

## Rincon Broadcasting LLC

Station Call Letters: KFYZ, KSBL, KTMS, KTYD  
1<sup>st</sup> Quarter 2013  
Public Affairs Log - Public Service Announcements  
Prepared By: Marissa Garcia

Program Name/Segment: "Feed The Pig"

Issue & Programs: Rotation

Issue Addressed: Financial literacy

Date: January-March

Rotation Duration: 2x 60 Seconds

Statistics demonstrate that Americans ages 25-34 have financial behaviors that tend toward debt accumulation, and this is happening during a period of milestone events such as getting married, having children and caring for aging parents. The Feed the Pig campaign aims to empower this group to take charge of their personal finances by living within their means and saving for long-term financial security.

Program Name/Segment: "Pep Talks"

Issue & Programs: Rotation

Issue Addressed: GED Achievement

Date: January-March

Rotation Duration: 2x 60 Seconds

Data shows that students who drop out of high school tend to earn less and have a lower quality of life. While they know they need to get their GED diploma, what they really need are simple directions on how to get started.

Program Name/Segment: "High School Dropout Prevention"

Issue & Programs: Rotation

Issue Addressed: High school student dropout

Date: January-March

Rotation Duration: 2x 60 Seconds

Each school day, 7,000 young men and women give up on their high school education and, in many cases, on themselves. The campaign's goal is to raise awareness of the dropout crisis and provide people with ways they can support teens in their community stay in school and graduate. The campaign also includes a component focused around the issue of student attendance.

Program Name/Segment: "Book People Unite"

Issue & Programs: Rotation

Issue Addressed: Reading

## Rincon Broadcasting LLC

Station Call Letters: KFYZ, KSBL, KTMS, KTYD  
1st Quarter 2013  
Public Affairs Log - Public Service Announcements  
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Date: January-March

Rotation Duration: 2x 60 Seconds

Research shows that success in school and life starts with literacy. When children become good readers in the early grades, they are more likely to become better learners throughout their school years and beyond. In an effort to communicate to parents the importance of reading to their school-aged children, the Ad Council teamed up with Reading is Fundamental (RIF), the nation's largest non-profit children's literacy organization to create a new national public service advertising campaign "Book People Unite"

Program Name/Segment: "A Mind Is A Terrible Thing To Waste"

Issue & Programs: Rotation

Issue Addressed: Supporting minority education

Date: January-March

Rotation Duration: 2x 60 Seconds

By highlighting the leadership and accomplishments of important African Americans, this campaign asks potential donors to consider the impact of minority education on their own lives. UNCF encourages all individuals to support educational opportunities for minority youth today so we do not miss out on the next big idea tomorrow, because, "a mind is a terrible thing to waste."

Program Name/Segment: "Adoption From Foster Care"

Issue & Programs: Rotation

Issue Addressed: Permanent homes for foster children

Date: January-March

Rotation Duration: 2x 60 Seconds

There are 104,000 children currently in the foster care system waiting for a family. This campaign aims to significantly increase the awareness of the urgent need for parents to provide loving, permanent homes for these children.

Program Name/Segment: "Together, let's help each other better care for ourselves and the ones we love"

Issue & Programs: Rotation

Issue Addressed: Caregiver assistance

Date: January-March

Rotation Duration: 2x 60 Seconds

In 2009, 42.1 million caregivers in the U.S. provided an estimated \$450 billion worth of unpaid care to aging relatives and friends. Approximately 3

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1<sup>st</sup> Quarter 2013  
Public Affairs Log - Public Service Announcements  
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out of 4 bomber caregivers describe the task of providing care to an older adult as difficult and many feel they need more help or information, but don't know where to turn for the support. This new campaign emphasizes the resources available and concludes with the tagline, "Together, let's help each other better care for ourselves and the ones we love."

Program Name/Segment: "Community Engagement"

Issue & Programs: Rotation

Issue Addressed: United Way

Date: January-March

Rotation Duration: 2x 60 Seconds

The Community Engagement campaign works to motivate and inspire people from all walks of life to get engaged and become a partner with United Way in the efforts to advance the common good.

Program Name/Segment: "Discovering Nature"

Issue & Programs: Rotation

Issue Addressed: Time children spend outdoors

Date: January-March

Rotation Duration: 2x 60 Seconds

The time U.S. children spend outdoors has declined 50% in the past 20 years. However, there are many benefits to kids who spend time out in nature. Time spent in nature gives kids the ability to explore, use their imaginations, and engage in unstructured and adventurous play. This campaign aims to inspire tween and their parents to discover the joy of exploring nature, develop a love for the land and ultimately to understand the importance of conservation.

Program Name/Segment: "Saving Energy Saves You Money"

Issue & Programs: Rotation

Issue Addressed: Energy Efficiency

Date: January-March

Rotation Duration: 2x 60 Seconds

Energy use is on the rise around the world. The Energy Efficiency campaign aims to reach practical homeowners who are looking for ways to save money and demonstrate the long term savings of energy efficient actions in the home. The campaign calls out that "Saving Energy Saves You Money" and directs viewers to EnergySaver.gov to find energy efficient actions they can take in their homes.

## Rincon Broadcasting LLC

Station Call Letters: KFYZ, KSBL, KTMS, KTYD  
1<sup>st</sup> Quarter 2013  
Public Affairs Log - Public Service Announcements  
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Program Name/Segment: "Fatherhood Involvement"

Issue & Programs: Rotation

Issue Addressed: Importance of a father in a child's life

Date: January-March

Rotation Duration: 2x 60 Seconds

Eighty-Six percent of dads spend more time with their children today than their own fathers did with them. However, a majority of dads (7 out of 10) also reported that they could use tips on how to be a better parent. The campaign communicates to fathers that their presence is essential to their children's well-being and encourage dads to play an active role in their children's lives.

Program Name/Segment: "Foreclosure Rescue Scam Prevention"

Issue & Programs: Rotation

Issue Addressed: Home foreclosure

Date: January-March

Rotation Duration: 2x 60 Seconds

An estimated 4 million home are at imminent risk of foreclosure this year. The problem is no longer confined to certain populations or neighborhoods, but will affect all of us-either directly or indirectly-regardless of community, ethnicity, and income level. With economical downturn, embarrassment is no longer the biggest barrier that homeowners face-clear direction on where to go for help is.

Program Name/Segment: "Feeding America"

Issue & Programs: Rotation

Issue Addressed: Hunger prevention

Date: January-March

Rotation Duration: 2x 60 Seconds

Hunger is a reality for 1 in 6 Americans, including millions of children, seniors and working families. Yet even with the recent economic downturn, many people still separate themselves from the domestic hunger issue with inaccurate stereotypes. Combating stereotypes about who is hungry in America, these PSAs highlight the fact that hunger is closer than we all think, but fortunately, so is the solution.

Program Name/Segment: "Making Home Affordable"

Issue & Programs: Rotation

## Rincon Broadcasting LLC

Station Call Letters: KFYZ, KSBL, KTMS, KTYD  
1<sup>st</sup> Quarter 2013  
Public Affairs Log - Public Service Announcements  
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Issue Addressed: Resources for struggling homeowners

Date: January-March

Rotation Duration: 2x 60 Seconds

Nearly 4 million Americans are more than 60 days behind on their mortgage, and countless others are only a paycheck away from missing a mortgage payment. The campaign directs homeowners to the program website, Making Home Affordable.gov an online resource for struggling homeowners to learn about options other than foreclosure.

Program Name/Segment: "Save The Children"

Issue & Programs: Rotation

Issue Addressed: Newborn and child survival

Date: January-March

Rotation Duration: 2x 60 Seconds

Every year, around 7 million children in the developing world die of largely preventable or treatable illnesses before reaching age five. These children live in marginalized areas which lack access to complete healthcare. The bridge to such care is the local health worker, who is selected from within the community and trained to assess, classify, and treat, or refer children with signs of infection, disease, and other life-threatening conditions. By providing support to these workers, Americans can become part of the solution to newborn and child survival in the developing world.

Program Name/Segment: "The Shelter Pet Project"

Issue & Programs: Rotation

Issue Addressed: Shelter pet adoption

Date: January-March

Rotation Duration: 2x 60 Seconds

Pet adoption has increased since 2009, despite adverse economic conditions. The percentage of dogs and cats in homes who were adopted from shelters and rescue groups has risen from 27% to 29% in the last two years, while the number of healthy and treatable pets losing their lives for lack of a home had dropped from 3 million to 2.7 million. Bringing that number all the way to zero is the goal of "The Shelter Pet Project," which aims to encourage millions of pet lovers to make shelters the first choice and desired way for acquiring companion animals.

Program Name/Segment: "Wildfire Prevention"

Issue & Programs: Rotation

Issue Addressed: Wildfire prevention

## Rincon Broadcasting LLC

Station Call Letters: KFYZ, KSBL, KTMS, KTYD  
1<sup>st</sup> Quarter 2013  
Public Affairs Log - Public Service Announcements  
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Date: January-March

Rotation Duration: 2x 60 Seconds

The principal causes of human-caused wildfires are unattended campfires, trash burning on windy days, improperly discarding BBQ coals, and equipment operated without arrestors. This campaign is designed to increase public awareness and prevention of wildfires by asking people to take personal responsibility for practicing good fire safety habits and speaking up if they see someone in danger of causing a wildfire.

Program Name/Segment: "Autism Speaks"

Issue & Programs: Rotation

Issue Addressed: Autism awareness

Date: January-March

Rotation Duration: 2x 60 Seconds

Autism is the nation's fastest-growing serious developmental disorder, with 1 in 88 children diagnosed each year. This campaign aims to raise awareness of and increase parental knowledge about autism, and to empower parents to take action if their child is not meeting certain developmental milestones.

Program Name/Segment: "Childhood Asthma"

Issue & Programs: Rotation

Issue Addressed: Childhood asthma

Date: January-March

Rotation Duration: 2x 60 Seconds

Nearly 13 million American children miss school days each year due to asthma. The campaign encourages parents to learn simple tips on how to eliminate asthma triggers and prevent asthma attacks by visiting [NoAttacks.org](http://NoAttacks.org)

Program Name/Segment: "search We Can! online"

Issue & Programs: Rotation

Issue Addressed: Childhood obesity prevention

Date: January-March

Rotation Duration: 2x 60 Seconds

Today, nearly 1 in 3 children in America are overweight or obese, and overweight youth are at greater risk for numerous health consequences. A series of PSAs encourages American families everywhere to learn to stay healthy by making family time healthy time.

