

KCNS 38-TV
Quarterly Issues and Programs List
October 1 – December 31, 2014

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
- 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. Immigration: Guests discuss important immigration reform, programs and services that aid the immigrant community.
- E. Community: Any local issues affecting the community whether in legislation, legal, housing, environment etc.

Section 2. Responsive Programs

A. Health, Nutrition & Fitness

“Comunidad alDia: Diabetes Hands Foundation” Broadcast on October 4th, 2014, 7:00 AM; Duration 4 minutes. This segment of our locally produced community affairs program features a discussion between host, Leticia Mendoza and Manny Hernandez with the Diabetes Hands Foundation where he talks about his personal experience with Diabetes and why he founded the Diabetes Hands Foundation, an organization dedicated to educating newly diagnosed diabetes patients. This is one of three interviews.

“Comunidad alDia: “¿Qué es la diabetes?” Broadcast on October 12th, 2014, 7:00 AM; Duration 4 minutes. This segment of our locally produced community affairs

program features a discussion between host, Leticia Mendoza and Manny Hernandez with the Diabetes Hands Foundation where he discusses what diabetes is and how this affects recently diagnosed patients. He goes over the different types of diabetes and the treatments for each. This is the second of three interviews.

“Comunidad alDia: “Recomendaciones para personas que recién fueron diagnosticadas con diabetes” Broadcast on October 18th, 2014, 7:00 AM; Duration 4 minutes. This segment of our locally produced community affairs program features a discussion between host, Leticia Mendoza and Manny Hernandez with the Diabetes Hands Foundation on specific recommendations for people who were recently diagnosed with diabetes. He provides useful local resources to the viewers including more information available in Spanish for our audience.

“Comunidad alDia: Transamerica Center for Health Studies” Broadcast on November 1st, 2013, 7:00 AM; Duration 4 minutes. This segment of our locally produced community affairs program features a discussion between host, Leticia Mendoza and Hector De La Torre talks about the Transamerica Center for Health Studies and their new website in Spanish with general information about the Affordable Care Act (ACA).

“Comunidad alDia: El mejor ejercicio para el cuerpo” Broadcast on November 8th, 2014, 7:00 AM; Duration 4 minutes. This segment of our locally produced community affairs program features a discussion between host, Leticia Mendoza and Ezequiel Montaña, who is a Naturist and discusses the most important exercise for the body. He talks about the importance of walking, and doing jump rope (optional) with regularity to maintain a healthy heart rate and physical ability.

“Comunidad alDia: Consejos para mejorar la vista con buena nutrición” Broadcast on November 15th, 2014, and repeated on December 6th, 7:00 AM; Duration 4 minutes. This segment of our locally produced community affairs program features a discussion between host, Leticia Mendoza and Ezequiel Montaña, who is a Naturist and discusses the different food groups that help aid vision and a healthy eyesight.

“Comunidad alDia: Programa Hogares Saludables de Star Vista” Broadcast on November 22nd, 2014, at 7:00 AM; Duration 4 minutes. This segment of our locally produced community affairs program features a discussion between host, Leticia Mendoza and Cristina Cloure, Program Director at Star Vista on the non-profit

organization's mission and different services they offer to families, with a special focus their Healthy Homes Program.

“Comunidad alDia: Communities Choosing Adolescent Pregnancy Prevention and Healthy Relationships” Broadcast on December 6th, 7:00 AM; Duration 4 minutes. This segment of our locally produced community affairs program features a discussion between host, Leticia Mendoza and Norma Hernandez, Student Advocate at Communities Choosing Adolescent Pregnancy Prevention (C-CAPP) who talks about what healthy relationships and how to have a discussion with your children adolescents at home.

“Comunidad alDia: Transamerica Center for Health Studies” Broadcast on December 13th, 2014, 7:00 AM; Duration 4 minutes. This segment of our locally produced community affairs program features a discussion between host, Leticia Mendoza and Héctor De La Torre talks about the Transamerica Center for Health Studies and their new website in Spanish with general information about the Affordable Care Act (ACA).

“Comunidad alDia: Los mitos de la leche” Broadcast on December 20th, 7:00 AM; Duration 4 minutes. This segment of our locally produced community affairs program features a discussion between host, Leticia Mendoza and Ezequiel Montaña, who is a Naturist and discusses the various myths about drinking milk and why it may actually not be as beneficial to humans to drink milk after 2 years of age. He gives other recommendations to get calcium and vitamin D without drinking milk.

