

**ISSUES-PROGRAMS REPORT  
FOR  
STATION KMCC-TV LAUGHLIN, NV**

**1<sup>st</sup> QUARTER 2017  
(Jan 1<sup>st</sup> through March 31<sup>th</sup>)**

**ISSUES OF CONCERN TO LAUGHLIN, NV**

**ADDRESSED DURING 1<sup>st</sup> QUARTER 2017**

**KMCC**

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| <b>1. Nutrition, Food and Healthy Living</b>     | Information about food safety and & health services  |
| <b>2. Community Service</b>                      | Information about community services from a variety of local and national community service agencies |
| <b>3. Elder Associations; Financial Advocacy</b> | Information and advocacy of education, financial and elderly associations                            |

**ISSUES OF CONCERN TO LAUGHLIN, NV**  
**ADDRESSED DURING 1<sup>st</sup> QUARTER 2017**  
**KMCC, LAUGHLIN, NV**

**ISSUE: NUTRITION, FOOD and HEALTHY LIVING**

**Sober Mom and Healthier Babies**

30-Second Announcement

This animated announcement is to educate the community of the problem of drug and alcohol abuse by pregnant women. Presented in Spanish, it is a montage of a pregnant woman with objects of abuse; it changes with arm reaching out for the pregnant woman and other positive images. Then offers a website and phone number where one can turn for information. This message aired approximately 38 times during the quarter.

**Immunize Nevada**

(2) 30-Second Announcements

These two spots feature each information directed toward both children and adults. The footage in the spots for children has parents and children getting vaccinated for the flu season. The second spot has adults being ill with the flu and getting vaccinated. Both inform the public of the health risks having the flu can bring.

**Mental Health Condition #Stigmafree**

30-Second Announcement

This spot informs to change the rhetoric of mental health in the community at large. Actress Mayim Bialik is featured and urges the community to seek information on mental health to change attitudes and stereotypes of it. Local organizations are featured at the end where more information on mental health can be found.

**Mental Health Month Promotion**

30-Second Announcement

This message promotes Mental Health Month by promoting the opportunity to seek help for those who suffer from depression. The spot shows a person suffering from depression but is helped by other people. It ends with a number where anyone could call for help.

## **ISSUE: COMMUNITY SERVICE AND SAFETY**

### **Cribs For Kids**

This 30-second spot warns parents of not sleeping with kids in adult beds, chairs or sofas. It strongly suggests for infants to sleep in cribs. If the public needs help it gives information at the end of the spot where they can contact state agencies with a phone number and website.

### **Miracle Flights**

The spot informs public of Miracle Flights, an organization that helps children with special care needs to be flown around the U.S. for medical treatment. The spot features University of Nevada, Las Vegas basketball coach Marvin Mendes along with a patient who was helped by the organization. The spot is 30 seconds in length.

### **Girl Scouts' "It's Never Too Late"**

This 30 second spot exemplifies the achievements of what the Girl Scouts organization do in the community. It explains it is more than "camping or selling cookies" by showing positive images of young girls in activities within the community.

### **Mock Interviews at Northwest Career & Technical Academy**

February 17<sup>th</sup>, 8am-1pm: Station Manager participated in mock interviews to prepare students of NWCTA's journalism and media department. Set up as a panel interview, students were critique on resume writing, dressing for interviews, types of classes and community services that would be beneficial in furthering their careers. Approximately 50 students participated.

### **Missions of Faith Book Signing**

March 10<sup>th</sup> and 11<sup>th</sup>, various times. The non-profit religious group, Missions of Faith, held a book signing to promote their new book. "Faith Is: Inspiring Stories from Las Vegas Chaplains". Any profits from the event was given to a local charity. We ran up to 200 PSAs on the event. Up to 150 people attended between the two days.

### **Shriners Health Fair**

March 25<sup>th</sup>, 11am-4pm. In conjunction with the Boulevard Mall, KMCC ran PSAs to inform the community of the Shriner's Health Fair, in which, if an appointment is made, Shriner's doctors would give free exams to children for different disabilities or diseases. The fair also included checking of car seats and children id kits were given out. Approximately 500 people attended.

## **Outside Las Vegas Foundation**

### 30-Second Announcement

This 30 second spot promotes “Get Outdoors Nevada Day”. The campaign promotes outdoor activities for the community and influences families to discover local parks. The spot informs of the activities for the entire family at local parks.

## **FEMA Flood Smart**

### 30-Second Announcement

Flooding and protecting property is highlighted in this 30 second announcement. The animated piece has a house that is damaged by rain and flooding. A family rebuilds it afterward. The information projected is of flood risk and safety. It directs community to [floodsmart.gov/always](http://floodsmart.gov/always) for more information.

## **ISSUE: ELDER ASSOCIATIONS, EDUCATION AND LOAN EDUCATION ADVOCACY**

### **AARP “Take Care of the One Who Took Care of You”**

#### (2) 30-Second Announcements

These two PSA’s encompass the issue of the elderly. Both spots are divided showing the earlier generation at first then the younger generation in the second half with an older version of the former. The first entitled “Spoon” has a father at the table trying to make his young daughter eat. It ends with the daughter now mature, trying to make her father who is now elderly eat. With the same structure, the second has a mother with her young daughter drying her after taking a bath; it ends with the young daughter now mature along with her elderly mother.