## Rincon Broadcasting LLC

Station Call Letters: KFYZ, KSBL, KTMS, KTYD  
1<sup>st</sup> Quarter 2013  
Public Affairs Log - Public Service Announcements  
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Program Name/Segment: "Children's Oral Health"

Issue & Programs: Rotation

Issue Addressed: Importance of a child's oral health

Date: January-March

Rotation Duration: 2x 60 Seconds

Dental decay is the single most common chronic disease of childhood, with 16.5 million children suffering from untreated tooth decay. The mouth is the gateway to a person's overall health and an unhealthy mouth can be associated with obesity, diabetes and even heart disease. The Children's Oral Health campaign aims to improve children's oral health by educating parents and caregivers about behaviors through simple, low-cost, preventive strategies.

Program Name/Segment: "Food Safe Families"

Issue & Programs: Rotation

Issue Addressed: Food Safety Education

Date: January-March

Rotation Duration: 2x 60 Seconds

The Centers for Disease Control and Prevention (CDC) estimates that 48 million Americans (1 in 6) will get food poisoning each year, resulting in roughly 128,000 hospitalizations and 3,000 deaths. The English and Spanish Food Safe Families PSAs feature specific food handling steps, communicate the risk of food poisoning, and encourage parents and caregivers to help protect their families from food poisoning by checking their food safety steps at [FoodSafety.gov](http://FoodSafety.gov).

Program Name/Segment: "Stroke Awareness"

Issue & Programs: Rotation

Issue Addressed: Stroke awareness

Date: January-March

Rotation Duration: 2x 60 Seconds

The goal of this PSA campaign is to increase immediate stroke recognition and response (call 9-1-1) among potential victims and bystanders by showing the many things body language can tell a person, such as the often subtle signs of a stroke. The campaign uses the acronym F.A.S.T. (F=Face drooping, A=Arm weakness, S=Speech difficulty, T=Time to call 911) to educate audiences on the importance of recognizing and calling 9-1-1 at the first signs of a stroke.

## Rincon Broadcasting LLC

Station Call Letters: KFYZ, KSBL, KTMS, KTYD  
1<sup>st</sup> Quarter 2013  
Public Affairs Log - Public Service Announcements  
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Program Name/Segment: "Unplanned Pregnancy Prevention"

Issue & Programs: Rotation

Issue Addressed: Unplanned pregnancy

Date: January-March

Rotation Duration: 2x 60 Seconds

Young unmarried women in the United States ages 18-29 report that more than 7 in 10 of their pregnancies are unplanned-one of the highest levels in the entire developed world. The significant consequences of unplanned pregnancy include fewer opportunities to complete education or achieve other life goals; more health risks for mother and child; lower likelihood of stable families; and higher likelihood of poverty. This campaign aims to reduce high rates of unplanned pregnancy in the U.S. by encouraging unmarried young women (18 to 24) to find the best method of birth control for them, and use it more carefully and consistently.

Program Name/Segment: "Veteran's Mental Health"

Issue & Programs: Rotation

Issue Addressed: Decrease depression and PTSD

Date: January-March

Rotation Duration: 2x 60 Seconds

The mental health consequences of combat threaten to overwhelm a new generation of veterans. This campaign targets the 2.5 million veterans who have served, or are serving, in Iraq and Afghanistan. The campaign is designed to decrease the depression and PTSD-related outcomes by offering an online community for veterans where they can share experiences in a safe forum and access critical resources to ease the transition home.

Program Name/Segment: "Buzzed Driving"

Issue & Programs: Rotation

Issue Addressed: Buzzed driving prevention

Date: January-March

Rotation Duration: 2x 60 Seconds

Many people believe that their driving is not impaired if they only consume a few drinks. In 2010, over 10,000 people were killed in alcohol-related crashes with a driver having a BAC of .08 or higher. The purpose of this campaign is to inspire dialogue on and recognition of the dangers of "buzzed driving."

Program Name/Segment: "Bullying Prevention"



## Rincon Broadcasting LLC

Station Call Letters: KFYZ, KSBL, KTMS, KTYD  
1<sup>st</sup> Quarter 2013  
Public Affairs Log - Public Service Announcements  
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Issue & Programs: Rotation

Issue Addressed: Bullying

Date: January-March

Rotation Duration: 2x 60 Seconds

More than 80% of high school students in the U.S. report that they witness bullying at least once a week. Research shows that when parents talk to their kids about bullying, their children are more likely to take action to stop bullying. The objective of this campaign is to raise awareness about the seriousness of bullying, and encourage parents to talk to their children about the safe steps they can take to be more than a bystander in a bullying situation, like tell a trusted adult or help the person being bullied get away from the situation.

Program Name/Segment: "Child Passenger Safety"

Issue & Programs: Rotation

Issue Addressed: Child passenger safety

Date: January-March

Rotation Duration: 2x 60 Seconds

In 2010, on average, almost 2 children (age 12 and younger in a passenger vehicle) were killed and 325 children were injured in motor vehicle traffic crashes each day. The fatality rate could be reduced by about half if the correct child safety seats were always used. This new campaign urges parents and caregivers to make sure they have their child in the right car seat.

Program Name/Segment: "Dating Abuse Prevention"

Issue & Programs: Rotation

Issue Addressed: Teen dating abuse

Date: January-March

Rotation Duration: 2x 60 Seconds

Unfortunately, many teens experience abuse and violence in their young relationships, and digital dating abuse is increasingly becoming a serious problem unique to this millennial generation of teens. In an effort to prevent teen dating abuse, this campaign helps teens acknowledge that controlling behavior online or by cell phone can be forms of abuse and encourages teens to draw their own line about is, or is not, acceptable relationship behavior.

Program Name/Segment: "The Ready Campaign"

Issue & Programs: Rotation

Issue Addressed: Emergency preparedness

## Rincon Broadcasting LLC

Station Call Letters: KFYZ, KSBL, KTMS, KTYD  
1st Quarter 2013  
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Date: January-March

Rotation Duration: 2x 60 Seconds

The Ready Campaign recommends taking four steps toward preparedness: 1) get an emergency supply kit; 2) make a family emergency plan, 3) be informed about the different types of emergencies that could occur and their preparedness.

Program Name/Segment: "The Ready Business Campaign"

Issue & Programs: Rotation

Issue Addressed: Emergency preparedness-Business

Date: January-March

Rotation Duration: 2x 60 Seconds

The Ready Business Campaign encourages small business owners and managers to reduce their risk of losing their business after a disaster by taking steps to prepare and plan for an emergency.

Program Name/Segment: "Gay and Lesbian Bullying Prevention"

Issue & Programs: Rotation

Issue Addressed: Gay and Lesbian Bullying Prevention

Date: January-March

Rotation Duration: 2x 60 Seconds

The campaign's goal is to reduce and prevent the use of homophobic language in an effort to create a more positive environment for lesbian, gay, bisexual and transgender (LGBT) teens. The PSAs are designed to raise awareness among straight teens about the prevalence and consequences of anti-LGBT bias and behavior in America's schools.

Program Name/Segment: "Hurricane Sandy Relief"

Issue & Programs: Rotation

Issue Addressed: Hurricane Sandy relief

Date: January-March

Rotation Duration: 2x 60 Seconds

In response to the devastation brought by Hurricane Sandy, the Ad Council launched a campaign to encourage Americans to make financial contributions to organizations conducting relief operations.

# Public Affairs Programming Log

Station Call Letters: KFYZ-FM  
 1st Quarter 2013 March  
 Prepared By: Peter Bie

Program Name/Segment In The Public Interest	Date 3-24-13 Time 6:00am Duration 30 mins	Program Format/Content Description – Please Be Specific- Discussion with Dennis Wadley, Executive Director of Bridges of Hope International (Santa Barbara), on the organization’s work in Africa to help bring inexpensive clean water wells and sanitary facilities to villages far from the major cities.
Issue Addressed- International Relations, Non- Governmental Agencies, Relief Work		
Program Name/Segment In The Public Interest	Date 3-31-13 Time 6:00am Duration 30 mins	Program Format/Content Description – Please Be Specific Discussion with Executive Dir. of Girl’s Inc., Carpinteria on “the myth of the perfect girl” and how young girls and teens are often be led to believe that they must look and act and achieve a certain status in order to be accepted by peers, adults and eventually the workplace.
Issue Addressed- Young Girls, Body Image		
Program Name/Segment	Date Time 6:00am Duration 30 mins	Program Format/Content Description – Please Be Specific
Issue Addressed-		

# Public Affairs Programming Log

Station Call Letters: KFYZ-FM  
 1st Quarter 2013 (March)  
 Prepared By: Peter Bie

Program Name/Segment In The Public Interest	Date 3-3-13 Time 6:00am Duration 30 mins	Program Format/Content Description – Please Be Specific- Discussion with CHP Public Information Officer on the safety issue of teens and distracted driving, including texting , talking on a cell phone, listening to music with earphones, listening to loud music on the radio or talking with other teens in the vehicle.
Issue Addressed- Teens and Driving, Vehicle Safety		
Program Name/Segment In The Public Interest	Date 3-10-13 Time 6:00am Duration 30 mins	Program Format/Content Description – Please Be Specific Discussion with representatives from Alzheimer’s Association and Casa Dorinda on navigating the labyrinth of elder care and how it affects both the patient and the caregiver.
Issue Addressed- Elder Care, Health and Welfare Issues		
Program Name/Segment In The Public Interest	Date 3-17-13 Time 6:00am Duration 30 mins	Program Format/Content Description – Please Be Specific Discussion with representatives from the Red Cross, Cottage Hospital and fire and police agencies on the need for “being prepared” in the event of an emergency, such as fire or earthquake that may require individuals and families to be “on their own” for up to seven days.
Issue Addressed- Emergency Preparation		

# Public Affairs Programming Log

Station Call Letters: KFYZ-FM  
 1st Quarter 2013 (February)  
 Prepared By: Peter Bie  
 Page 1

Program Name/Segment In The Public Interest  Issue Addressed- Substance Abuse, Women's Issues, Child Welfare	Date 02-03-13 Time 6:00am Duration 30 mins	Program Format/Content Description - Please Be Specific-  Discussion with executive director and development director of Casa Serena, a Santa Barbara residential drug treatment program for women and for mothers with children.
Program Name/Segment In The Public Interest  Issue Addressed- Housing, Urban Development	Date 02-10-13 Time 6:00am Duration 30 mins	Program Format/Content Description - Please Be Specific  Discussion with city planner and an architect on the new theory of building housing that provides for a "caring and sharing" place for residents of the community.
Program Name/Segment In The Public Interest  Issue Addressed-	Date 02-17-13 Time 6:00am Duration 30 mins	Program Format/Content Description - Please Be Specific  Discussion with psychiatrist and police professionals about how to prevent mass murderers (Newtown, Conn and Aurora, Colorado) from striking and the psychological signs that may be exhibited by someone prone to do so.

