

KCNS 38-TV
Quarterly Issues and Programs List
October 1 – December 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 alDia: Remind Me Soap” Broadcast on October 3rd, and repeated again October 17th, and October 24th, 2015 7:00 AM; Duration 4 minutes. This segment of our locally produced community affairs program features a collaboration with host Leticia Mendoza and Ford Warriors in Pink to create Breast Cancer Awareness for the month of October. To remember is to live. To remind you that every time you shower is a good opportunity to do breast self-examination. Warriors in Pink joined forces with Leyna Masters, a pharmaceutical professional that makes soaps in her spare time. Layna has created a natural oat base bar called the Remind Me Soap in

support of this campaign. Viewers can obtain their free Remind Me Soap on the website.

“Comunidad alDia: Covered CA Rates and Plans for 2016” Broadcast on October 10th, 2015, 7:00 AM; Duration 4 minutes. This segment of our locally produced community affairs program features a discussion between host, Leticia Mendoza and Franceska Ramos, from Covered CA. We are a few months away from the re-enrolling or registration period for health insurance through Covered CA. Franceska Ramos discusses the different rates and plans for 2016 and the new additions so that individuals can start preparing early to register.

“Comunidad alDia: Binational Health Week in October” Broadcast on October 10th, 2015 7:00 AM; Duration 4 minutes. This segment of our locally produced community affairs program features a discussion between host Leticia Mendoza and Karina Arrieta, Health Promoter on the Binational Health Week in October. For fifteen years, the Binational Health Week (BHW) has sought to respond, from a platform of equity, opportunities and health challenges that are facing Latinos in the United States and Canada. Since its inception in 2001, the Departments of Health and Foreign Affairs in Mexico have led this effort in collaboration with the Health Initiative of the Americas, and the University of Berkeley, School of Public Health. Over the years, the Ministries of Foreign Affairs of Guatemala, Honduras, Colombia, Ecuador, Peru, Venezuela, Uruguay, Brazil and several Latina America consulates have joined the expanding SBS, the program’s impact thousands of immigrants in the US and Canada.

“Comunidad alDia: Almost Everything Goes Great with Milk” Broadcast on October 10th, 2015 7:00 AM; Duration 4 minutes. This segment of our locally produced community affairs program features a discussion between host Leticia Mendoza and Manuel Villacorta, Nutritionists and Expert in Culinary Trends, and author of “Whole Body Reboot.” Many of us have heard of super foods and their benefits, but what are they real benefits? Manuel Villacorta talks about milk and he breaks down the benefits, while also providing breakfast or snack samples using milk as a way to get nutrients into the body.

“Comunidad alDia: Colds and Flus” Broadcast on October 24th, and repeated again on October 31st, and repeated again on November 7th, and November 21st, 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. Diana

Bojorquez, Pediatric at Kaiser Permanente and San Francisco Medical Center. Although the common cold and the flu have similar symptoms, they are two different conditions, and Dr. Diana Bojorquez talks about the distinction between the two of offers suggestions to avoid the cold and flu this season.

“Comunidad alDia: Consejería Virtual Para el Bienestar Emocional” Broadcast on November 28th, 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 Mexicans or Spanish-speakers living abroad. It is done through a virtual platform that allows users to connect with a psychologist or related expert through a computer, smartphone or tablet and receive assistance and/or advise to deal with their social and emotional well-being in a one-hour free session.

“Comunidad alDia: Open Enrollment for Covered CA” Broadcast on December 12th, 2015 7:00 AM; Duration 4 minutes. This segment of our locally produced community affairs program features a discussion between host Leticia Mendoza and Franceska Ramos, Spokesperson for Covered CA. The open enrollment period to renew or purchase a health insurance plan at low cost through Covered CA is here and Franceska Ramos was here to let viewers know about the early registration period for individuals who are interested in starting the new years with health insurance coverage. The deadline to have insurance starting the beginning of 2016 is December 15th, but the general open enrollment deadline is January 31st.

“Comunidad alDia: The Importance of Having Health Insurance Coverage” Broadcast on December 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 Franceska Ramos, from Covered CA. The open enrollment for Covered CA has started but many people still have a lot of questions about coverage and the importance of having a health insurance. Some individuals do now know the consequences of not having health insurance, such as penalty fees, or if they're eligible based on their immigration status, or if children of undocumented immigrants qualify. Franceska Ramos was able to answer some of the most frequently asked questions during this segment.