“Comunidad alDia: La importancia de relajarse durante la comida” Broadcast on December 27th, at 7:00 AM; Duration 4 minutes. This segment of our locally produced community affairs program features a discussion between host, Leticia Mendoza and Ezequiel Montaña, who is a Naturist and discusses the importance of relaxing and being worry free while eating, as consuming food while stressing, being nervous etc. can affect you and your digestive system.

B. Education

“Comunidad alDia: La importancia de ser padres activos en la educación de sus hijos” Broadcast on October 4th, 2014 at 7:00 AM; Duration 4 minutes. This segment of our locally produced community affairs program feature a discussion between host, Leticia Mendoza and Ana Maria Pulido, President of the School Board District

of Ravenswood in San Jose where she discusses the importance of being active parents in the education of their children and what expectations they should have about the schools their children are attending. This topic is on back to school.

“Comunidad aDía: La Huella Digital” Broadcast October 11th, 7:00 AM; 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 the digital fingerprint. She explains that everything that one posts online, whether it is a picture, a comment, a video has a digital fingerprint that is imprinted in the internet. She talks about educating our children about being careful with what they post on the internet as this could affect them in the future when they’re applying to universities, jobs, or how negative comments could affect them or other people around them.

“Comunidad aDía: Communities Choosing Adolescent Pregnancy Prevention (C-CAPP)” Broadcast on October 18th, 7:00 AM; Duration 4 minutes. . This segment of our locally produced community affairs program features a discussion between host, Leticia Mendoza and Norma Hernandez, Student Advocate at C-CAPP where she discusses the different services offered at high schools in San Francisco County, such as health education, pregnancy prevention, and support programs for teenagers.

“Comunidad aDía: Aplicaciones para jóvenes con problemas de aprendizaje” Broadcast November 1st, 7:00 AM; 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 who shares with the public different applications that have been successfully used by children and young adults with learning difficulties.

“Comunidad aDía: Las reglas que los padres deben compartir con sus hijos sobre el Facebook” Broadcast November 8th, 2014 at 7:00 AM; 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 the importance of sharing essential Facebook rules for teens to avoid commons problems such as cyberbullying, stalking, sharing private information, and encourage them to consider how what they do today will impact their reputation, their college and job prospects, their friendships, and their communities, today, tomorrow and 10 years from now.

“Comunidad alDia: San Jose/Evergreen Community College District” Broadcast on November 29th, 7:00 AM; Duration 4 minutes. This segment of our locally produced community affairs program features a discussion between host, Leticia Mendoza and Chancellor Rita Cepeda on the San Jose/Evergreen Community College District and what they are doing to make college more affordable and accessible to Latinos. This is one of the lead districts to break the gap for Latinos to enter college.

“Comunidad alDia: Cargos sorpresivos del uso de tarjetas de crédito en la compra de aplicaciones” Broadcast December 20th, 2014 at 7:00 AM; 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 how to avoid surprise charges on credit cards while purchasing applications on cell phones and tablets. She also discusses that children might be making purchases without really knowing and we must educate our children or have a lock system to avoid surprise charges.

C. Finance

“Comunidad alDia: ¿Cómo interpretar las noticias actuales en el mercado hipotecario?” Broadcast on October 4th, 2014 at 7:00 AM; Duration 4 minutes. This segment of our locally produced community affairs program features a discussion between host, Leticia Mendoza and Ricardo Ramos, Housing Finance Expert, on the misinformation that is out there regarding the real estate market for potential homebuyers. Mr. Ramos explains what is currently happening in the real estate market and how to have our own judgment to evaluate what the news is telling us.

“Comunidad alDia: Lo básico del crédito: lo que tiene que saber antes de pedir prestado” Broadcast October 11th, 7:00 AM; Duration 4 minutes. This segment of our locally produced community affairs program features a discussion between host Leticia Mendoza and Joel Lacayo, a financial advisor on the basics of credit, what individuals need to know before borrowing. He discusses the importance of establishing and building credit, but he also discusses the different products including open-end, close-end types of credit and what the consumer should know before signing a contract to borrow.

“Comunidad alDia: Por qué estar en redes sociales y ventajas para los negocios” Broadcast on October 18th at 7:00 AM; Duration 4 minutes. This segment of our locally produced community affairs program features a discussion between host,

Leticia Mendoza and Jose Vidaurre from Empresarios Bay Area on the importance of being on the social networks for small business owners, on how this is not only beneficial for them, but it's a free marketing tool that especially small business owners.

