

KCNS 38-TV
Quarterly Issues and Programs List
January 1 – March 31, 2015

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 alDía: ¿Qué es la ayuno terapia?” Broadcast on January 24th, 2015, 7:00 AM; Duration 4 minutes. This segment of our locally produced community affairs program features a discussion between host, Leticia Mendoza and Naturist, Ezequiel Montaña, on how fasting therapy could be beneficial. This is actually an ancient practice used as a method of healing and/or resolving difficult health problems, followed by the use of whole food plant-based diet.

“Comunidad alDía: ¿Tienes pies o manos frías, podría deberse a mala circulación?” Broadcast on January 31st, 2015, and repeated again on February 7th, and March 7th, 7:00 AM; Duration 4 minutes. This segment of our locally produced community

affairs program features a discussion between host, Leticia Mendoza and Naturist, Ezequiel Montaña, on poor circulation. Naturist Ezequiel Montaña talks about the symptoms and causes of poor circulation, such as having cold hands and feet. He explains that this is a common factor in individuals with poor circulation and that this isn't a condition itself, but instead a result from other health issues including obesity, diabetes, heart conditions and arterial issues. He makes some recommendations, including exercising and practicing cold showers; however he makes the recommendation to seek help if you're experiencing uncomfortable symptoms as they may be the sign of other underlying health conditions.

“Comunidad alDia: Covered California” Broadcast on January 24th, 2015, and repeated again on February 7th, 7:00 AM; Duration 4 minutes. This segment of our locally produced community affairs program features a discussion between host, Leticia Mendoza and Lizelda Lopez from Covered California on the importance of registering for Covered California before the February 15th deadline. She reminds viewers that having medical insurance is now the law and those individuals must comply with the law if they currently don't have medical insurance. She provides resources of people to seek assistance if they need help enrolling into Covered California.

“Comunidad alDia: ¿Qué es la ulcera estomacal?” Broadcast on February 14th, 7:00 AM; Duration 4 minutes. This segment of our locally produced community affairs program features a discussion between host, Leticia Mendoza and Naturist, Ezequiel Montaña, on stomach ulcers. Naturist Ezequiel Montaña explains that ulcers are open sores that develop in the lining of the esophagus, stomach or the first of the small intestines. He explains the symptoms and ways an individual can recognize a stomach ulcer, as well as common causes and how to seek treatment and medication.

“Comunidad alDia: La importancia de higienizar la casa” Broadcast on February 21st, 7:00 AM; Duration 4 minutes. This segment of our locally produced community affairs program features a discussion between host, Leticia Mendoza and Naturist, Ezequiel Montaña, the importance of sanitizing the house. Naturist Ezequiel Montaña explains that the home is the central area of our lives, a comfortable and safe place, and a refuge from the outside world. But our home can also be propitious for the transmission of gastrointestinal, respiratory and skin infections; therefore it's important to do a thorough cleaning of our home to keep it sanitized.

“Comunidad alDía: Another Opportunity to Enroll into Covered California”

Broadcast on March 14th, 2015, and repeated again on March 21st, 7:00 AM; Duration 4 minutes. This segment of our locally produced community affairs program features a discussion between host, Leticia Mendoza and Lizelda Lopez from Covered California on the importance on having a medical insurance. The open enrollment period for Covered California closed on 15 February. Unfortunately many people still do not understand or are unaware that having health insurance is the law and those who are not registered to a health insurance will face fines when filing their taxes. That's why it has announced a special extension, a new opportunity for people who did not know of this law and fines, to enroll by April 30th.

“Comunidad alDía: Feria de Salud y Contra el Fraude para Mayores” Broadcast on March 28th, 2015, 7:00 AM; Duration 4 minutes. This segment of our locally produced community affairs program features a discussion between host, Leticia Mendoza and Yessenia De La Vega and Daniel Frias-Vidal from On-Lok Lifeways on the Senior Health and Theft Prevention Fair that will take place on Saturday April 4th free of charge for everyone. They will have free hearing exams, medical exams, and cell phones for those seniors who qualify. They also discussed all the services they offer at the senior center aside of the health fair.