# Public Affairs Programming Log

Station Call Letters: KFYZ-FM  
 1st Quarter 2013 (February)  
 Prepared By: Peter Bie  
 Page 2

Program Name/Segment In The Public Interest	Date 02-24-13	Program Format/Content Description – Please Be Specific-
Issue Addressed- Internet and Computer Issues, National and Corporate Security	Time 6:00am Duration 30 mins	Discussion with computer and security experts on the growing number of cyber attacks, computer viruses and malware; what they mean and how individuals and corporations can take did steps to prevent them.
Program Name/Segment	Date	Program Format/Content Description – Please Be Specific
Issue Addressed-	Time	
Program Name/Segment	Duration	
Issue Addressed-	Date	Program Format/Content Description – Please Be Specific
	Time	
	Duration	

# Public Affairs Programming Log

**Station Call Letters: KFYZ-FM**  
**1st Quarter 2013 (January)**  
**Prepared By: Peter Bie**

<p>Program Name/Segment In The Public Interest</p>	<p>Date 01-27-13</p>	<p>Program Format/Content Description – Please Be Specific-</p>
<p>Issue Addressed- Children, Education and Athletics, Health and Welfare</p>	<p>Time 6:00am</p> <p>Duration 30 mins</p>	<p>Discussion with Bob Yost, Exec. Dir. Page Youth Center, Santa Barbara, on the various athletic programs offered to young boys and girls and on the upcoming fundraiser “Feel Like A Star”.</p>
<p>Program Name/Segment</p>	<p>Date</p>	<p>Program Format/Content Description – Please Be Specific</p>
<p>Issue Addressed-</p>	<p>Time</p> <p>Duration</p>	
<p>Program Name/Segment</p>	<p>Date</p>	<p>Program Format/Content Description – Please Be Specific</p>
<p>Issue Addressed-</p>	<p>Time</p> <p>Duration</p>	

# Public Affairs Programming Log

Station Call Letters: KFYZ-FM  
 1st Quarter 2013 (January)  
 Prepared By: Peter Bie

Program Name/Segment In The Public Interest	Date 01-06-13 Time 6:00am Duration 30 mins	Program Format/Content Description – Please Be Specific- Discussion with Kirby Gillispie, Exec. Dir, Hearts Therapeutic Equestrian Center, Santa Barbara on how the various programs of horse riding enhances the capabilities and independence of children and adults with special needs.
Issue Addressed-  		
Program Name/Segment In The Public Interest	Date 01-13-13 Time 6:00am Duration 30 mins	Program Format/Content Description – Please Be Specific Discussion with Darleen Murray of the Homeless Prevention and Rapid Re-Housing Program of Santa Barbara on upcoming homeless count within the county and the need for volunteers.
Issue Addressed- Homeless and Housing, Health and Welfare		
Program Name/Segment In The Public Interest	Date 01-20-13 Time 6:00am Duration 30 mins	Program Format/Content Description – Please Be Specific Discussion with members of Casa Serena, a residential treatment program for women in Santa Barbara, and how the various programs can help women with addiction and dependency issues.
Issue Addressed- Drug and Alcohol addiction		



# Public Affairs Programming Log

**Station Call Letters: KFYZ-FM**  
**2nd Quarter 2013 May**  
**Prepared By: Keith Royer**

<p>Program Name/Segment "In The Public Interest"</p>	<p>Date 5-5-13 Time 6:00am Duration 30 mins</p>	<p>Program Format/Content Description – Please Be Specific- Discussion w/ a certified nutritionist the challenges of eating nutritious meals in a fast-paced contemporary society filled w/ so many fast food choices. Discussion centered on making better informed food choices</p>
<p>Issue Addressed- Nutrition –contemporary issues</p>		
<p>Program Name/Segment "In The Public Interest"</p>	<p>Date 5-12-13 Time 6:00am Duration 30 mins</p>	<p>Program Format/Content Description – Please Be Specific Interviewed three individuals involved w/ various public gardens in Santa Barbara. Discussion focused on National Garden Month and local events that took place during the month-long event. Promotion of Santa Barbara public gardens, Casa del Herrero, Lotusland and Alice Keck Park Gardens.</p>
<p>Issue Addressed- Public Gardens Month</p>		
<p>Program Name/Segment "In The Public Interest"</p>	<p>Date 5-19-13 Time 6:00am Duration 30 mins</p>	<p>Program Format/Content Description – Please Be Specific Interview w/ executive directors of Santa Barbara School of Performing Arts, a local non-profit that offers pre-professional training of local youth aged 5-21. School focuses on nurturing, motivating and confidence building of young participants through theatrical performance. Covered summer and year-round programs.</p>
<p>Issue Addressed- Youth Education Programs</p>		

# Public Affairs Programming Log

Station Call Letters: KFYZ-FM  
 2nd Quarter 2013 May  
 Prepared By: Keith Royer

Program Name/Segment "In The Public Interest"	Date 5-26-13 Time 6:00am Duration 30 mins	Program Format/Content Description – Please Be Specific  Interview w/ executive directors of Santa Barbara School of Performing Arts, a local non-profit that offers pre-professional training of local youth aged 5-21. School focuses on nurturing, motivating and confidence building of young participants through theatrical performance. Covered summer and year-round programs.
Program Name/Segment  Issue Addressed-	Date  Time 6:00am Duration 30 mins	Program Format/Content Description – Please Be Specific
Program Name/Segment  Issue Addressed-	Date  Time 6:00am Duration 30 mins	Program Format/Content Description – Please Be Specific

# Public Affairs Programming Log

Station Call Letters: **KFYZ-FM**  
 2nd Quarter 2013 June  
 Prepared By: **Keith Royer**

<p>Program Name/Segment          "In The Public Interest"</p>	<p>Date          6-1-13</p>	<p>Program Format/Content Description – Please Be Specific-</p>
<p>Issue Addressed-          Housing</p>	<p>Time          6:00am          Duration          30 mins</p>	<p>Interview with Fund Development Director for People's Self-help Housing. Discussion focused on various programs offered by PSHH such as, Youth Programs, Learning Centers and Youth Education Enhancement. Also discussed PSHH's Neighbor Works Week promotion campaign.</p>
<p>Program Name/Segment          "In The Public Interest"</p>	<p>Date          6-8-13</p>	<p>Program Format/Content Description – Please Be Specific</p>
<p>Issue Addressed-          Community Art Program</p>	<p>Time          6:00am          Duration          30 mins</p>	<p>Interview with Executive Director/Founder of Arts Without Limits. Discussion on organization's program of one-on-one mentorships for aspiring artists of all fields throughout Santa Barbara County. A WOL pairs artists with professional artists and business experts to help, support and foster success.</p>
<p>Program Name/Segment          "In The Public Interest"</p>	<p>Date          6-15-13</p>	<p>Program Format/Content Description – Please Be Specific</p>
<p>Issue Addressed-          Community Health/Animal Control</p>	<p>Time          6:00am          Duration          30 mins</p>	<p>Interview with President and Founder of Catalyst For Cats. CFC is a non-profit organization dedicated to helping place stray and feral cats. Their primary goal is to aid in reducing and controlling the feral cat population.</p>

# Public Affairs Programming Log

**Station Call Letters: KFYZ-FM**  
**2nd Quarter 2013 June**  
**Prepared By: Keith Royer**

<p>Program Name/Segment          "In The Public Interest"</p>	<p>Date          6-22-13          Time          6:00pm          Duration          30 mins</p>	<p>Program Format/Content Description – Please Be Specific          Interviewed the Executive Director of Center Stage / Speaking of Stories regarding their fundraising activities and events, including the upcoming "French Festival." Discussion centered on details of how the festival benefits the organization and day-to-day operations.</p>
<p>Program Name/Segment          "In The Public Interest"</p> <p>Issue Addressed-          Elderly Challenges</p>	<p>Date          6-29-13          Time          6:00am          Duration          30 mins</p>	<p>Program Format/Content Description – Please Be Specific          Interview staff member of the Friendship Center Of Santa Barbara. Discussed the Organization's program offerings for Elderly Day Care and programs they offer for care-givers as well. Solicited for volunteers and highlighted donation options.</p>
<p>Program Name/Segment</p> <p>Issue Addressed-</p>	<p>Date          Time          6:00am          Duration          30 mins</p>	<p>Program Format/Content Description – Please Be Specific</p>

**Rincon Broadcasting LLC**  
**Public Affairs Programming Log**

**Station Call Letters: KSBL, KFYZ, KTMS, KTYD**  
**2<sup>nd</sup> Quarter 2013**

**Prepared By: Marissa Garcia**

Public Services Announcements

Program Name/Segment: "Lung Cancer Profiles"

Issue & Programs: Rotation

Issue Addressed: Molecular Testing in Lung Cancer

Date: April-June

Rotation Duration: 2x 60 Seconds

For decades, doctors treated lung cancer primarily based on its appearance under the microscope. This usually meant a "one-fits-all" approach when it came to formulating a patient's treatment plan. Now, doctors understand that there are different types of lung cancer, which can be driven by different genetic factors. Molecular profiling-testing a tumor for biomarkers-can help doctors tailor treatment plans for certain patients based on the genetic makeup of their tumors. It also may help determine some tumors' potential for spreading or recurring.

Program Name/Segment: "Radiological Society"

Issue & Programs: Rotation

Issue Addressed: Ovarian, Prostate, Breast, Lung and Colorectal Cancer, Stroke, Men's Health Months

Date: April-June

Rotation Duration: 2x 60 Seconds

Ovarian cancer is the fifth most deadly of all cancers for women. Prostate cancer is the second deadliest cancer in American men. Deaths from Breast cancer continue to decline. Lung cancer is the nation's leading cause of cancer-related death. Colorectal cancer is America's second deadliest cancer, yet it is treatable if detected early. Stroke is the nation's third leading cause of death and a leading cause of adult disability. Men over age 55 should be aware of the abdominal aortic aneurysm, also called triple A.

Program Name/Segment: "Wounded Warrior Project"

Issue & Programs: Rotation

Issue Addressed: Support for military service members as they heal from the effects of battle

Date: April-June

Rotation Duration: 2x 60 Seconds

WWP provides 18 critical programs and services to assist these brave men and women along this difficult road. The first phase is to help them overcome the physical injuries and mental trauma incurred in battle. But that alone is not the end of the story. As they heal, new challenges arise: finding rewarding work and building a bright future for themselves and their loved ones.

**Rincon Broadcasting LLC  
Public Affairs Programming Log**

**Station Call Letters: KSBL, KFYZ, KTMS, KTYD**

**2<sup>nd</sup> Quarter 2013**

**Prepared By: Marissa Garcia**

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Program Name/Segment: "The List"

Issue & Programs: Rotation

Issue Addressed: Earned Income Tax Credit

Date: April-June

Rotation Duration: 2x 60 Seconds

"Where will I find the money to...?" That's the question on the minds of low income working Americans everywhere. You can help listeners struggling to make ends meet by alerting them to the Earned Income Tax Credit. The EITC can put up to \$5,700 extra in their pockets. It's money they've earned, but to get it, they must file and claim the credit.