“Comunidad aDía: Lo que tienes que saber antes de financiar un auto para evitar estafas” Broadcast on October 25th, 7:00 AM; Duration 4 minutes. This segment of our locally produced community affairs program features a discussion between host, Leticia Mendoza and Maria Asturias, Attorney with the Center for Responsible Lending. Attorney Asturias discusses everything that individuals who are seeking to purchase a vehicle should know before financing. This is to avoid any scams or frauds from finance companies and/or banks.

“Comunidad aDía: How credit cards can help me if I use them wisely” Broadcast on November 8th, 2014 at 7:00 AM; Duration 4 minutes. This segment of our locally produced community affairs program features a discussion between host, Leticia Mendoza and Joel Lacayo, financial advisor/counselor on how using credit cards can help individuals improve their credit by using them wisely and paying them on time, or making aggressive payments. He discusses the proper way to use and pay off a credit card to help you build credit.

“Comunidad aDía: Como prepararme para manejar mis finanzas con mi pareja” Broadcast on November 15th, and repeated on December 6th, 2014 at 7:00 AM; Duration 4 minutes. This segment of our locally produced community affairs program features a discussion between host, Leticia Mendoza and Joel Lacayo, financial advisor/counselor on how to prepare newlyweds or couples who recently decided to move in with each other manage their personal finances.

“Comunidad aDía: Compra de Casa: Educación de Pre-Compra” Broadcast on November 22nd, 7:00 AM; Duration 4 minutes. This segment of our locally produced community affairs program features a discussion between host, Leticia Mendoza and Joel Lacayo on the pre-purchase process to be able to buy a home. He talks about what the Pre-Purchase Home Education program entails and what potential home buyers should know before making the big decision, while being fully informed.

“Comunidad aDía: Razones para ofrecer WI-FI en su negocio” Broadcast on December 27th, at 7:00 AM; Duration 4 minutes. This segment of our locally produced community affairs program features a discussion between host, Leticia

Mendoza and Jose Vidaurre from Empresarios Bay Area on the reasons why small business owners should offer free Wi-Fi and how this will be beneficial for their business and will drive more people/buyers/consumers there.

D. Immigration

“Comunidad alDia: Inmigración- El examen médico” Broadcast on October 4th, 2014 at 7:00 AM; Duration 4 minutes. This segment of our locally produced community affairs program feature a discussion between host, Leticia Mendoza and Ramon Cardona, Immigration Expert of Centro Latino Cuzcatlán on what the medical examination consist of when a person is requesting residency. He answers public questions such as ‘are there any diseases which can deny me my residence or my entry to the U.S?’ and he provides answers to these and many other questions.

“Comunidad alDia: Cómo saber si una persona, familiar, o amistad está detenida por las autoridades de inmigración” Broadcast October 18th, 2014 at 7:00 AM; Duration 4 minutes. This segment of our locally produced community affairs program features a discussion between host Leticia Mendoza and Ramon Cardona, Immigration Expert of Centro Latino Cuzcatlán on how to know whether a person, friend or family member is held in custody by immigration authorities through the ICE website and what they could do to help them out.

“Comunidad alDia: Podría ser deportado si cometo un crimen aun siendo residente permanente” Broadcast November 1st, and repeated again on December 13th, at 7:00 AM; Duration 4 minutes. This segment of our locally produced community affairs program features a discussion between host Leticia Mendoza and Ramon Cardona, Immigration Expert of Centro Latino Cuzcatlán on the risk a permanent resident faces if they commit a crime. This could potentially result in deportation and he provides specific examples of individuals that were deported by committing certain crimes.

“Comunidad alDia: Perdon en el lugar o Parole in Place” Broadcast October 25th, 7:00 AM; Duration 4 minutes. This segment of our locally produced community affairs program features a discussion between host Leticia Mendoza and Ramon Cardona, Immigration Expert of Centro Latino Cuzcatlán on Parole in Place. This program is for individuals who may have immediate family members in the armed forces of the United States. This will help when individuals need to ask for

forgiveness to avoid deportation. He provides the details and qualification of the program.

“Comunidad alDia: Inmigración- Fraudes vía llamadas telefónicas” Broadcast on November 8th, 2014 at 7:00 AM; Duration 4 minutes. This segment of our locally produced community affairs program feature a discussion between host, Leticia Mendoza and Ramon Cardona, Immigration Expert of Centro Latino Cuzcatlán on the different scams that are occurring to individuals who are receiving strange calls from people who ask for money to avoid sending them or deporting them to immigration. He describes the calls to the public and advises people to not provide them with any personal information, bank accounts, etc. as these are scams to scare people into paying them money.

