

**KCNS 38-TV**  
**Quarterly Issues and Programs List**  
**July 1 – September 30, 2017**

**Section 1. Issues**

- A. Health, Nutrition & Fitness:** Issues relating to medical conditions, healthy lifestyles and fitness
  
- B. Education:** Issues relating to education in our community
  
- C. Immigration:** Issues related to immigration reform, and programs and services that aid the immigrant community.
  
- D. Community:** Other local issues affecting the community including legislation, legal, housing, environment etc.

## Section 2. Responsive Programs

### A. Health, Nutrition & Fitness

**“Comunidad alDia: Myths and Facts about dieting”** Broadcast on July 11<sup>th</sup>, 2017 11:00 PM; Duration 4 minutes. This segment of our locally produced community affairs program features a discussion between host, Leticia Mendoza and personal trainer Carlos Zendejas on the myths and facts about diets. Some of the myths discussed are: skipping breakfast helps you lose weight, eating at night makes you gain weight, eating certain foods will help you burn fat, eating for “two” while pregnant, the less you eat, the more weight you’ll lose, exercising two hours a day will help you lose weight, vegetarians are healthier than people who eat meat, sweating excessively will help you lose fat, eating salt will make you fat, drinking water will help you lose weight.

**“Al Dia con Leticia Mendoza/Comunidad alDia: How to talk to your kids about Puberty.”** Broadcast on August 22<sup>th</sup> and August 29<sup>th</sup> 2017 11:00 PM. Duration 4 minutes. Sexual Education Expert Lupe Taylor Speaks with host Leticia Mendoza, about puberty and how to talk to your children about it. Making sure children at the appropriate age know everything they need to know about the changes in their bodies will lead to healthier, happier, and more successful kids.

**“Al Dia/Comunidad al Dia: Diabetes Hands Foundation.”** Broadcast on August 22<sup>th</sup> and August 29<sup>th</sup> 2017 11:00 PM. Duration 4 minutes. This segment of our locally produced community affairs program features a discussion between host Leticia Mendoza and Clara Saenzpardo, spokesperson for the Diabetes Hands Foundation. Today, diabetes takes more lives than breast cancer and AIDS combined, claiming the life of one American every three minutes. Diabetes is also the leading cause of blindness, kidney failure, amputations, heart failure and cardiac arrest. More than 370 million people live with diabetes in the world, and many feel alone in their struggle. However, the Diabetes Hand Foundation provides a place for support for people dealing with the disease as well as a network with people who could share this struggle

### B. Education

**“Comunidad alDia: Applications to learn how to code”** Broadcast on July 11<sup>th</sup>, 2017 11:00 PM; 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 free applications where children can learn how to code. Children easily learn how to master electronic devices and most two year olds know how to operate

a tablet. There is a new skill that is highly sought after and unknowingly practiced by many children through different games, now children can use these games to learn this skill that can potentially get them a job in the future.

**“Comunidad alDia: Tips to promote reading to our children”** Broadcast on July 18 and July 25, 2017 at 11:00 PM; 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 promote reading to our children. To transmit the value of reading to our young ones is not only a tribute to their life, but also to universal culture. Reading allows them to dream, laugh, play with reality, encourage curiosity, and share with the people around them, but it’s not always easy to inculcate reading, especially now with the new technologies that give access to a wider and visual world. Maria Alvarez shares some important tips to encourage our children to be interested in reading.

**“Al Día con Leticia Mendoza/Comunidad alDia: Epic Queen; Organization that introduces girls and women to jobs in technology.”** Broadcast on August 22<sup>nd</sup> and August 29<sup>th</sup> 11:00 PM; Duration 4 minutes. This segment of our locally produced community affairs program features a segment by Leticia Mendoza and Loren Casillas the spokesperson for Epic Queen. This organization focuses on introducing technology and tech jobs to young girls and women. She explained the different career fields women can explore in technology and the importance of getting an education.

**“Al Dia con Leticia Mendoza/Comunidad alDia: Back to School Tips for Parents.”** Broadcast September 5<sup>th</sup> and September 12<sup>th</sup> 2017 11PM. Duration 4 minutes. Dr. Jose Gonzalez ED, Principal at Mt. Pleasant Elementary School in San Jose, discusses with host Leticia Mendoza, the importance of creating a specific routine now that children are back in school, including enough sleep, adequate diet and free time to relax. Dr. Gonzalez also explains how important it is for parents to be involved with school activities, teachers and homework, in order to improve their children’s success in school.