Program Name/Segment: "Marines"

Issue & Programs: Rotation

Issue Addressed: Marine Recruitment

Date: April-June

Rotation Duration: 2x 60 Seconds

For more than 235 years, the men and women of the United States Marine Corps have made a commitment to defend the American way of life. We're from your city, your hometown, and your nation. And no matter where our mission takes us, we remain committed to protecting the place we call home. By airing these spots, you're sending a message that says you stand for the things that matter most to the members of your community and your nation.

Program Name/Segment: "Free File"

Issue & Programs: Rotation

Issue Addressed: Free File from the IRS

Date: April-June

Rotation Duration: 2x 60 Seconds

Anyone with a 2011 Adjusted Gross Income (AGI) of \$57,000 or less can use Free File's brand-name tax software-that's 70 percent of all taxpayers. Taxpayers with incomes higher than \$57,000 or who are comfortable preparing their own tax returns can also file for free using online fillable forms. These are electronic versions of IRS paper forms.

**Rincon Broadcasting LLC**  
**Public Affairs Programming Log**

**Station Call Letters: KSBL, KFYZ, KTMS, KTYD**  
**2<sup>nd</sup> Quarter 2013**  
**Prepared By: Marissa Garcia**

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Program Name/Segment: "Quitter In You"

Issue & Programs: Rotation

Issue Addressed: Quit Smoking

Date: April-June

Rotation Duration: 2x 60 Seconds

If you've ever tried to quit smoking, you know how difficult it can be. It takes most smokers several tries before they are able to quit for good.

Program Name/Segment: "ASPCA"

Issue & Programs: Rotation

Issue Addressed: Animal Adoption

Date: April-June

Rotation Duration: 2x 60 Seconds

Most of us have walked by a pet store and stopped to look at the cute puppies playing in window. Yet less than one-fifth of U.S. Adults are aware that most pet store puppies come from puppy mills. Every year, consumers who purchase these puppies pump millions of dollars into the puppy mill industry-and unknowingly support the cruel and inhumane treatment of dogs.

Program Name/Segment: "Proud Sponsor"

Issue & Programs: Rotation

Issue Addressed: Federal Student Aid

Date: April-June

Rotation Duration: 2x 60 Seconds

A pioneering surgeon. A world-famous chef. The next great fashion designer. With the right training and education, anyone can reach their full potential and achieve great things. Unfortunately, any don't know that financial assistance is available to help pay for their college or career school education.

Program Name/Segment: "Organ Donors"

**Rincon Broadcasting LLC**  
**Public Affairs Programming Log**

**Station Call Letters: KSBL, KFYZ, KTMS, KTYD**  
**2nd Quarter 2013**

**Prepared By: Marissa Garcia**

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Issue & Programs: Rotation

Issue Addressed: Organ Donation

Date: April-June

Rotation Duration: 2x 60 Seconds

How old can a person be and still donate the gift of life? Unfortunately, too many people over 50 think they're too old to sign up to be organ donors. That's far from the truth! People in their 50s...60s...70s...and beyond can be organ donors and recipients.

Program Name/Segment: "Stop Health Care Fraud"

Issue & Programs: Rotation

Issue Addressed: Senior Medicare Patrol

Date: April-June

Rotation Duration: 2x 60 Seconds

Health care fraud, waste, and abuse cost American taxpayers nearly \$60 billion each year, putting a strain on important programs like Medicare and Medicaid and making it harder for seniors and other beneficiaries to get the health benefits they deserve.

Program Name/Segment: "My Score Mentor" and "Volunteer Your Expertise"

Issue & Programs: Rotation

Issue Addressed: Business Ownership

Date: April-June

Rotation Duration: 2x 60 Seconds

In our current economy, people are looking for messages of hope, possibility and opportunity to grow and prosper personally and professionally. Whether someone is looking to turn their passion into a successful small business or if they already own a business and are facing new challenges, SCORE mentors will listen and provide advice and guidance based on their world business experience.

Program Name/Segment: "Foundation Fighting Blindness"

Issue & Programs: Rotation

Issue Addressed: Fighting Blindness

Date: April-June

Rotation Duration: 2x 60 Seconds

Millions of Americans are losing their vision to age-related macular degeneration (AMD), a retinal disease that is the leading cause of blindness in adults 55 and older. Many affected individuals are no longer able to read, drive or see the faces of their loved ones. AMS not only takes a person's vision, it also steals their independence.



**Rincon Broadcasting LLC  
Public Affairs Programming Log**

**Station Call Letters: KSBL, KFYZ, KTMS, KTYD**

**2nd Quarter 2013**

**Prepared By: Marissa Garcia**

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Program Name/Segment: "Now is the Moment to Stop Alzheimer's"

Issue & Programs: Rotation

Issue Addressed: Alzheimer's disease

Date: April-June

Rotation Duration: 2x 60 Seconds

Alzheimer's disease affects far more people than those who it: providing care is an exhausting, 24/7 task. Alzheimer's is a progressive, degenerative, and incurable brain disorder that robs people of their memories and ends lives in a slow and terrible death. Families must watch the people they love change dramatically in personality and behavior. These caregivers stand by as their loved ones becomes unaware of what-and who-are around them.

Program Name/Segment: "Consumer Electronics Recycling CEA"

Issue & Programs: Rotation

Issue Addressed: Electronics Recycling

Date: April-June

Rotation Duration: 2x 60 Seconds

Did you know that recycling electronics is just as easy as buying them? The CEA has developed the website GreenerGadgets.org, where consumers can find the nearest electronics recycling-or "e-Cycling" -sites by simply entering their zip codes. Greener Gadgets.org gives users a list of responsible, certified recycling sites and a local map pinpointing their locations. CEA is the preeminent trade association promoting growth in the \$206 billion U.S. Consumer electronics industry. Representing more than 2,000 companies, CEA also owns and produces the world's largest innovation event, held every January in Las Vegas.

Program Name/Segment: "Pray America"

Issue & Programs: Rotation

**Rincon Broadcasting LLC**  
**Public Affairs Programming Log**

**Station Call Letters: KSBL, KFYZ, KTMS, KTYD**  
**2<sup>nd</sup> Quarter 2013**

**Prepared By: Marissa Garcia**

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Issue Addressed: Believe together and pray together.

Date: April-June

Rotation Duration: 2x 60 Seconds

Pray America is a campaign simply to ask us all to care for one another by saying a prayer for our country or for one another. There is no cost: there is no financial request; there is no political affiliation. At any given time in America there are an estimated 1/3 of our population experiencing a personal crisis of some type, and it is often one that we cannot easily solve. We need to know that others care. Pray America is a non-sectarian group encouraging us to "believe together" and pray for one another. The PSA makes no reference to any specific religion; anyone can pray and request prayer.

Program Name/Segment: "Drowning is Preventable"

Issue & Programs: Rotation

Issue Addressed: Children drowning

Date: April-June

Rotation Duration: 2x 60 Seconds

The Center for Disease Control and Prevention (CDC) report that drowning is the second leading cause of unintentional injury death for children ages 14 and younger. Toddlers and preschoolers are at greatest risk. It's estimated that for every child who dies, up to 10 more are treated for submersion injuries. Many suffer with permanent, profound brain damage. Parents and pool owners don't know that drowning is swift and silent. And they don't know what they should and must do to better protect children.

Program Name/Segment: "Watch our for Mortgage Fraud"

Issue & Programs: Rotation

Issue Addressed: Prevent Mortgage Fraud

Date: April-June

Rotation Duration: 2x 60 Seconds

Mortgage fraud is becoming more prevalent as sophisticated scammers seek to take advantage of those listeners in your community who are most vulnerable – people who are refinancing or facing the prospect of foreclosure or those seeking to purchase their first home. With your help the National Crime Prevention Council (NCPC) can alert your listeners and make them aware of these highly trained con artists.

Program Name/Segment: "Radio Catalog Kit Volume 1 2013"

**Rincon Broadcasting LLC  
Public Affairs Programming Log**

**Station Call Letters: KSBL, KFYZ, KTMS, KYTD**

**2nd Quarter 2013**

**Prepared By: Marissa Garcia**

Issue & Programs: Rotation

Issue Addressed: 2013 PSA Campaign

Date: April-June

Rotation Duration: 2x 60 Seconds

Our Campaigns are sorted first by language and then by the following Issue Areas: Education, Family & Community, Health and Safety. The Microsoft Excel Document included helps you match our PSAs to your station's format.

Program Name/Segment: "Ready"

Issue & Programs: Rotation

Issue Addressed: Emergency Preparedness

Date: April-June

Rotation Duration: 2x 60 Seconds

Despite the devastation hurricanes, tornadoes, wildfires, and other emergencies and disasters have caused in recent years, only 60 percent of Americans say preparation for natural or man-made disasters is very important to them. The Ready Campaign asks individuals to do three key things to prepare for the unexpected: Get an emergency supply kit, make a family emergency plan and be informed about the three different types of emergencies that could occur and appropriate responses to them.

Program Name/Segment: "Two minutes twice a day"

Issue & Programs: Rotation

Issue Addressed: Children's Oral Health

Date: April-June

Rotation Duration: 2x 60 Seconds

Dental decay is the single most common chronic disease of childhood, with 16.5 million children suffering from untreated tooth decay. The mouth is the gateway to a person's overall health and an unhealthy mouth can be associated with obesity, diabetes and even heart disease. Brushing for two minutes now can save your child from severe tooth pain later. Two minutes, twice a day. They have the time.

**Rincon Broadcasting LLC**  
**Public Affairs Programming Log**

**Station Call Letters: KSBL, KFYZ, KTMS, KTYD**

**2<sup>nd</sup> Quarter 2013**

**Prepared By: Marissa Garcia**

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Program Name/Segment: "A single ember from a wildfire can travel more than 1 mile"

Issue & Programs: Rotation

Issue Addressed: Wildfire Preparedness

Date: April- June

Rotation Duration: 2x 60 Seconds

Did you know over 70,000 communities are within or near a fire-prone eco-system. For these communities, wildfire is a reality of life; it's not a question of if, but when. Preparing for wildfires in advance can help minimize their damage when they occur.

Program Name/Segment: "Stroke Awareness"

Issue & Programs: Rotation

Issue Addressed: Stroke awareness

Date: April-June

Rotation Duration: 2x 60 Seconds

Stroke is the number four killers in this country and the leading cause of severe, long-term disability. Every 40 seconds, someone in America suffers from a stroke (there are 700,00 new or recurrent strokes annually). It is important to recognize a stroke and act quickly because medical professionals can administer medicines as long as the person reaches medical help within 3 hours of the onset of a stroke. Know the sudden signs.