“Comunidad alDia: ¿Qué es el programa 3x1 para migrantes?” Broadcast November 15th, and repeated on December 6th, Duration 4 minutes. This segment of our locally produced community affairs program features a discussion between host Leticia Mendoza and Manuel Anaya Contreras, the Director of Special Projects for the Federación Jalisco International on the 3x1 program for migrants. This program aims to help Mexican communities in the state of Jalisco by having Mexican nationals donate a dollar and for every dollar donated the local, state and federal governments will each donate one dollar for improvements in infrastructure. This program is available to all of Mexico, but in the case a Jalisco representative came to discuss the project.

“Comunidad alDia: Las consecuencias que podrían acarrear las personas al salir del país antes de tener aprobada la residencia permanente si están en proceso migratorio” Broadcast November 22nd, 7:00 AM; Duration 4 minutes. This segment of our locally produced community affairs program features a discussion between host Leticia Mendoza and Ramon Cardona, Immigration Expert of Centro Latino Cuzcatlán on the consequences that could happen if an individual leaves the country before having approved permanent residence if they are undergoing a migration process.

“Comunidad alDia: Asilo político” Broadcast November 29th, 7:00 AM; Duration 4 minutes. This segment of our locally produced community affairs program features a discussion between host Leticia Mendoza and Ramon Cardona, Immigration Expert of Centro Latino Cuzcatlán on the many reasons why so many immigrants cross the border; running away from an abusive husband, kidnappings, rape, persecution on account of race, religion, nationality, membership in a particular social group,

political opinion, and many more, but who fail to recognize that they could be protected under political asylum, and instead cross the border illegally. He provides examples of cases where individuals were granted political asylum given their case.

“Comunidad aDía: ¿Qué es la Visa U?” Broadcast December 20th, 2014 at 7:00 AM; Duration 4 minutes. This segment of our locally produced community affairs program features a discussion between host Leticia Mendoza and Ramon Cardona, Immigration Expert of Centro Latino Cuzcatlán on what the Visa U is and who may be eligible for this Visa if they’re victims or witnesses of a crime. This protects, for example, victims of domestic violence and other related crimes.

“Comunidad aDía: Tener un familiar en las fuerzas armadas podría ayudarle a pedir el perdón” Broadcast December 27th, 2014 at 7:00 AM; Duration 4 minutes. This segment of our locally produced community affairs program features a discussion between host Leticia Mendoza and Ramon Cardona, Immigration Expert of Centro Latino Cuzcatlán shares information that would be beneficial for people having to ask for forgiveness in order to remain in the country. If an individual has an immediate family member in the armed forces, this will help them ask for forgiveness in the U.S and avoid deportation. He urges people to seek legal representation in any case.

E. Community

“Comunidad aDía: Recursos Comunitarios- Catholic Charities of San Francisco” Broadcast October 11th, 7:00 AM; Duration 4 minutes. This segment of our locally produced community affairs program features a discussion between host Leticia Mendoza and Clarisa Sanchez from the Catholic Charities of San Francisco who talks about their refugee services and asks the audience for donations, including canned food items, clothing, and school utilities for students and also has volunteer opportunities for those who are interested.

“Comunidad aDía: Boy Scouts of America” Broadcast October 25th, 7:00 AM; Duration 4 minutes. This segment of our locally produced community affairs program features a discussion between host Leticia Mendoza and Edgar Quesada from the Boy Scouts of America. He talks about the mission of the Boy Scouts, about their Hispanic Program and why he recommends families to enroll their children in

such programs that will provide experiences that will help prepare youth for their future.

“Comunidad aDia: La Raza Community Resource Center” Broadcast October 25th and repeated on November 29th, 7:00 AM; Duration 4 minutes. This segment of our locally produced community affairs program features a discussion between host Leticia Mendoza and Mabel Aguilar on all the different social services offered to the community, including children programs, and support for domestic violence victims and may more.

“Comunidad aDia: Guide Dogs for the Blind” Broadcast November 1st and repeated again on December 13th, at 7:00 AM; Duration 4 minutes. This segment of our locally produced community affairs program features a discussion between host Leticia Mendoza and Belo Cipriani, Spokesperson for Guide Dogs for the Blind on the largest school that trains guide dogs in the United States. He informs the public that there’s a need for volunteers to train these dogs for a good cause.