“Comunidad alDía: La importancia de que más Latinos participen en ensayos clínicos” Broadcast on March 28th, 2015, 7:00 AM; Duration 4 minutes. This segment of our locally produced community affairs program features a discussion between host, Leticia Mendoza and Doctor Irene Wapnir on the importance of more Latino participation in clinical trials for cancer research. They will be having a Clinical Trials Awareness Week from April 20th through April 24th where individuals can learn how participating in a clinical trial can help find answers to prevent and treat cancer. There will be a Spanish session on April 24th at the Stanford Cancer Center.

B. Education

“Comunidad alDía: Resoluciones de Tecnología para Año Nuevo” Broadcast January 24th, 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 technology New Year resolutions for the family. Maria explains that in every household there should be a set of rules, especially when children are involved, in the use of technology products in and out of the house, such as computers, tablets, cell phones etc. If such rules are not currently in place, she advises to create family New Year's resolutions based on

the usage of these electronics, while providing some useful ideas as far how much is too much use of technology for children.

“Comunidad alDia: La necesidad de que más Latinos estudien la carrera de leyes” Broadcast January 31st, and repeated again on February 7th, and February 21st, 7:00 AM; Duration 4 minutes. This segment of our locally produced community affairs program features a discussion between host Leticia Mendoza and Rolando Bonilla on the importance of more Latino students studying law. He provides some statistical information that suggested that more Latino students are applying for college, but unfortunately they are not studying law and there is not enough Latino representation in the courts and law system. He urges parents and students to learn more about the field and the importance of having more Latino representation in the law system, especially since the Latino population is expected to grow over the next couple of decades.

“Comunidad alDia: Becas para Estudiantes Universitarios” Broadcast on February 21st, 7:00 AM; Duration 4 minutes. This segment of our locally produced community affairs program features a discussion between host Leticia Mendoza and Catalino Tapia, founder of the Bay Area Gardener’s Foundation on scholarship opportunities for colleges students. Bay Area Gardeners Scholarship Foundation is a non-profit organization committed to providing financial support to eligible students facing significant financial barriers to actualizing their college dreams. The Bay Area Gardeners Scholarship Foundation strives to promote the educational attainment of all diverse students in the San Francisco Bay Area by among other things, conducting public discussions, forums, panels, lectures, and workshop on pursuing a higher education.

“Comunidad alDia: Exposición de Maestros Mexicanos del Siglo XX” Broadcast on March 14th, and repeated again on March 21st, 7:00 AM; Duration 4 minutes. This segment of our locally produced community affairs program features a discussion between host Leticia Mendoza and Cayetana Gomez, the new President and CEO of the Mexican Museum in San Francisco. The Mexican Museum presents its new exhibition, Maestros: 20th Century Mexican Masters with a dramatic selection of artworks from the permanent collections of the museum. The exhibition opens March 13th, 2015 until June 28th, 2015. The exhibition includes works by 30 internationally renowned artists, from the three most influential Mexican artists Diego Rivera, David Alfaro Siqueiros and José Clemente Orozco.

C. Finance

“Comunidad alDía: Los Impuestos- La realidad y el impacto en tu vida” Broadcast January 24th, and repeated on March 7th, at 7:00 AM; Duration 4 minutes. This segment of our locally produced community affairs program features a discussion between host Leticia Mendoza and Roxana Damas, Financial Counselor on the reality and impact of doing your taxes. Roxana talks about the importance of gathering all your paper work and doing your annual taxes on time and making sure that if you need assistance you know where to go, including places where they don’t charge.

“Comunidad alDía: Inmigración y las Finanzas” Broadcast January 31st, and repeated again on February 7th, and March 14th, and March 21st, 7:00 AM; Duration 4 minutes. This segment of our locally produced community affairs program features a discussion between host Leticia Mendoza and Roxana Damas, Financial Counselor on income taxes and immigration. With the current talk about a potential immigration reform, it is important that individuals who live and work in the state do their duty to file their taxes, even with an ITIN number as a way of documenting your contributions to this country and following the law. She discusses the consequences of not filing your taxes and how this could impact someone’s chance at being able to qualify for a potential immigration reform.

“Comunidad alDía: Finanzas y la Universidad” Broadcast February 14th, at 7:00 AM; Duration 4 minutes. This segment of our locally produced community affairs program features a discussion between host Leticia Mendoza and Roxana Damas, Financial Counselor on finances and college/university expenses. The high cost of college can unnerve both students and parents. Therefore it’s important to learn about all the resources and financial aid available to help cover college expenses. Roxana Damas provides useful resources for both parents and students, such as the FAFSA website to apply for federal financial aid, and a guide for loans and scholarships for students.