Program Name/Segment: "You're a dumb piece of trash"

Issue & Programs: Rotation

Issue Addressed: Bullying Prevention

Date: April-June

Rotation Duration: 2x 60 Seconds

More than 80% of high school students in the U.S. Report that they witness bullying at least once a week. Even though most kids don't like watching bullying, less than 20% try to stop it. Teach your kids to be more than a bystander. StopBullying.gov

**Rincon Broadcasting LLC**  
**Public Affairs Programming Log**

**Station Call Letters: KSBL, KFYZ, KTMS, KTYD**

**2<sup>nd</sup> Quarter 2013**

**Prepared By: Marissa Garcia**

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Program Name/Segment: "What will happen if we lose the house?"

Issue & Programs: Rotation

Issue Addressed: Making Home Affordable

Date: April-June

Rotation Duration: 2x 60 Seconds

1 in 14 U.S. Homeowners has fallen behind on his or her mortgage payments. Making Home Affordable is a free government program that provides assistance to homeowners struggling to pay their mortgages. Homeowners with permanent mortgage modifications through Making Home Affordable are currently saving about \$540 per month on their monthly mortgage payments.

Program Name/Segment: "The forest is a magical place to explore with your family"

Issue & Programs: Rotation

Issue Addressed: Discovering Nature

Date: April-June

Rotation Duration: 2x 60 Seconds

Dr. Seuss' The Lorax, the ultimate protector of nature, is helping to re-connect kids with nature by encouraging families to appreciate the forest and explore all the wonder that there is. The Lorax hopes that once children experience the wonder of nature, they too will want to join him in his advocacy to protect and conserve nature for generations to come.

Program Name/Segment: "Save Energy. Save Vacation"

Issue & Programs: Rotation

Issue Addressed: Energy Efficiency

Date: April-June

Rotation Duration: 2x 60 Seconds

**Rincon Broadcasting LLC  
Public Affairs Programming Log**

**Station Call Letters: KSBL, KFYZ, KTMS, KTYD**

**2<sup>nd</sup> Quarter 2013**

**Prepared By: Marissa Garcia**

Did you know by upgrading 15 of the inefficient incandescent light bulbs in your home could save you about \$50 per year? ENERGY-STAR-qualified LED's save 75% to 80% of the energy and last up to 25 times longer than the traditional incandescent bulbs they replace. Save you money too!

Program Name/Segment: "You don't have to be perfect to be a perfect parent"

Issue & Programs: Rotation

Issue Addressed: Adoption From Foster Care

Date: April-June

Rotation Duration: 2x 60 Seconds

Through no fault of their own, there are approximately 408,000 children and youth in foster care in the United States. Of those 107,000 are waiting to be adopted. This is a number we must all work together to reduce. Children who are older, members of sibling groups, children of color, and children with disabilities wait the longest for adoptive homes.

Program Name/Segment: "Help Feed Kids in The Summer"

Issue & Programs: Rotation

Issue Addressed: Hunger Prevention

Date: April-June

Rotation Duration: 2x 60 Seconds

Help feed kids in the summer who could otherwise go hungry. According to the USDA, there are currently over 20 million children who receive free and reduced prices meals during the school year, but in 2009, only 2.2 million children received free meals during the summer. There are millions of children who may be going hungry, but you can help. The Summer Food Service Program provides free, nutritious meals to children at eligible site locations. For more information contact your local Feeding American food bank or visit [feedingamerica.org/summer](http://feedingamerica.org/summer) meals.

Program Name/Segment: "Get motivated. Get a Pep Talk"

**Rincon Broadcasting LLC  
Public Affairs Programming Log**

**Station Call Letters: KSBL, KFYZ, KTMS, KTYD**

**2nd Quarter 2013**

**Prepared By: Marissa Garcia**

Issue & Programs: Rotation

Issue Addressed: GED Achievement

Date: April-June

Rotation Duration: 2x 60 Seconds

More than 34.6 million adults ages 18 and over do not have a high school diploma. Get motivated and get a pep talk. That's right for you at yourged.org .

Program Name/Segment: "Stop the Texts. Stop the Wrecks"

Issue & Programs: Rotation

Issue Addressed: Texting and Driving Prevention

Date: April-June

Rotation Duration: 2x 60 Seconds

Did you know a texting driver is 23 times more likely to get into a crash than a non-texting driver? Five seconds is the average time your eyes are off the road while texting. When traveling at 55 MPH, that's enough, time to cover the length of a football field. An online survey of 1,999 teens ages 16-19 found that 86% had driven while distracted even though 84% know it's dangerous. Don't let texting blind you.

Program Name/Segment: "Lead Paint Poisoning Affects Over One Million Children"

Issue & Programs: Rotation

Issue Addressed: Lead Poisoning Prevention

Date: April-June

Rotation Duration: 2x 60 Seconds

Did you know approximately 38 million housing units in the United States pose potential lead-based paint hazards? Lead paint causes irreversible damage to unborn fetuses and young children. If your home was built before 1978, your kids could be at risk. Lead paint poisoning is 100% preventable.

Program Name/Segment: "Know For Sure If Your Child Is In The Car Seat"

**Rincon Broadcasting LLC**  
**Public Affairs Programming Log**

**Station Call Letters: KSBL, KFYZ, KTMS, KTYD**

**2<sup>nd</sup> Quarter 2013**

**Prepared By: Marissa Garcia**

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Issue & Programs: Rotation

Issue Addressed: Child passenger safety

Date: April-June

Rotation Duration: 2x 60 Seconds

In 2010, 655 children (age 12 and younger in a passenger vehicle) were killed in motor vehicle traffic crashes, 64% of which were restrained. 3 out of 4 kids are not as secure in the car as they should be because their car seats are not being used correctly. Using the correct restraints reduces infants and toddlers' chances for fatal injury by 71% and 54% in passenger cars respectively. Is your child in the right car seat?

Program Name/Segment: "Always Look for the Right Fit for Car Seat Safety"

Issue & Programs: Rotation

Issue Addressed: Child Passenger Safety

Date: April-June

Rotation Duration: 2x 60 Seconds

Car crashes are the number one killer of children 1 through 13. In 2010, 655 children (age 12 and younger in a passenger vehicle) were killed in traffic crashes, 64% of which were restrained. In a year's time, 161 Hispanic children (age 12 and younger in a passenger vehicle) were killed in motor vehicle traffic crashes in the US and Puerto Rico. Using the correct restraints in cars reduces infants and toddlers' chances for fatal injury by 71% and 54% respectively.

Program Name/Segment: "National Pest Management Association"

Issue & Programs: Rotation

Issue Addressed: Bed Bugs are real and cockroaches cause asthma.

Date: April-June

Rotation Duration: 2x 60 Seconds

Does it scare you to know that bed bugs are real or that termites cause billions of dollars in property damage? Does it frighten you to know that cockroaches contribute to asthma? Well, it shouldn't. What should scare you does not know these things. Learn more at [pestworld.org](http://pestworld.org).



**Rincon Broadcasting LLC**  
**Public Affairs Programming Log**

**Station Call Letters: KSBL, KFYZ, KTMS, KTYD**

**2<sup>nd</sup> Quarter 2013**

**Prepared By: Marissa Garcia**

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Program Name/Segment: "Citrus Pest & Disease Prevention Program"

Issue & Programs: Rotation

Issue Addressed: California Citrus Trees

Date: April-June

Rotation Duration: 2x 60 Seconds

Growing fresh citrus in our backyard is something we've enjoyed doing in California for generations but our citrus trees are at serious risk. Due to a disease called Huang Long Bing or HLB. It's a death sentence for California citrus and it was recently detected in California. Once a tree is infected there is no cure. To learn more about what you can do to save your citrus visit [Californiacitrusthreat.org](http://Californiacitrusthreat.org) or call 1-800-491-1899.

Program Name/Segment: "Colorectal Cancer Screening"

Issue & Programs: Rotation

Issue Addressed: Screening for Colorectal Cancer

Date: April-June

Rotation Duration: 2x 60 Seconds

Meryl Streep, Terrence Howard, Jimmy Smitts & Morgan Freeman spokespeople for these PSA's. The following is a condensed version of Meryl Streep's:

This is Meryl Streep. Over the years I have played some characters you can call controlling but the truth is there is so much in life we can't control. But here's something we can, colorectal cancer. It affects men & women and it's the second leading cancer killer in the U.S. Which is astounding, considering it's almost entirely preventable. Here's how: Most colon cancers start as polyps. Screening helps find polyps. So they can be removed before they even turn into cancer. Screening saves lives and also finds this cancer early. For more information call 1-800-CVC-INFO.

Program Name: "American Heart Association"

Issue & Programs: Rotation

Issue Addressed: Fighting Heart Disease

Date: April-June

Rotation Duration: 2x 60 Seconds

Heart Disease is still the No. 1 killer of women. A staggering one in three American women die from heart disease each year and it's

**Rincon Broadcasting LLC  
Public Affairs Programming Log**

**Station Call Letters: KSBL, KFYZ, KTMS, KTYD**

**2<sup>nd</sup> Quarter 2013**

**Prepared By: Marissa Garcia**

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still more deadly than all forms of cancer combined. Listen to your body, go get checked. Visit [women dot org](http://women.org) to learn a women's risk for heart disease.