“Comunidad alDia: Start the New Year with Medical Coverage” Broadcast on December 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 Franceska Ramos, from Covered CA. The deadline for the open enrollment period is fast approaching; we are a month away and want to make sure we have answered all the questions that people have about the importance of health coverage. Franceska Ramos wants to remind viewers about the penalties they will have if they fail to enroll into a health insurance plan. She goes over the three ways to enroll in a plan.

B. Education

“Comunidad alDia: How to Register to Vote” Broadcast on October 3rd, and repeated again on October 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 Ronald Angeldones, Community Outreach Coordinator for the Department of Elections in San Francisco. He encourages everyone to update their information if they have recently moved, changed name or obtained their citizenship to be ready to vote for the county elections occurring in November. He goes step by step how individuals can update their information online, by mail or over the phone.

“Comunidad alDia: What you need to do if you’re pulled over by California Highway Patrol” Broadcast on October 31st, and repeated November 7th, and November 21st, 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. Officer Garcia says that many people get nervous when they get pulled over and might not be following the correct procedure when being pulled over by a highway patrol. He states that it’s important to remain calm, and always have your driver’s license and vehicle registration with you, as well as answering any questions that the officer asks with all honesty.

“Comunidad alDia: Training and Access to Technology for New Media” Broadcast on November 14th, and repeated again on December 5th, 2015 7:00 AM; Duration 4 minutes. This segment of our locally produced community affairs program features a discussion between host Leticia Mendoza and Emily Neigel from the Bay Area Video Coalition (BAVC). Bay Area Video Coalition provides training and access to emerging media technologies to producers of public media, independent artists, and young people who aspire to pursue a career in the media and other new media projects for

non-profit organizations. Emily Neigel goes into detail about the different programs offered and the different memberships available, even for low-income individuals. Most of the programs are free of charge with a few exceptions when using electronic equipment.

“Comunidad aDia: Leyes en California” Broadcast on November 28th, 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 educates our audience about their rights as workers and goes over some of the law in California 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.

“Comunidad aDia: The Best Games to Play with the Family” Broadcast on December 12th, 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 Maria Alvarez, spokesperson for Common Sense Media on the best games to play with the family, especially during the Christmas holidays. The Christmas holidays are a good excuse to use technology with the family that will create closer ties with the children. Maria Alvarez provides a list of educational applications and video games the whole family can enjoy together.

“Comunidad aDia: Common Sense Census” Broadcast on December 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 Maria Alvarez, spokesperson for Common Sense Media on the new study conducted by Common Sense Media on the use of technology in children and adolescents. The study reveals interesting results where teens spend an average of 9 hours a day using technology. Maria Alvarez breaks down how and where they use this technology and encourages parents to supervise their children when using electronic devices to make sure they are using it for beneficial purposes instead of just watching television or playing games with no educational benefit.

“Comunidad aDia: Move over Laws” Broadcast on December 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 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

“Comunidad alDia: 7 Resolutions on Media Technology for your Family” Broadcast on December 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 Maria Alvarez, spokesperson for Common Sense Media on 7 resolutions all families should have about how they use media technology in the household. Maria Alvarez provides interesting ideas about how to use technology differently and create a New Year's resolution with the family for the New Year 2016.

C. Finance

“Comunidad alDia: Mobile Application to send Money to Mexico” Broadcast October 3rd, and repeated again on October 24th, 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 Cristal Suazo from Saldo MX on a new mobile application. Thanks to technological advances we can communicate with our loved ones via phone calls, text messages, video calls and now we can even send money to our families or pay their utility and phone bills through mobile applications such as Saldo MX and Cristal Suazo gives the audience more details about an application that could benefit many immigrants who send money to their family in Mexico. This application is absolutely free of charge and it was created to have a more direct transfer to the final destination where the money is supposed to go to have the payments on bills up to date.

“Comunidad alDia: The Importance of Establishing Credit” Broadcast October 31st, and repeated again on November 7th, and November 21st, 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 Karla Henriquez from Mission Asset Fund, and she explains that credit is more than just a plastic card

in your wallet. While credit cards can be important to establish your financial history, credit itself is best represented as the confidence that your bank has on you to pay a loan back. Having a line of credit means that a bank trusts that you will pay back the money borrowed. She also discusses different ways to establish credit for people who have never had credit.

“Comunidad aDía: The Importance of Social Networking for Small Businesses”

Broadcast on December 12th, 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 Carlina Davila, Renaissance Entrepreneurship Program Instructor. For people who already own a small business but do not know how to expand it, or maybe they want to start a business and have no idea where to start, Renaissance Entrepreneurship Center is conducting business classes for interested individuals, and within these classes they will have a workshop on the importance of social networking marketing, as these tools can help promote their businesses and/or services.

