estadio Recycling Spanish, encuentratuparque.org 10/3-12/26 (13 times)**
- **PSA- Mama Ocupada, prodiatenerdiabetes.org 10/3-12/26 (13 times)**
- **PSA- Alzheimer's prevention, brightfocus.org 10/3-12/26 (13 times)**
- **PSA- Seat Belt Safety Spanish, safecar.gov 10/3-12/26 (13 times)**
- **PSA- Vida sin Vidas 60sec, vidasindrogas.org 10/3-12/26 (26 times)**
- **PSA- Fiesta toda la noche, vidasindrogas.org 10/3-12/26 (13 times)**

- **PSA- Prediabetes test, , prodiatenerdiabetes.org
10/3-12/26 (13 times)**
- **PSA- Vida sin drogas 30sec, vidasindrogas.org
10/3-12/26 (13 times)**
- **KCNS childrens programming, publicfiles.fcc.gov/tv-profile/kcns
10/3-12/26 (13 times)**