# Public Affairs Programming Log

Station Call Letters: **KFYZ-FM**  
 3rd Quarter 2013 July  
 Prepared By: **Keith Royer**

Program Name/Segment "In The Public Interest"	Date 7-7-13 Time 6:00am Duration 30 mins	Program Format/Content Description – Please Be Specific- Interviewed group calling itself Surf 4 Water. With the assistance of "Help For Others," Surf 4 Water, which is a local group of professional surfers, including Santa Barbara's Lakey Petersen, is building water wells to provide safe and clean water in 3 <sup>rd</sup> World countries.
Issue Addressed- Safe Drinking Water		
Program Name/Segment "In The Public Interest"	Date 7-14-13 Time 6:00am Duration 30 mins	Program Format/Content Description – Please Be Specific Interviewed Olivia Uribe who provides training for non-profit organizations and teaches said organization representatives to use social media to deliver news and updates on events and activities.
Issue Addressed- Social Media For Non-profits		
Program Name/Segment "In The Public Interest"	Date 7-21-13 Time 6:00am Duration 30 mins	Program Format/Content Description – Please Be Specific Interviewed organizers of the Keiki Paddle Out (Children's Paddle). The Keiki Paddle is an off-shoot of the Friendship Paddle. The paddle out raises funds (and awareness) of illnesses specific to children.
Issue Addressed- Children's Health Fund Raiser		

# Public Affairs Programming Log

**Station Call Letters: KFYZ-FM**  
**3rd Quarter 2013 July**  
**Prepared By: Keith Royer**

Program Name/Segment "In The Public Interest"	Date 7-28-13	Program Format/Content Description - Please Be Specific
Issue Addressed- Kiwanis Club Of Santa Barbara activities	Time 6:00 am Duration 30 mins	Interviewed club President to spotlight the various programs supported by the Kiwanis Club of Santa Barbara as well as to promote their 62 <sup>nd</sup> Annual Pancake Breakfast fund raiser that takes place during the upcoming "Old Spanish Days" celebration.
Program Name/Segment "In The Public Interest"	Date Time 6:00 am Duration 30 mins	Program Format/Content Description - Please Be Specific
Issue Addressed-		
Program Name/Segment	Date Time 6:00 am Duration 30 mins	Program Format/Content Description - Please Be Specific
Issue Addressed-		

# Public Affairs Programming Log

Station Call Letters: KFYZ-FM  
 3rd Quarter 2013 August  
 Prepared By: Keith Royer

Program Name/Segment "In The Public Interest"	Date 8-4-13 Time 6:00am Duration 30 mins	Program Format/Content Description – Please Be Specific- Interviewed Artistic Director of PCPA. Discussion centered on education opportunities in theater arts program, 50 <sup>th</sup> Anniversary Season and to promote upcoming show schedule.
Issue Addressed- Community Art Programs		
Program Name/Segment "In The Public Interest"	Date 8-11-13 Time 6:00am Duration 30 mins	Program Format/Content Description – Please Be Specific Interviewed President of Cars Are Basic. Discussed traffic issues for Santa Barbara County operational area. Discussion centered on bike use, bus use and car use, review of transportation issues related to each.
Issue Addressed- Cars Are Basic Non-profit org		
Program Name/Segment "In The Public Interest"	Date 8-18-13 Time 6:00am Duration 30 mins	Program Format/Content Description – Please Be Specific Interviewed the Elder Care Center representative on the upcoming fund raiser for the non-profit. The event is their 4 <sup>th</sup> Annual "Wine Down," proceeds from which support their programs for the elder and dependent adults of Santa Barbara County.
Issue Addressed- Elder Care Services		

# Public Affairs Programming Log

Station Call Letters: KFYZ-FM  
 3rd Quarter 2013 August  
 Prepared By: Keith Royer

Program Name/Segment "In The Public Interest"	Date 8-25-13	Program Format/Content Description – Please Be Specific
Issue Addressed- Community Youth Program	Time 6:00 am Duration 30 mins	Interviewed Founder Jackie Rotman of Everybody Dance Now organization. Everybody Dance Now is a youth led non-profit founded in Santa Barbara that provides free dance programs to teens in Santa Barbara County.
Program Name/Segment "In The Public Interest"	Date	Program Format/Content Description – Please Be Specific
Issue Addressed-	Time 6:00 am Duration 30 mins	
Program Name/Segment	Date	Program Format/Content Description – Please Be Specific
Issue Addressed-	Time 6:00 am Duration 30 mins	

# Public Affairs Programming Log

**Station Call Letters: KFYZ-FM  
3rd Quarter 2013 September  
Prepared By: Keith Royer**

<p>Program Name/Segment "In The Public Interest"</p>	<p>Date 9-1-13</p>	<p>Program Format/Content Description – Please Be Specific-</p>
<p>Issue Addressed- Council on Alcoholism and Drug Abuse / Fighting Back Mentor Program</p>	<p>Time 6:00 am Duration 30 mins</p>	<p>Interviewed representatives from CADA and Fighting Back. Discussed the mentor program and information regarding participation in volunteer mentoring services.</p>
<p>Program Name/Segment "In The Public Interest"</p>	<p>Date 9-8-13</p>	<p>Program Format/Content Description – Please Be Specific</p>
<p>Issue Addressed- Community Youth Skills Program</p>	<p>Time 6:00 am Duration 30 mins</p>	<p>Interviewed John Daly, creator of the "Key Class," a program to help job seekers perform better in job interviews and learn how to "close the deal."</p>
<p>Program Name/Segment "In The Public Interest"</p>	<p>Date 9-15-13</p>	<p>Program Format/Content Description – Please Be Specific</p>
<p>Issue Addressed- Community Historic Facility</p>	<p>Time 6:00 am Duration 30 mins</p>	<p>Interviewed Executive Director of Santa Barbara Maritime Museum about the Museum's new exhibit of the Point Conception Lighthouse lens. Also discussed the Museum's public information mission.</p>

# Public Affairs Programming Log

Station Call Letters: KFYZ-FM  
 3rd Quarter 2013 September  
 Prepared By: Keith Royer

Program Name/Segment "In The Public Interest"	Date 9-22-13 Time 6:00 am Duration 30 mins	Program Format/Content Description – Please Be Specific Interviewed Pacific Pride Foundation about their programs, which provide services to the HIV/Aids and LGBT communities. Also discussed their upcoming fundraiser: "Heart and Sole AIDS Walk."
Issue Addressed- Community Health Services		
Program Name/Segment "In The Public Interest"	Date 9-29-13 Time 6:00 am Duration 30 mins	Program Format/Content Description – Please Be Specific Interviewed representative from Santa Barbara Contractors Association (local non-profit org) and their upcoming event: "Santa Barbara Construction Expo." Discussed details of the event and the pathway to build "green" in SB county.
Issue Addressed- Housing and Construction		
Program Name/Segment	Date Time 6:00 am Duration 30 mins	Program Format/Content Description – Please Be Specific
Issue Addressed-		



**Rincon Broadcasting LLC  
Public Affairs Programming Log**

**Station Call Letters: KFYZ, KIST, KSBL, KSPE, KTMS, KTYD**

**3<sup>rd</sup> Quarter 2013**

**Prepared By: Marissa Garcia**

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Program Name/Segment: "Never Too Late"

Issue & Programs: Rotation

Issue Addressed: Hope for Addictions

Date: July-September

Rotation Duration: 2x 60 Seconds

These spots are designed to speak to two primary groups of listeners. Those with addictions, encouraging them to reach for a life of recovery, even if they've tried before. And families, friends, and community who can do so much to encourage and support those in recovery. In addition to drugs and alcohol, the spots address the community problem of binge drinking, teen drinking and driving, and an eye-opening spot in which a former heroin user and drinker says both of those habits were easier to kick than smoking cigarettes.

Program Name/Segment: "Stand Strong/Focus on the Family"

Issue & Programs: Rotation

Issue Addressed: Adultery/Depression/Alcohol

Date: July-September

Rotation Duration: 2x 60 Seconds

Every family hits rough patches and crisis points such as infidelity, depression, marital problems, teen rebellion and the list goes on. Family is the fabric of our society and our desire is to come along side and strengthen families. The Focus on the Family Help Center is a place where families can speak with licensed counselors and trained family help specialists who are there to listen, offer practical help, time-tested solutions, honest approachable advice and sensible family guidance.

Program Name/Segment: "Greener Gadgets"

Issue & Programs: Rotation

Issue Addressed: Consumer Electronics

Date: July-September

Rotation Duration: 2x 60 Seconds

The Consumer Electronics Association (CEA) has developed the website Greenet-Gadgets.org, where consumers can find the nearest electronics

## **Rincon Broadcasting LLC Public Affairs Programming Log**

**Station Call Letters: KFYZ, KIST, KSBL, KSPE, KTMS, KTYD**  
**3rd Quarter 2013**  
**Prepared By: Marissa Garcia**

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recycling - or "eCycling" - sites by simply entering their zip codes. GreenerGadgets.org gives users a list of responsible, certified recycling sites and a local map pinpointing their locations.

Program Name/Segment: "How to Buy"

Issue & Programs: Rotation

Issue Addressed: Girl Scout Cookie Program

Date: July-September

Rotation Duration: 2x 60 Seconds

When a Girl Scout sells cookies, she's doing more than just handing out a box. She's creating a plan, interacting with customers, and working as part of a team. She's building a lifetime of skills and confidence. Selling cookies teaches our girls goal setting, decision making, money management, people skills, and business ethics-aspects essential to leadership, to success, and to life. It empowers them with the strength, abilities and drive they'll need to become accomplished women who benefit themselves, their family and the world.

Program Name/Segment: "Warrior to Work, Looking, Warrior Kids"

Issue & Programs: Rotation

Issue Addressed: Wounded Warrior Project

Date: July-September

Rotation Duration: 2x 60 Seconds

Wounded Warrior Project (WWP) is a nonprofit, nonpartisan organization dedicated to supporting military service members as they heal from the effects of battle. Many are faced with severe, life-changing injuries, and even as they return home to their families and friends, the mission to recover has just begun. WWP provides 18 critical programs and services to assist these brave men and women along this difficult road. The first phase is to help them overcome the physical injuries and mental trauma incurred in battle. But that alone is not the end of the story. As they heal, new challenges arise: finding rewarding work and building a bright future for themselves and their loved ones.

Program Name/Segment: "Stand by Them"

Issue & Programs: Rotation

Issue Addressed: Confidential help for Veterans and their families

**Rincon Broadcasting LLC  
Public Affairs Programming Log**

**Station Call Letters: KFYZ, KIST, KSBL, KSPE, KTMS, KTYD**

**3rd Quarter 2013**

**Prepared By: Marissa Garcia**

---

Date: July-September

Rotation Duration: 2x 60 Seconds

America's Service members and Veterans are strong, but whether they served far away or close to home, some may face difficult times. When these men and women go through a crisis, it's important that their family and friends are there to provide support, and that they know where to turn for help. The confidential Veterans Crisis Line and Military Crisis Line are available with information and guidance for Veterans, Service members, and their families and friends 24 hours a day, 7 days a week, 365 days a year.

Program Name/Segment: "Tiffany's Tip, Jessica's Asthma Tip, Cessation Tips"

Issue & Programs: Rotation

Issue Addressed: The struggle to deal with the effects of smoking

Date: July-September

Rotation Duration: 2x 60 Seconds

"Tiffany" features a mother who quit smoking because of her 16-year old daughter. "Jessica" tells the story of a mother whose son's severe asthma was triggered by exposure to secondhand smoke. "Cessation" shows three former sharing tips on what helped them to quit.

Program Name/Segment: "Leave Hungry Pests Behind"

Issue & Programs: Rotation

Issue Addressed: Pests in California's agriculture

Date: July-September

Rotation Duration: 2x 60 Seconds

Invasive species are a serious threat to California's agriculture. In 2012, deadly citrus greening disease was detected in Southern California - spread by a tiny insect, the Asian citrus psyllid. And exotic fruit fly infestations have resulted in multiple quarantines. These pests and the devastation they can unleash spread quickly when people unknowingly transport plants and plant material, wood or outdoor items.