“Comunidad aDia: Tenants and Discrimination” Broadcast on November 15th, and repeated on December 6th, at 7:00 AM; Duration 4 minutes. This segment of our locally produced community affairs program features a discussion between host, Leticia Mendoza and Ana Cortez, Community Development Manager for the Fair Housing Initiative in Richmond, who talks about the discrimination that some individuals may face due to their race, religion, number of members in their family and Ana discusses what options tenants have if they feel they’re being discriminated against.

“Comunidad aDia: Latino Men and Boys from the Unity Council” Broadcast November 22nd, 7:00 AM; Duration 4 minutes. This segment of our locally produced community affairs program features a discussion between host Leticia Mendoza and Paul Flores on Latino Men and Boys which provides education support programs and comprehensive academic tutoring, health and wellness, and professional development activities based on culture. The organization provides support for young Latinos ages 6-25 living in Oakland, CA.

“Comunidad aDia: The Women’s Building and help with job search” Broadcast November 29th, 7:00 AM; Duration 4 minutes. This segment of our locally produced community affairs program features a discussion between host Leticia Mendoza and Andrea Martinez with The Women’s Building. In this discussion Mrs. Martinez talks about how they help people who are currently looking for jobs. They help them with

their resume, interview coaching, they advise on how to dress and offer a job search engine in the office.

“Comunidad alDia: Servicios de tecnología, computación e internet” Broadcast December 20th, 7:00 AM; Duration 4 minutes. This segment of our locally produced community affairs program features a discussion between host Leticia Mendoza and Alejandra Harbert on all the different social services offered at the Women’s Building in San Francisco. This is a community space for a woman that is led by women who advocate self-determination, gender equality and social justice. In this segment they discuss the different technology services, computing and internet usage they offer.

“Comunidad alDia: Loans for House Repairs” Broadcast on December 27th, 7:00 AM; Duration 4 minutes. This segment of our locally produced community affairs program features a discussion between host, Leticia Mendoza and Ana Cortez, Community Development Manager for the Fair Housing Initiative in Richmond, who talks about the different loan programs available to homeowners who are in need of making important house repairs.

Section 3. PSA’s & NCSA’s

PSA- The following 30 second spots were aired 4Q 2014.

PSA- The Ad Council- Children’s Oral health 10/9-

PSA- Siren-Bayarea.org Driver’s License 11/4-12/24 (7 times)

PSA- National Fair Housing Alliance- Wanted Everywhere Else (11 times)

PSA- ALANON- Alcoholic Anonymous 10/2-12/31 (59 times)

PSA- Discovertheforest.org 10/2-12/31 (13 times)

PSA- Kessler Foundation- Disability/Rehab/Unemployment 10/2-12/31 (11 times)

PSA- Score.org- For the life of your business 10/2-12/31 (56 times)

PSA- National Community Service- This is Senior Corps 10/2-12/31 (63 times)

PSA- Frozen- Foreclosure Prevention 10/1-12/31 (123 times)

Section 4. Community Initiatives

A. Arie’s Wings Toy Drive

Date of Initiative Event: 12/6/14

Description of Initiative: Other Activities – Holiday Toy Drive

KCNS MundoFOX 38 participated in Arie's Wings Toy Drive, this is the 4th annual toy drive put together by Arie Martinez, a current intern at the station. This year KCNS MundoFOX 38 participated by inviting the community to take part of this event to bring toys to the least fortunate children in our community. The event took place on Saturday December 6th at a local venue in the city of San Jose. Players from the 49ers were invited to participate and donate their time at the event to encourage more people to attend the toy drive. Toy donators got the chance to meet some of the players.

- One unwrapped toy donation per attendee allowed them to mingle and interact with the players from the 49ers and Raiders
- Chris Cook and Dontae Johnson, players from the 49ers were present to sign autographs to toy drive attendees
- Over 400 toys were collected at the event
- The collected toys were donated to Sacred Heart in San Jose, CA
 - The toys were then picked by parents who registered with Sacred Heart at their events on December 21st and 22nd

B. Internships for Young College Students

Initiative: We offered one-internship to a college student currently living in the Bay Area interested in production.

Internship Effective: September 29th – December 13th (fall internship)

Internship Description:

- Intern is able to learn how to film, do voice overs, be on-camera talent
- Assist with production needs
- Assist at promotional events
- Write scripts
- Promote on all Social Media sites
- Do their own segments for our local show
- Create videos for Social Media