

KCNS 38-TV
Quarterly Issues and Programs List
July 1 – September 30, 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 alDia: CoVIBE” Broadcast on July 4th, and repeated again on July 11th, August 1st, August 15th, September 5th, and September 19th, 2015 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 Mexican General Consulate in San Jose on a new online resource, CoVIBE, for Mexicans and other immigrants of Latin America. This is a virtual counseling service for Spanish-speakers living in the United States. It is done through a virtual platform that allows users to connect with a psychologist through a computer, smartphone or tablet and receive assistance and/or advise to deal with their social and emotional well-being in

one-three sessions. This is an initiative put forward by the Mexican Consulates in the United States.

“Comunidad alDia: How to read and understand the Nutritional Guidelines Found in all food products” Broadcast on July 25th, and repeated again on September 12th, and September 26th, 2015, 7:00 AM; Duration 4 minutes. This segment of our locally produced community affairs program features a discussion between host, Leticia Mendoza and Registered Dietitian, Wendy Bazilian on how to read and interpret the nutritional label found on all food. Dr. Bazilian also discusses the importance of knowing what a serving, percent daily value is, trans fats vs saturated fats, as this information will help individuals determine how many calories and nutrients there are in a serving of food. We must make intelligent decisions in our food choices to keep a healthy lifestyle.

B. Education

“Comunidad alDia: California Labor Laws” Broadcast on July 4th, and repeated again on July 11th, August 1st, August 15th, September 5th, and September 19th, 2015 7:00 AM; Duration 4 minutes. This segment of our locally produced community affairs program features a discussion between host Leticia Mendoza and Josue Garcia from Edification and Construction of Santa Clara and San Benito Counties on California Law. He discusses the importance of knowing the labor rights and the laws that protects workers regardless of their legal status, as many do not know their legal rights and fail to report discrimination, abuse, or racial prejudice at their workplace due to their legal status. He provides useful resources and information where individuals can seek legal assistance if they’re being discriminated and/or abused in their workplace.

“Comunidad alDia: The Benefits of Joining a Worker’s Union” Broadcast on July 18th, 7:00 AM; Duration 4 minutes. This segment of our locally produced community affairs program features a discussion between host Leticia Mendoza and Josue Garcia from Edification and Construction of Santa Clara and San Benito Counties on how unions work to help advocate worker’s rights, this is especially important for individuals working for a construction company and farm workers since they tend to have long work hours, and tough work conditions.

“Comunidad alDia: Body Image” Broadcast July 25th, and repeated again on September 12th, and September 26th, 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 body image. Our physical appearance and body image are concepts that many associate with adolescents and adults, but actually begin to be perceived since children are in preschool. The media and social networks have a lot to do with it according to an analysis of Common Sense Media. Maria Alvarez provides some tips for parents on how to handle the subject with their children starting from preschool all the way to high school and also provides useful resources to parents currently dealing with these issues with their children.

“Comunidad alDia: Educational Applications” Broadcast on July 8th, 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 recommended education applications for parents and students. She discloses a list of different educational applications that families can download to their tablets and use with their children as an educational and entertaining tool compared to other applications that are simply game based.

“Comunidad alDia: Heat and Illness Prevention” Broadcast on August 22nd, and repeated again on August 29th, 2015, 7:00 AM; Duration 4 minutes. This segment of our locally produced community affairs program features a discussion between host Leticia Mendoza and Josue Garcia from Edification and Construction of Santa Clara and San Benito Counties on the campaign for Heat and Illness Prevention. California has registered record temperatures this summer and so it has begun a campaign in California to protect people who work outdoors from diseases caused by the heat and that can be deadly. He provides tips for such workers such as drinking water often, resting in the shade, and recognizing heat illness symptoms. As part of the campaign employers are required by law to provide water, shade, and rest to employees who are suffering from the heat.

“Comunidad alDia: Move over Laws” Broadcast on August 22nd, and repeated again on August 29th, 2015 7:00 AM; Duration 4 minutes. This segment of our locally produced community affairs program features a discussion between host Leticia Mendoza and Highway Patrol Guillermo Garcia on the Move Over Laws created to protect those who protect you. If you are driving down the freeway, and you see emergency lights on the side of the road, you must move over and pass, leaving an extra lane of clearance between you and the incident. California Highway Patrol

Officer, Guillermo Garcia, says the Move Over law including emergency vehicles on the side of the freeway with their lights on, whether it's an ambulance, fire truck, police car, tow truck, Cal Trans and such. If drivers are unable to change lanes, the law states they need to slow down to a reasonable speed before passing, otherwise they may face getting pulled over for a driving infraction.