“Comunidad alDía: El desarrollo y atracción de su dinero” Broadcast February 21st, at 7:00 AM; Duration 4 minutes. This segment of our locally produced community affairs program features a discussion between host Leticia Mendoza and Roxana Damas, Financial Counselor on the development and attraction of your money. Roxana Damas explains the importance of developing a budget based on what you’ve learned about your weekly expenses that you’ve kept in a diary. That way you keep track of your money and where it goes, as well as how it’s earned. By

developing a budget you know where your money goes and where to make adjustments when it's necessary. You also have to have a specific and clear plan of your financial goals and objectives.

“Comunidad aDía: Las emociones de tus finanzas” Broadcast February 28th, at 7:00 AM; Duration 4 minutes. This segment of our locally produced community affairs program features a discussion between host Leticia Mendoza and Roxana Damas, Financial Counselor on the importance of recognizing and managing your emotions because they may affect your finances. Roxana explains that knowing how to control your emotions and impulses is important, because a lot of the financial decisions that we make come from our emotions.

“Comunidad aDía: Talleres para iniciar tu propio negocio” Broadcast March 28th, at 7:00 AM; Duration 4 minutes. This segment of our locally produced community affairs program features a discussion between host Leticia Mendoza and Loren Cruz, from the General Consulate of Mexico in San Jose on new workshops to start your own business. This opportunity is given to any Mexican national who wishes to start a new business, they receive guidance from different professionals who help them create a business plan, and help them find resources to execute the planning. This consists of an intensive 7 week program where they meet once a week for about 2 hours.

D. Immigration

“Comunidad aDía: La décima reinscripción del TPS” Broadcast on February 14th, and repeated again on February 28th, at 7:00 AM; Duration 4 minutes. This segment of our locally produced community affairs program feature a discussion between host, Leticia Mendoza and Julio Cesar Martinez Reyes, Consul of Migratory Protection at the El Salvador General Consulate of San Francisco on the 10th reregistration for Temporary Protection Status for Salvadorians in the United States. He discusses the importance of Salvadorians and all those covered under TPS to make sure to reregister before the March 9th deadline as a way to preserve this status and continued stay in the country.

E. Community

“Comunidad alDía: Autor de Autismo: El Ayer y El Hoy” Broadcast January 24th, 7:00 AM; Duration 4 minutes. This segment of our locally produced community affairs program features a discussion between host Leticia Mendoza and Franco Pincilotti, author of *Autism: Yesterday and Today*, where he talks about his role in his autistic son’s life, how he was able to help him through this disorder and how he has found that technology could help autistic children and how it has become a big contributor to his son’s success. He has also founded an organization dedicated to helping new parents of autistic children learn about the disease and how to help their children. This foundation recently donated iPads to the Fremont Unified School District to precisely introduce children to technology through the use of these iPads.

“Comunidad alDía: Comparte la Carretera: consejos para conductores, ciclistas y peatones” Broadcast on February 14th, 7:00 AM; Duration 4 minutes. This segment of our locally produced community affairs program features a discussion between host Leticia Mendoza and Guillermo Garcia from the California Highway Patrol on tips for sharing the road for drivers, cyclist and pedestrians. Officer Garcia provides some statistical information on the number of accidents, bicycle and pedestrian crashes reported. By exercising some caution and extending some common courtesies, future tragedies can be avoided. He provides tips to help drivers, bikers and walkers to share the road and get where they’re going safely.

“Comunidad alDía: Hashtag Lunch Bag San Francisco” Broadcast on February 28th, 7:00 AM; Duration 4 minutes. This segment of our locally produced community affairs program features a discussion between host Leticia Mendoza and Rebecca Cahua of Hashtag Lunch Bag San Francisco on how she started the San Francisco program. Hash Tab Lunch Bag is a humanity service movement dedicated to creating fun environments to bring together diverse groups of compassionate people in local communities across the world to focus out and give back in local communities. The group meets once a month to make lunch bags to hand out to the homeless people and/or people in need in San Francisco.