“Comunidad aDía: Saldo MX a new way to make payments in Mexico” Broadcast December 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 Marco Montes, Director of Saldo MX. Saldo MX is an application that allows you to make payments to companies in Mexico, such as the electric, water, or cable companies, without abusive commissions. Its mission is to offer a reliable way to save time and money by offering a direct and transparent way to make payments from the United States to family in Mexico. The Director talks about the response of the application, the challenges that they have faced including the skepticism from the community about free products or services and how the application has grown and will continue to grow by offering micro-insurance plans in the future.

“Comunidad aDía: Richmond High Close Up Program” Broadcast December 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 Officer Ray Hernandez on Richmond High Close Up Program which encourages high school students to participate in a trip to Washington where they will be learning with first-hand experience how the government works and what it takes to make it to the federal government. Although the program has been running for 27 years,

each year they fundraise in a different way in order to raise the funds to send the students with all expenses paid. The students have created a GoFundMe page where you can make your donation and receive a tax deduction for your donation to this program.

D. Immigration

“Comunidad alDia: AB60 Driver’s License” Broadcast October 10th, at 7:00 AM; Duration 4 minutes. This segment of our locally produced community affairs program features a discussion between host Leticia Mendoza and Artemio Armenta with the Department of Motor Vehicles (DMV) 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.

“Comunidad alDia: Programa 3x1 Migrante” Broadcast October 10th, 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 Ernesto Nemer Alvarez, Sub secretary of Social and Human Development in Mexico. He came to inform the Mexican community living in the Bay Area about programs that support initiatives by Mexicans living abroad and gives them the opportunity to channel resources to Mexico, work that creates social impact and that will directly benefit their communities of origin. Individuals who have a business plan could seek their local clubs or federations who will help them get started on the program and link their contribution to federal, state and municipal governments. For every peso the individual puts toward the program, the federal, state and municipal government will match that contribution, that is why it’s called the 3x1 Migrant Program.

“Comunidad alDia: Co-autora del libro ‘Los Otros Dreamers’” Broadcast November 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 Jill Anderson, co-author of the book “The Other Dreamers.” Mrs. Anderson explains that the “other dreamers” is a collective witness to the life of the dreamers in Mexico after growing up in the United States and being deported to Mexico. She talks about the work put into the book and all the magnificent stories told from the

other side of the Dreamers whose hopes and dreams were shattered by their deportation into a country they hardly know. The proceeds of the book will go to a supporting organization.

E. Community

“Comunidad alDia: \$900K Grant for Mission Neighborhood Centers Programs”

Broadcast on October 3rd, and repeated again on October 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 Santiago (Sam) Ruiz, Executive Director of Mission Neighborhood Centers on the W.K Kellogg Foundation grant of \$900,000 for three years to Mission Neighborhood Centers. Mr. Ruiz is happy to announce that this grant will be used to help create more services for low-income Latino families in the Mission District in San Francisco. These will be used for the Head Start/Early Head Start program and he elaborates on how families could apply for these services.

“Comunidad alDia: Uplift California, An initiative to improve the environment”

Broadcast on October 17th, and repeated again on November 14th, December 5th, 2015 7:00 AM; Duration 4 minutes. This segment of our locally produced community affairs program features a discussion between host Leticia Mendoza and Alvaro S Sanchez, Director of Environmental Equity for California Uplift. Something incredible is starting in California. They are cleaning up our air, they are revitalizing our neighborhoods, and they’re creating new jobs, new investments, and healthier air. To learn more about this Alvaro Sanchez discusses what the program is, how California plans to clean the air, and how people could apply to these new jobs.

“Comunidad alDia: The Women’s Building”

Broadcast on October 17th, 2015 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 from the Women’s Building in San Francisco. Since 1971, the Centers for Women in San Francisco have been represented and guided by the belief that all women and girls have the right to a safe, happy and creative life. In 1979, the organization acquired the Women’s Building, which was one of the first community centers owned by women. This space is run by women who advocate self-determination, gender equality, and social justices and it offers various services to women in the Bay Area.