C. Finance

“Comunidad alDia: Housing Opportunities through the Homeownership Program”

Broadcast July 18th, 2015 at 7:00 AM; Duration 4 minutes. This segment of our locally produced community affairs program features a discussion between host Leticia Mendoza and Dairo Romero from the Mission Economic Development Agency (MEDA). MEDA's mission is to strengthen low-and moderate-income Latino families by promoting economic equity and social justice through asset building and community development. In this segment he came to inform the community about housing opportunities through their Homeownership Program and discuss the different requirements for people looking into purchasing a home for the first time.

“Comunidad alDia: Financial Capability” Broadcast July 25th, and repeated again on September 12th, and September 26th, 2015 at 7:00 AM; Duration 4 minutes. This segment of our locally produced community affairs program features a discussion between host Leticia Mendoza and Jacqueline Marcelos from Mission Economic Development Agency (MEDA) on the Financial Education and Training Program. The dynamic program offered at MEDA offers free workshops in Spanish and English with a coach for individuals and families with low and moderate income seeking financial support services. The program focuses on improving credit ratings, increasing revenue, increased savings and debt reduction. Their comprehensive program is always linked to action plans and steps to be taken.

“Comunidad alDia: Keep Your Home California” Broadcast August 8th, 2015 at 7:00 AM; Duration 4 minutes. This segment of our locally produced community affairs program features a discussion between host Leticia Mendoza and Liliana Hernandez from Consumer Credit Counseling Service of San Francisco on the Keep Your House California Program. This program is a free service for homeowners who have suffered a financial hardship, to let them stay in their homes, maintain an affordable mortgage payment and avoid foreclosure. They do an assessment of the situation to figure out what is the best course of action for each family, as the goal is to help families stay in their homes.

“Comunidad alDia: Debt Management” Broadcast August 22nd, and repeated again on August 29th, 2015 at 7:00 AM; Duration 4 minutes. This segment of our locally produced community affairs program features a discussion between host Leticia Mendoza and Liliana Hernandez from Consumer Credit Counseling Service of San Francisco on the Debt Management Plan for people who are having difficult time paying off their debt due to high interest rates and fees. This is a debt consolidation program aiming to help reduce the interest rates on accounts, allowing lower monthly payments and a debt payoff.

D. Immigration

“Comunidad alDia: The Other Dreamers” Broadcast July 4th, and repeated again on July 11th, August 1st, August 15th, September 5th, and September 19th, 2015 at 7:00 AM; Duration 4 minutes. This segment of our locally produced community affairs program features a discussion between host Leticia Mendoza and Jill Anderson, co-author of the book “The Other Dreamers.” Mrs. Anderson explains that the “other dreamers” is a collective that witnesses the life of the “dreamers” who were deported back to Mexico after living in the United States since childhood. The author talks about all the magnificent stories told from the other side of the border, and how the Dreamers’ hopes and dreams were shattered by being deported back into a country they hardly know. Anderson encourages viewers to purchase the books as the proceeds will go towards an organization dedicated to helping these dreamers overcome many adversities, including housing and living expenses.

“Comunidad alDia: AB60 Driver’s License” Broadcast July 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 Marco Negrete from the Mexican General Consulate in San Francisco on the Assembly Bill AB60 which requires the DMV to issue an original driver’s license to an applicant who is unable to submit satisfactory proof of legal presence in the United States. Driver license applicants under AB60 must meet all other qualifications for licensure and must provide satisfactory proof of identity and California Residency. He also informs the community about all the different workshops and courses available through the Mexican Consulate to help individuals pass their written exam and driving exam.

E. Community

“Comunidad alDia: Community Boards in San Francisco” Broadcast on July 4th, and repeated again on July 11th, August 1st, August 15th, September 5th, and September 19th, 2015, 7:00 AM; Duration 4 minutes. This segment of our locally produced community affairs program features a discussion between host Leticia Mendoza and Kamela Raid of Community Boards in San Francisco. Founded in 1976, the Community Boards is the oldest public conflict resolution center in the United States. Services include meditation, conflict coaching, and facilitation. Mediations are provided throughout the city of San Francisco in English, Spanish, Mandarin and Cantonese- Monday through Saturday. They maintain a group of more than 350 community volunteer mediators. They also offer trainings for those who want to become volunteers through an introduction and advanced training in conflict resolution. This is the best option to resolve small conflicts versus going through the court system.

