



KSCA 101.9 FM FCC 3rd Quarter PSA Report: JUL - SEPT 2016

he following is a listing of some of the significant issues responded to by KSCA 101. FM, Glendale CA, along with the most significant programming treatment of those issues for the period of July 1, 2016 to September 30, 2016. The listing is by no means is exhaustive. The order in which issues appear does not reflect any priority or significance.

Description of ISSUE	PROGRAM/ SEGMENT	DATE	TIME	DURATION	Narration of Type and Description of Program/Segment
OPERATION PROGRESS	PSA OPERATION PROGRESS	SEE ATTACHED	5AM	25MIN	Representatives from, Operation Progress, a Non Profit Organization discussed how they work with LAPD officers to help children succeed in their education. The LAPD officers are the students mentors and help them with their school work and show them how to continue to college.
ATTENTION ISSUES	PSA ATTENTION	SEE ATTACHED	SEE ATTACHED	:30sec	Purpose of campaign by the Ad Council and Understood.org discuss that One in five children in your community struggles with dyslexia, ADHD, or other learning and attention issues. This PSA helps people discover Understood.org, a free resource created to empower parents of kids with learning and attention issues.
FINISHING YOUR DIPLOMA	PSA DIPLOMA	SEE ATTACHED	SEE ATTACHED	:30sec	Purpose of campaign by the Ad Council and the Dollar General Literacy Foundation celebrate adult learners and reinforce the idea that no one does it alone. Since 2010, FinishYourDiploma.org has connected more than 800,000 people with free adult education classes to help them earn their high school equivalency.

AMERICAN DIABETES ASSOCIATION	PSA PREDIABETES	SEE ATTACHED	SEE ATTACHED	:30sec	Purpose of campaign by the Ad Council and the American Diabetes Association discuss more than 1 in 3 people have prediabetes and are at high risk of developing type 2 diabetes, a serious health condition that can lead to heart attack and stroke. This campaign encourages people to learn their risk of type 2 diabetes by taking a short online test at the campaign website, which also features information on prediabetes as well as lifestyle programs and tips to help people reverse their risk.
ST. JUDE	PSA STJUDEWALK	SEE ATTACHED	SEE ATTACHED	:30sec	Join the fight on Sept. 24 in one of nearly 60 communities across the country to help St. Jude Children's Research Hospital reach a day when no child dies from cancer. Visit stjude.org/walkrun to sign up as a St. Jude Hero for the St. Jude Walk/Run to End Childhood Cancer.
GLAUCOMA	ICF Glaucoma	SEE ATTACHED	5AM	25MIN	A representative from ICF Glaucoma spoke about how Glaucoma can effect our vision and how important it is to get your eyes checked. Also discussed if there are any steps to prevent Glaucoma and if there any signs to look out for.
DIABETES	BMF Morning Show	7/27/2016	6:20AM	20 mins	Health tips with Doctor Daniel Linares Family Practice: "Diabetes"
AMERICAN RED CROSS	PSA RED CROSS	SEE ATTACHED	SEE ATTACHED	:30sec	Purpose of campaign by the American Red Cross discuss the importance of preparing your family and loved ones for any natural disaster. The examples they discuss are the earthquakes in Italy, fires in California and the floods in Louisiana. They share their website PrepareSoCal.org where they can get ideas on how to be prepared for any natural disaster.
TEXTING & DRIVING	PSA TEXT&DRIVE	SEE ATTACHED	SEE ATTACHED	:30sec	Purpose of campaign by the Ad Council and the National Highway Traffic Safety Administration raise awareness as to why people should not be texting and driving. In fact, 25% of teens respond to a text message once or more every time they drive. It reminds young adults 16-34 that being special in all other aspects of their lives does not make them special enough to text and drive.

FEMA	PSA - PRE EMERGENCY	SEE ATTACHED	SEE ATTACHED	:30sec	Purpose of campaign by the Ad Council and the Federal Emergency Management Agency (FEMA) to prepare American families for an effective response to whatever natural or man-made disaster may come next. IT encourages Americans to talk to their loved ones and make a plan that's shared with all family members.
IMMIGRATION	BMF Morning Show	7/19/2016	6:20AM	20 mins	Help on Immigration Services with free consultation to our listeners with an Immigration lawyer on our studio
ELECTIONS 2016	BMF Morning Show	7/28/2016	6:00AM	5 mins	The importance of your Vote & motivation to go out and vote
MAGNOLIA PUBLIC SCHOOLS	PSA MAGNOLIA PUBLIC SCHOOL	SEE ATTACHED	5AM	25MIN	A representative from Magnolia Public Schools discussed their mission of providing a college preparatory educational program emphasizing Science, Technology, Engineering, Arts and Mathematics in a safe environment that cultivates respect for self and others. They also discussed their involvement in civic engagement and invited the community to their Voter Registration Drive on September 27, 2016 which was National Voter Registration Day.
VOTA POR TU AMERICA	PSA VOTAPORTU AMERICA	SEE ATTACHED	SEE ATTACHED	:30sec	Purpose of this public service announcement was to inform, encourage and to help our community to register to vote and to learn about Univision's campaign "Vota Por Tu America" where people are able to vote on TuAmerica.com.
ELECTIONS 2016	BMF Morning Show	7/29/2016	7:05AM	5 mins	The importance of your Vote & motivation to go out and vote with an Expert: Javier Maza Politic

ELECTIONS 2016	BMF Morning Show	9/27/2016	8:20AM	20 mins	The importance of your Vote & motivation to go out and vote we had reps from Republicans and Democrats
FEEDING AMERICA	PSA FEEDING AMERICA	SEE ATTACHED	SEE ATTACHED	30sec	Purpose of campaign by the Ad Council and the Feeding America Agency is to educate people that there are 16 million children in the United States who are in starvation or homeless and how people can help them by visiting www.feedingamerica.org/espanol .