“Comunidad alDia: The Gubbio Project: Blanket Statements” Broadcast on October 31st, and repeated again on November 7th, and November 21st, 2015 7:00 AM; Duration 4 minutes. This segment of our locally produced community affairs program features a discussion between host Leticia Mendoza and Jose Lopez, Volunteer Coordinator at The Gubbio Project. The Gubbio Project is a project organized so that the homeless in the city of San Francisco can find a safe place to rest. These people can sleep and use the bathroom during the day when it’s often difficult for them to sleep in the street or authorized to use bathrooms at certain places or businesses. This project is completely voluntary and they are organizing a nice event to raise funds and support this project “Blanket Statements: A Night of Comedy W. Kamau Bell,” with DJ Cuba. The event is in December.

“Comunidad alDia: Success Story of Graduate from Renaissance Entrepreneurship Center” Broadcast on November 14th and repeated again on December 5th, 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 Tomona, a former student and graduate from Renaissance Entrepreneurship Center on how this program helped her not only to create a business plan but have this plan come to life. She is now owner of a family clinic *Clinica Temezcal* in Fremont and Renaissance Entrepreneurship offered all the assistance she needed for her business. She encourages viewers who are eager to start their own business to seek the assistance of this center.

“Comunidad alDia: The Mexican Museum Celebrates its 40th Anniversary” Broadcast on November 14th and repeated again on December 5th, 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 Andy Kluger, Chairman of the Board of Directors of the Mexican Museum in San Francisco. The Mexican Museum is celebrating their 40th anniversary with a special exhibition highlighting the life of its founder. The exhibition is called Life, Color and Culture: The Art of Peter Rodriguez. The exhibition will be open from November 19th to May 20th highlighting the major works of Peter Rodriguez, as well as allowing guests to witness the creative and unique style of the museum, and learn about its valuable contributions and cultural promotion in America.

“Comunidad alDia: Juntas Comunitarias de Mediación” Broadcast on November 28th 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.

“Comunidad alDia: Sustainable Transportation for the Environment.” Broadcast on December 12th, 2015, 7:00 AM; Duration 4 minutes. This segment of our locally produced community affairs program features a discussion between host, Leticia Mendoza and Daniel Soto from the Department of Environment in San Francisco. There are many programs and incentives to help reduce carbon emissions when we drive to work. Several organizations work together to provide benefit such as the Commuter Benefits Program, Emergency Ride Home (emergency transportation service if you rode your bike to work, they cover up to \$150), cycling and carpooling through Ride Share. All of these programs have the goal of providing residents with effective alternatives instead of driving to work.

“Comunidad alDia: Academia Latina Futbol Soccer” Broadcast on December 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 Fernando Delgado of Academia Latina Futbol Soccer, an academy for young children who are interested in soccer and who come from adverse backgrounds. The mission of this academy is to create a thriving community through discipline, soccer development, and cultural pride.

Section 3. PSA's & NCSA's

The following 30 second spots were aired 4Q 2015.

PSA- Child Refugee Crisis 10/1- 12/17 (66 times)

PSA- Ad Council- Caregiver Assistance 10/1- 12/17 (84 times)

PSA- Ad Council- Domestic Violence Prevention 10/1-12/17 (304 times)

PSA- Ad Council- Learning and Attention Issues 10/1-12/31 (1033 times)

PSA- Ad Council- Fatherhood Involvement 10/1-12/17 (83 times)

PSA- Ad Council- Foreclosure Prevention Assistance 10/1-12/17 (272 times)
PSA- Ad Council- Farmer- Hunger Prevention 10/1-12/17 (82 times)
PSA- Ad Council- Autism Awareness Month of November (13 times)
PSA- Ad Council- Emergency Preparedness 10/1-12/17 (249 times times)
PSA- The Dave Thomas Foundation for Adoption 10/1-12/17 (31 times)

Section 4. Community Initiatives

A. Día de los Muertos 2015

Initiative: In order to celebrate Mexican heritage and culture MundoMAX38, along with Estrella TV 42, hosted one of the stages for one of the biggest Día de los Muertos Festivals in the city of Oakland.

Event Date: Sunday, November 8th, 2015

Event Description: KCNS MundoMAX38, the fastest growing Spanish-language television station for American Latinos, joined forces with the Unity Council, a non-profit organization dedicated to community advocacy, social service delivery, and economic development for the Fruitvale neighborhood in Oakland, CA to bring to life one of the biggest Día de los Muertos in the Bay Area. This is the 20th anniversary celebration of this festival and MundoMAX and Estrella TV 42 hosted one of the three stages in the festival and offered local musical talents the opportunity to showcase their music during the festival. We helped promote the festival through interviews with board members of the Unity Council to make special invitations to the community via our local Community Affairs show to encourage viewers to create altars for their beloved deceased at the Fruitvale District in Oakland.