“Comunidad alDia: Cultural Festival MEX I AM in the Bay Area” Broadcast on July 18th, 2015 7:00 AM; Duration 4 minutes. This segment of our locally produced community affairs program features a discussion between host Leticia Mendoza and Dr. Andrés Roemer from the Mexican General Consulate of San Francisco on the largest cultural festival in San Francisco. They are proud to present the second edition of MEX I AM! This year will showcase the best of the performing arts, ideas and culture of Mexico. This multidisciplinary festival features talented artists from different genres and trends, as well as lectures by renowned Mexicans who are transforming Mexican culture and arts worldwide.

“Comunidad alDia: Campaign against Violence in the Santa Clara County Communities” Broadcast on July 25th, and repeated again on September 12th, and September 26th, 2015 at 7:00 AM; Duration 4 minutes. This segment of our locally produced community affairs program features a discussion between host Leticia Mendoza and Vanessa Merlano from the Department of Public Health in Santa Clara County on the Campaign against violence in the communities of Santa Clara. Our youth and communities see violence as an inevitable fact of life. This is unacceptable. The burden of violence is too high and our opportunity to prevent violence is too great. There are many factors that contribute to violence and many ways to prevent violence, giving us all the opportunity to play a role in the creating of safe and peaceful communities. The aim of this campaign is to inspire action among young people and adults to accept our role in building safe and peaceful communities.

“Comunidad alDia: Better Future Moms” Broadcast on August 8th, 2015, 7:00 AM; Duration 4 minutes. This segment of our locally produced community affairs program features a discussion between host, Leticia Mendoza and Daily Baez, representative of Got Milk?’s campaign: Better Future Moms. This month, Got Milk? announces the names of the eight selected Better Future Moms of California. This announcement is part of a campaign launched with the aim or recognizing influential mothers who are making a difference in their community. The eight selected mothers come from different parts of the state and were selected to be positive forces that promote healthy food choices, leading an active life and working towards improving the education in their communities—all key elements that help ensure a better future.

“Comunidad alDia: Job Opportunities in Construction in the Bay Area” Broadcast on August 8th, 2015 7:00 AM; Duration 4 minutes. This segment of our locally produced community affairs program features a discussion between host Leticia Mendoza and Josue Garcia from Edification and Construction of Santa Clara and San Benito Counties on the available job opportunities in construction around the bay area. He provides information on the different companies that are looking to hire during the next couple of months on different construction project thought out the Bay Area. He briefly discusses some of the experience needed and provides information on where interested applicants can apply.

“Comunidad alDia: Labor Rights Week” Broadcast on August 22nd, and repeated again on August 29th, 2015 7:00 AM; Duration 4 minutes. This segment of our locally produced community affairs program features a discussion between host Leticia Mendoza and Adriana Gonzalez Felix, Consul of Protection at the Mexican General Consulate of San Francisco on Labor Right’s Week happening August 31st- September 4th and their effort to educate the community on their labor rights. The consulate organizes a whole week of events where local labor organizations participate in workshops and information session on related topics. All the information sessions are free of charge to the public.

Section 3. PSA’s & NCSA’s

The following 30 second spots were aired 3Q 2015.

PSA- Ad Council- Learning and Attention Issues 8/18- 9/30 (632 times)

PSA- Ad Council- Caregiver Assistance 8/18-9/30 (94 times)

PSA- Centers for Disease Control and Prevention 9/24-9/30 (12 times)
PSA- Ad Council- Domestic Violence Prevention 8/18-9/30 (199 times)
PSA- Ad Council- Hunger Prevention 8/18-9/30 (77 times)
PSA- Ad Council- Fatherhood Involvement 8/18-9/30 (87 times)
PSA- Ad Council- Foreclosure Prevention Assistance 8/18-9/30 (105 times)
PSA- Ad Council- Don't Wait Emergency Preparedness 9/6-9/30 (86 times)
PSA- U.S Air Force 8/18-9/29 (42 times)

Section 4. Community Initiatives

A. Fiestas Patrias 2015

Initiative: In order to celebrate Mexican heritage and culture MundoMAX38 hosted one of the largest festival celebrating Hispanic heritage with the community in the Bay Area.

Event Date: Sunday September 13th, 2015

Event Description: KCNS MundoMAX38, the fastest growing Spanish-language television station for American Latinos, is celebrating the 3rd annual Fiestas Patrias, to honor Latino culture and heritage in the San Francisco Bay Area. This FREE event to the community consists of a whole day filled with live music ranging from norteño-bands to the traditional sounds of the mariachi, to cultural activities and performances, delicious food, network talent from MundoMAX. Fiestas Patrias will took place, September 13th at Guadalupe River Park in San Jose, CA starting at 11am.