Program Name/Segment: "Rethink Butts"

Issue & Programs: Rotation

Issue Addressed: Stop toxic litter

**Rincon Broadcasting LLC  
Public Affairs Programming Log**

**Station Call Letters: KFYZ, KIST, KSBL, KSPE, KTMS, KTYD**

**3<sup>rd</sup> Quarter 2013**

**Prepared By: Marissa Garcia**

---

Date: July-September

Rotation Duration: 2x 60 Seconds

While it's likely many Americans know about the health concerns related to smoking, in a recent survey, more than half of the Americans polled didn't know that cigarette butts are the most littered item in the nation. Littered cigarette butts are more than just an eye sore. This toxic tobacco trash is mostly made of plastic and only biodegrades under ideal conditions, putting wildlife in danger and wreaking havoc on U.S. waterways, parks, beaches and roadways. Additionally, cigarette butts contain carcinogens that can leach into sources. They are very costly to local communities in terms of clean up and disposal.

Program Name/Segment: "Don't Support Cruelty. Adopt, Don't Shop"

Issue & Programs: Rotation

Issue Addressed: Puppy Mills

Date: July-September

Rotation Duration: 2x 60 Seconds

Most pet store puppies come from puppy mills. Every year, consumers who purchase puppies pump millions of dollars into the puppy mill industry-and unknowingly support the cruel and inhumane treatment of dogs. Operators of puppy mills breed dogs in unsanitary, overcrowded and often cruel conditions where profit is given priority over the well-being of the dogs. Puppy mill dogs do not receive adequate veterinary care, socialization, exercise or grooming. Despite these intense suffering of these dogs, puppy mills are operating all over the country.

Program Name/Segment: "If You See Something, Say Something"

Issue & Programs: Rotation

Issue Addressed: Educate and engage the public to help keep communities safe

Date: July-September

Rotation Duration: 2x 60 Seconds

The Department of Homeland Security (DHS) has been working with five of the national sports leagues-Major League Baseball, Major League Soccer, National Basketball Association, National Football Association, and National Hockey Association-on the "If you See Something, Say Something" campaign in 2010, in an effort to engage the public to be more aware and vigilant to the indicators of terrorism and terrorism-related crime. For the first time ever, the five national sports leagues have come together, and joined DHS, to help engage the public in this important

**Rincon Broadcasting LLC  
Public Affairs Programming Log**

**Station Call Letters: KFYZ, KIST, KSBL, KSPE, KTMS, KTYD  
3<sup>rd</sup> Quarter 2013  
Prepared By: Marissa Garcia**

---

initiative.

Program Name/Segment: "Own It"

Issue & Programs: Rotation

Issue Addressed: Attention-Deficit/Hyperactivity Disorder (ADHD)

Date: July-September

Rotation Duration: 2x 60 Seconds

ADHD is often considered a childhood disorder, but it also affects adults. However, nearly 50% of children with ADHD may continue to have it in adulthood. There may be a perception among many young adults and adults that they have outgrown their ADHD. However, in the United States, it is estimated that 10 million adults, or 4.4% of the adult population, have ADHD.

Program Name/Segment: "Side By Side"

Issue & Programs: Rotation

Issue Addressed: Confidential help for Veterans and their families

Date: July-September

Rotation Duration: 2x 60 Seconds

Right now, a Veteran in your community-possibly someone you know-may be going through a personal or emotional crisis, and it may be impacting the Veteran's family. The Veterans Crisis Line is a free source of support and referrals for Veterans of all ages, backgrounds, and service eras-and the people who come in contact with these Veterans every day. Raising awareness among Veterans' families, friends, and community members enables them to stand by Veterans and show their support.

Program Name/Segment: "Symptoms"

Issue & Programs: Rotation

Issue Addressed: Heart attacks in women

Date: July-September

Rotation Duration: 2x 60 Seconds

Every sixty seconds a woman somewhere in America will have had a heart attack. Heart attacks are the leading cause of death for women in the

**Rincon Broadcasting LLC  
Public Affairs Programming Log**

**Station Call Letters: KFYZ, KIST, KSBL, KSPE, KTMS, KTYD**

**3<sup>rd</sup> Quarter 2013**

**Prepared By: Marissa Garcia**

---

U.S., claiming hundreds of thousands of lives each year, yet fewer than half of American women know little about the signs and symptoms. Even worse, only half of American women indicated they would call 9-1-1 if they experienced symptoms of a heart attack.

Program Name/Segment: "Clean, Separate, Cook, Chill"

Issue & Programs: Rotation

Issue Addressed: Food Safety Education

Date: July-September

Rotation Duration: 2x 60 Seconds

The incidence of food poisoning tends to increase during the summer months because bacteria multiply faster when it's warm. Using a food thermometer is the only way to determine if food is cooked to the right temperature. Separating raw meat from vegetables and other ready-to-eat food when preparing meals can help prevent the spread of illness-causing bacteria.

Program Name/Segment: "Learning/Drive"

Issue & Programs: Rotation

Issue Addressed: Bullying Prevention

Date: July-September

Rotation Duration: 2x 60 Seconds

More than 80% of high school students in the U.S. report that they witness bullying at least once a week. Every 7 seconds a child is bullied. 13 million children- 1 in 4 a year- experience some form of bullying. Even though most kids don't like watching bullying, less than 20% try to stop it - often because they don't know how to respond.

Program Name/Segment: "All Shapes and Sizes/Homework"

Issue & Programs: Rotation

Issue Addressed: Preventing mortgage fraud

Date: July-September

Rotation Duration: 2x 60 Seconds

## Rincon Broadcasting LLC Public Affairs Programming Log

**Station Call Letters: KFYZ, KIST, KSBL, KSPE, KTMS, KTYD**

**3<sup>rd</sup> Quarter 2013**

**Prepared By: Marissa Garcia**

---

Mortgage fraud is becoming more prevalent as sophisticated scammers seek to take advantage of those listeners in your community who are most vulnerable – people who are refinancing or facing the prospect of foreclosure or those seeking to purchase their first home.

Program Name/Segment: "Career Day/Double Talk"

Issue & Programs: Rotation

Issue Addressed: Foreclosure Prevention

Date: July-September

Rotation Duration: 2x 60 Seconds

Foreclosures remain a very serious problem in our country. An estimated 1.5 million families are currently facing foreclosure. Not only do foreclosures have a financial impact on a family, but they also have harsh consequences for communities. Just one or two abandoned homes can send a residential block into a downward spiral, driving down property values and leading to increased crime, run-down schools, and flagging economic growth.

Program Name/Segment: "Baseball/Party/Chairs"

Issue & Programs: Rotation

Issue Addressed: Child Passenger Safety

Date: July-September

Rotation Duration: 2x 60 Seconds

3 out of 4 kids are not as secure in the car as they should be because their car seats are not being used correctly. Using the correct restraints reduces infants and toddlers' chances for fatal injury by 71% and 54% in passenger cars respectively.

Program Name/Segment: "Repetition"

Issue & Programs: Rotation

Issue Addressed: Childhood overuse injuries

Date: July-September

Rotation Duration: 2x 60 Seconds

More and more kids are training too hard and specializing in one sport. That means that they are performing the same musculoskeletally

**Rincon Broadcasting LLC  
Public Affairs Programming Log**

**Station Call Letters: KFYZ, KIST, KSBL, KSPE, KTMS, KTYD  
3<sup>rd</sup> Quarter 2013  
Prepared By: Marissa Garcia**

---

stressful activities over and over again. Whether they are swimming, pitching, tumbling or serving - a childhood overuse injury occurs in the duplication of the same movements.

Program Name/Segment: "Worth Buying/Bargain Hunters/Dangerous Fakes"

Issue & Programs: Rotation

Issue Addressed: Intellectual Property Theft

Date: July-September

Rotation Duration: 2x 60 Seconds

The National Crime Prevention Council is introducing a national public education campaign to help the public understand that the Intellectual Property (IP) theft poses serious threats to health and safety, funds criminal activity, and can cost real people their livelihoods. During the launch of the campaign at The White House, the U.S. Department of Justice and the Administration noted how IP theft helps support international organized crime and domestic gang activity - including drug trafficking and violence - and cited the devastating effect IP theft is having on the global economy.

Program Name/Segment: "No Debate/Why Not"

Issue & Programs: Rotation

Issue Addressed: Fair Housing

Date: July-September

Rotation Duration: 2x 60 Seconds

Housing discrimination isn't just unfair - it's against the law. However, while we as a Nation have made great progress since 1968 when President Johnson signed the Fair Housing Act, discrimination still persists in the sale, rental, or financing of a house or apartment because of race, color, religion, sex, national origin, disability, and familial status.

Program Name/Segment: "Teammates"

Issue & Programs: Rotation

Issue Addressed: National Youth Volunteer Program

Date: July-September



**Rincon Broadcasting LLC  
Public Affairs Programming Log**

**Station Call Letters: KFYZ, KIST, KSBL, KSPE, KTMS, KTYD**

**3rd Quarter 2013**

**Prepared By: Marissa Garcia**

---

Rotation Duration: 2x 60 Seconds

High school students nationwide have been empowered to become active, not passive, volunteers and leaders of society. To date Volunteers of America and Major League baseball players have inspired more than 51,300 high school students to engage volunteer activities serving 173,000 people in need. With your support, we hope to encourage teens in your community to experience how much fun and personally rewarding volunteering can be.

Program Name/Segment: "All In It Together/Cut The Sweets/Walk"

Issue & Programs: Rotation

Issue Addressed: Childhood Obesity Prevention

Date: July-September

Rotation Duration: 2x 60 Seconds

As you are probably aware, nearly 1 in 3 children in America are overweight or obese, and in 2009-2010, 21.2% of Hispanic children and adolescents were obese. Concerned by this serious public health issue, parents and caregivers are looking for ways to help their children develop healthy lifestyles.

Program Name/Segment: "Happy Birthday/Don't Forget"

Issue & Programs: Rotation

Issue Addressed: Selective Service

Date: July-September

Rotation Duration: 2x 60 Seconds

It is the civic responsibility of young men to register with Selective Service when they turn 18. Registering for Selective Service is a federal law and has been for over 60 years. Those who fail to register may be denied student loans, government jobs, and a driver's license in most states.

Program Name/Segment: "Frozen"

Issue & Programs: Rotation

Issue Addressed: Making Home Affordable

Date: July-September

**Rincon Broadcasting LLC  
Public Affairs Programming Log**

**Station Call Letters: KFYZ, KIST, KSBL, KSPE, KTMS, KTYD  
3<sup>rd</sup> Quarter 2013  
Prepared By: Marissa Garcia**

---

Rotation Duration: 2x 60 Seconds  
1 in 12 U.S. homeowners has fallen behind on their mortgage payments. Making Home Affordable is a free government program that provides assistance to homeowners struggling to pay their mortgage.