“Comunidad alDía: ¿Qué es lo que debes hacer si eres parado por la patrulla de caminos?” Broadcast on February 28th, 7:00 AM; Duration 4 minutes. This segment of our locally produced community affairs program features a discussion between host Leticia Mendoza and Guillermo Garcia from the California Highway Patrol on what people need to do if they’re ever stopped by the California Highway Patrol. Officer Garcia provides some useful tips the viewers can use if they were able

stopped by the Highway Patrol; the importance of knowing their rights and following the law.

“Comunidad aDía: Bienvenida a la nueva Presidenta y CEO del Museo Mexicano”

Broadcast on February 21st, 7:00 AM; Duration 4 minutes. This segment of our locally produced community affairs program features a discussion between host Leticia Mendoza and Cayetana Gomez, the new President and CEO of the Mexican Museum in San Francisco. The most prestigious museum in the coast celebrates art, culture and Mexican heritage, Mexico-American, Chicano and Latina America, announces the hiring of Cayetana Gomez as the new President and CEO of the museum. She talks about her previous work in Mexico City and her plans and goals for the museum, including the new location expected to open next year.

“Comunidad aDía: Centros de Recursos para la Discapacidad de Adultos (ADRC-Adult Disability Resource Centers)”

Broadcast on March 7th, 7:00 AM; Duration 4 minutes. This segment of our locally produced community affairs program features a discussion between host Leticia Mendoza and Vilma Molina from the Adult Disability and Resource Centers on the many services and resources available to seniors and people with disabilities in two San Francisco Centers in Downtown and the Aquatic Park.

“Comunidad aDía: The Princess Project”

Broadcast on March 14th, 7:00 AM; Duration 4 minutes. This segment of our locally produced community affairs program features a discussion between host Leticia Mendoza and Fabiola Camacho from The Princess Project. The Princess Project promotes self-confidence and provides a free prom dress and accessories to high school girls who are attending their high school prom and cannot afford to buy a gown. This effort is made possible by the invaluable help of volunteers, donations and community support.

“Comunidad aDía: El Edificio de Mujeres- The Women’s Building”

Broadcast on March 28th, 7:00 AM; Duration 4 minutes. This segment of our locally produced community affairs program features a discussion between host Leticia Mendoza and Tania Estrada of The Women’s Building. The Women’s Building is a women-led community space that advocates self-determination, gender equality and social justice. Women can take care of themselves and their families by using our social services. The well-being of women and girls is improved by their social justice advocacy. Community groups, including in-house organizations strengthen their community work by interacting and partnering with each other in a vibrant, socially

progressive and affordable space.

Section 3. PSA's & NCSA's

The following 30 second spots were aired 1Q 2015.

PSA- Kessler Foundation- Disability, Rehab, Unemployment 1/1-3/31 (81 times)

PSA- Es tu Naturaleza- Explora tu Naturaleza 1/1-3/31 (182 times)

PSA- Ofrezca su Experiencia- The life of your Business 1/1-3/31 (164 times)

PSA- Alcoholicos Anonimos- Grupos de Familia ALANON 1/1-3/31 (38 times)

PSA- SIREN-BAY AREA- Licencia de Conducir en California 1/1-3 (38 times)

PSA- The Ad Council- Children's Oral Health 1/1-3/31 (44 times)

PSA- The Ad Council- Edward James Olmos Hispanic College Enrollment 1/16-3/31 (30 times)

PSA- Neighborworks America- Alert on home modification scams 1/16-3/31 (113 times)

PSA- NFHA Nationa Fair Housing- Open Doors 1/15-3/30 (20 times)

Section 4. Community Initiatives

A. Lucha Libre Scholarship Fund Event

MundoFOX38 participated in the event "Lucha Libre" to raise funds for scholarships at John O'Connell High School on February 28th, 2015. The collaboration with John O'Connell High School consisted of promoting the event and encourages goers to make donations for the scholarship fund. During the event we encouraged students to pursue higher education, to apply for these scholarship and we informed parents of this scholarship opportunity.

B. James Denman Middle School Career Day

MundoFOX38 participated in a Career Day at James Denman Middle School at February 6th. Blanca Campa, producer, and Fito Garcia Creative Director presented to hundreds of students on the Mass Communications/Broadcasting career and had a discussion with interested students on the different college majors, scholarships, internships, the importance of networking and many other recommendations to encourage higher education.