**“Al Dia con Leticia Mendoza/Comunidad alDia: Importance of School Attendance.”** Broadcast September 5<sup>th</sup> and September 12<sup>th</sup>, 2017 11PM. Duration 4 minutes. Many parents allow their kids to skip school often without any substantial excuse. Dr. Jose Gonzalez ED, Principal at Mt. Pleasant Elementary School in San Jose, discusses with host Leticia Mendoza, how deeply this could affect a child’s learning experience and their future.

**“Al Dia con Leticia Mendoza/Comunidad alDia: STEAM Academy Program.”** Broadcast September 5<sup>th</sup> and September 12<sup>th</sup> 2017 11PM. Duration 4 minutes. The STEAM Academy Program has been implemented in some public schools and Dr. Jose Gonzalez ED, Principal at Mt. Pleasant Elementary School in San Jose, discusses with host Leticia Mendoza, all the benefits from this program that encourages kids to pursue a career in Sciences, Technology, Engineering, Art and/or Mathematics.

**“Al Dia con Leticia Mendoza/Comunidad alDia: Bullying-what it is, how to prevent it, how to stop it.”** September 5<sup>th</sup> and September 12<sup>th</sup>, 2017 11PM. Duration 4 minutes. Bullying is tremendously affecting our young community; in some cases it is so severe that a kid could even take his/her own life. Dr. Jose Gonzalez ED, Principal at Mt. Pleasant Elementary School in San Jose, discusses with host Leticia Mendoza, the signs that parents need to look for to make sure they protect their children from bullying, and how to deal with it if it is happening.

### C. Immigration

**Al Día con Leticia Mendoza/ Comunidad alDia: Labor Rights Week at the Mexican Consulate.”** Broadcast on August 29<sup>th</sup>, 2017 11:00 PM. Duration 4 minutes. In our efforts to educate our community about their labor rights, despite their immigration status, host Leticia Mendoza talks about the Labor Rights Week conducted by the Mexican Consulates nationwide. During these free workshops, people have access to resources and information about their rights while working in the United States.

### D. Community

**“Comunidad alDia: Services offered by the Alzheimer’s Association”** Broadcast on July 11th, 2017, 11:00 PM; Duration 4 minutes. This segment of our locally produced community affairs program features a segment by Leticia Mendoza and Sandra Green, Care Specialist of the Alzheimer’s Association. Latinos face a higher risk of developing Alzheimer’s disease. The risk of developing Alzheimer’s disease in Latinos is 1.5 times higher than in non-Hispanic whites, according to the report FACTS and statistics on Alzheimer’s disease 2010 Alzheimer’s Association. There are currently 200,000 Latinos affected by Alzheimer’s, and it is estimated that the figure will increase to 1.3 million by 2050.

**“Comunidad alDia: Casa de las Madres an organization that helps domestic violence victims”** Broadcast on July 11<sup>th</sup>, July 18<sup>th</sup> and July 25, 2017 11:00 PM; Duration 4 minutes. This segment of our locally produced community affairs program features a discussion

between host Leticia Mendoza and Rosanna Figueroa, spokesperson for Casa de las Madres. Nearly 3 out of 4 Americans know someone who is or has been a victim of domestic violence. This means that over 220 million of us are connected to someone affected by this. For 35 years La Casa de las Madres have been serving the San Francisco Bay to ensure that silence within our community is not an option when it comes to domestic violence. We need to talk about it. We need our community to know that there are organizations like Casa de las Madres ready to support and assist victims.

### Section 3. PSA's & NCSA's

**The following PSAs were aired 3Q 2017.**

Alcoholics Anonymous 7/1-9/30 (12 times)  
Alzheimer's Prevention 7/1-9/30 (12 times)  
Ad Council CommonCoreWorks.org 7/1-9/30 (12 times)  
Ad Council Conversacion Matematicas 7/1-9/30 (12 times)  
AlertaFraudeDeHipoteca.org 7/1-9/30 (12 times)  
Ad Council Keep America Beautiful (recicla) 7/1-9/30 (12 times)  
National Park Services 7/1-9/30 (12 times)  
Ad Council PodriaTenerPreDiabetes.org 7/1-9/30 (12 times)  
Ad Council Seat Belt Safety 7/1-9/30 (12 times)  
VidaSinDrogas.org 7/1-9/30 (24 times)  
Fiesta Toda la Noche 7/1-9/30 (12 times)  
Prediabetes test 7/1-9/30 (12 times)  
VidaSinDrogas.org 7/1-9/30 (12 times)