Program Name/Segment: "The Right Fit"  
Issue & Programs: Rotation  
Issue Addressed: Child Passenger Safety  
Date: July-September  
Rotation Duration: 2x 60 Seconds  
Car crashes are the number one killer of children 1 through 13. In 2010, 655 children (age 12 and younger in a passenger vehicle) were killed in traffic crashes, 64% of whom were restrained. Also in 2010, an estimated 119,000 children (age 12 and younger in a passenger vehicle) were injured in traffic crashes. In a year's time, 161 Hispanic children (age 12 and younger in a passenger vehicle) were killed in motor vehicle traffic crashes in the US and Puerto Rico. Using the correct restraints in cars reduces infants' and toddlers' chances for fatal injury by 71% and 54% respectively.

Program Name/Segment: "The Beat Behind The Song"  
Issue & Programs: Rotation  
Issue Addressed: Newborn and Child Survival  
Date: July-September  
Rotation Duration: 2x 60 Seconds  
Every year almost 7 million children in the developing world die before their 5<sup>th</sup> birthday - mostly from preventable and treatable causes, such as pneumonia, diarrhea and newborn complications. That's equal to about one child death every 5 seconds. The encouraging news is that there is a solution. Through basic health care and low-cost interventions delivered by local health workers around the world, a child is saved every 3-4 seconds.

Program Name/Segment: "Meditation Mom/Meditation Dad"  
Issue & Programs: Rotation

**Rincon Broadcasting LLC  
Public Affairs Programming Log**

**Station Call Letters: KFYZ, KIST, KSBL, KSPE, KTMS, KTYD**

**3<sup>rd</sup> Quarter 2013**

**Prepared By: Marissa Garcia**

---

Issue Addressed: Adoption from Foster Care

Date: July-September

Rotation Duration: 2x 60 Seconds

Through no fault of their own, there are more than 400,000 children and youth in foster care in the United States. Of those, 104,000 are waiting to be adopted. This is a number we must all work together to reduce. Children who are older, members of sibling groups, children of color, and children with disabilities wait the longest for adoptive homes.

Program Name/Segment: "Favorite Color/Copy Cat"

Issue & Programs: Rotation

Issue Addressed: Children's Oral Health

Date: July-September

Rotation Duration: 2x 60 Seconds

Dental decay is the single most common chronic disease of childhood, with 16.5 million children suffering from untreated tooth decay. Dental decay is 5 times more common than asthma. Oral disease disproportionately affects children, low-income families, and minorities. The mouth is the gateway to a person's overall health, and an unhealthy mouth can be associated with obesity, diabetes and even heart disease. Over 51 million school hours are lost each year to dental-related illnesses. It impacts a child's ability to learn, to develop self esteem, and speak properly.

Program Name/Segment: "DRIVE4COPD"

Issue & Programs: Rotation

Issue Addressed: COPD

Date: July-September

Rotation Duration: 2x 60 Seconds

As many as 24 million Americans may be affected by chronic obstructive pulmonary disease, or COPD, which kills more people each year than breast cancer and diabetes combined. However, approximately half of those affected don't even know they have it. Symptoms of COPD include coughing, wheezing and shortness of breath, which may be overlooked as simply signs of getting older or being out of shape.

**Rincon Broadcasting LLC  
Public Affairs Programming Log**

**Station Call Letters: KFYZ, KIST, KSBL, KSPE, KTMS, KTYD**

**3rd Quarter 2013**

**Prepared By: Marissa Garcia**

---

Program Name/Segment: "Start Small"

Issue & Programs: Rotation

Issue Addressed: U.S. Navy

Date: July-September

Rotation Duration: 2x 60 Seconds

Whenever a situation requires the U.S. involvement, the Navy is often the first to deploy, the first to engage and the first to help. Always on call and standing by. From everyday small feats to undeniably heroic efforts, the accomplishments and achievements of America's Navy are vast and significant.

Program Name/Segment: "In a Word"

Issue & Programs: Rotation

Issue Addressed: Mother's Love, Mother's Milk

Date: July-September

Rotation Duration: 2x 60 Seconds

Breastfeeding is a magical bond that only a mother can have with her baby. It is challenging and rewarding. Breastfeeding is the best thing a mother can do for her baby. It's only natural.

Program Name/Segment: "Walking Together"

Issue & Programs: Rotation

Issue Addressed: Stronger, Healthier Babies

Date: July-September

Rotation Duration: 2x 60 Seconds

March of Dimes March for Babies

Program Name/Segment: "Control"

Issue & Programs: Rotation

**Rincon Broadcasting LLC  
Public Affairs Programming Log**

**Station Call Letters: KFYZ, KIST, KSBL, KSPE, KTMS, KTYD**

**3<sup>rd</sup> Quarter 2013**

**Prepared By: Marissa Garcia**

---

Issue Addressed: Colorectal Cancer

Date: July-September

Rotation Duration: 2x 60 Seconds

Colorectal cancer affects men and woman and is the second leading cancer killer in the U.S. It is almost entirely preventable. Most colorectal cancer start as polyps and screening helps find polyps so they can be removed before they even turn into cancer. Screening also finds this cancer early when treatment works best. Screening is simple and quick.

Program Name/Segment: "Disrupting Poverty"

Issue & Programs: Rotation

Issue Addressed: Children in Need

Date: July-September

Rotation Duration: 2x 60 Seconds

Child Fund is about disrupting poverty and create opportunities and brighter futures for children in need.

Program Name/Segment: "Pep Talks"

Issue & Programs: Rotation

Issue Addressed: GED

Date: July-September

Rotation Duration: 2x 60 Seconds

Motivation and reasons having a GED is important.

Program Name/Segment: "Ball/Cell phone"

Issue & Programs: Rotation

Issue Addressed: Shelter Pet Adoption

Date: July-September

Rotation Duration: 2x 60 Seconds

Adorable pets are waiting for adoption at animal shelters in your community – help us get the word out. Together we can find millions of

**Rincon Broadcasting LLC  
Public Affairs Programming Log**

**Station Call Letters: KFYZ, KIST, KSBL, KSPE, KTMS, KTYD  
3<sup>rd</sup> Quarter 2013  
Prepared By: Marissa Garcia**

---

lovable pets their forever home.

Program Name/Segment: "Two at Once/What Stops You"

Issue & Programs: Rotation

Issue Addressed: Texting and Driving Prevention

Date: July-September

Rotation Duration: 2x 60 Seconds

A texting driver is 23 times more likely to get into a crash than a non-texting driver. Five seconds is the average time your eyes are off the road while texting. When traveling at 55 mph, that's enough time to cover length of a football field. 23 is the average number of texts pr month that teens who text and drive admit to sending. An online survey of 1,999 teens ages 16-19 found that 86% had driven while distracted even though 84% know it's dangerous.

Program Name/Segment: "Leads to Another"

Issue & Programs: Rotation

Issue Addressed: USA.gov

Date: July-September

Rotation Duration: 2x 60 Seconds

USA.gov It's not only the place for you to get information about everything from travel advisories and Medicare to small business loans and product recalls, it's also the place where we can share ideas with the government.

Program Name/Segment: "Women in Government"

Issue & Programs: Rotation

Issue Addressed: How local Public Health Departments Are Saving Lives

Date: July-September

Rotation Duration: 2x 60 Seconds

Public health has greatly expanded its reach. Once dealing primarily with water, sanitation and infectious diseases, public health departments now treat health issues that are deeply imbedded in our lives. Women in Government is asking you to help educate your listeners on

**Rincon Broadcasting LLC  
Public Affairs Programming Log**

**Station Call Letters: KFYZ, KIST, KSBL, KSPE, KTMS, KTYD**

**3<sup>rd</sup> Quarter 2013**

**Prepared By: Marissa Garcia**

---

importance of public health by running the enclosed PSAs from one of your state's legislators.

Program Name/Segment: "Warning Signs of Rosacea"

Issue & Programs: Rotation

Issue Addressed: Rosacea

Date: July-September

Rotation Duration: 2x 60 Seconds

More than 16 million Americans suffer from a chronic inflammatory facial disorder called rosacea, yet most of them don't know it. Unfortunately, without medical help, rosacea usually becomes progressively worse, and can severely disrupt people's emotional, social and professional lives.

## Rincon Broadcasting LLC

Station Call Letters: KFYZ, KSBL, KTMS, KTYD  
4th Quarter 2013  
Public Affairs Log - Public Service Announcements  
Prepared By: Marissa Garcia

Program Name/Segment: "Watch Out For Mortgage Fraud"

Issue & Programs: Rotation

Issue Addressed: Mortgage Fraud

Date: October-December

Rotation Duration: 2x 60 Seconds

Mortgage fraud is becoming more prevalent as sophisticated scammers seek to take advantage of those listeners in your community who are most vulnerable – people who are refinancing or facing the prospect of foreclosure or those seeking to purchase their first home. With your help, the National Crime Prevention can alert your listeners and make them aware of these highly trained con artists.

Program Name/Segment: "Get Motivated. Get a Pep Talk"

Issue & Programs: Rotation

Issue Addressed: Your GED

Date: October-December

Rotation Duration: 2x 60 Seconds

Are you thinking about getting your GED? More than 34.6 million adults ages 18 and over do not have a high school diploma. Take the first step towards your GED diploma. We can help you here at the GED Pep Talk center.

Program Name/Segment: "You Never Know When is the Day before a Natural Disaster"

Issue & Programs: Rotation

Issue Addressed: Emergency Preparedness

Date: October-December

Rotation Duration: 2x 60 Seconds

Despite the devastation hurricanes, tornadoes, wildfires and other emergencies and disasters have caused in recent years, only 60% of Americans say preparation for natural or manmade disasters is very important to them. Prepare for tomorrow. For more information visit our website at [Ready.gov/today](http://Ready.gov/today)

Program Name/Segment: "A Helping Hand for those Helping Loved Ones"

Issue & Programs: Rotation

Issue Addressed: Caregiver Assistance

Date: October-December

Rotation Duration: 2x 60 Seconds

Only those who care for others know what it's really like to care for others. That's why AARP created a community with experts and other caregivers to help us better care for ourselves and for the ones we love. Together, let's help each other better care for ourselves and the ones we love.



## Rincon Broadcasting LLC

Station Call Letters: KFYZ, KSBL, KTMS, KTYD  
4th Quarter 2013  
Public Affairs Log - Public Service Announcements  
Prepared By: Marissa Garcia

Program Name/Segment: "I want to be a bench. Recycle me."

Issue & Programs: Rotation

Issue Addressed: Keep America Beautiful

Date: October-December

Rotation Duration: 2x 60 Seconds

Americans generated approximately 250 million tons of trash in 2011 while recycling or composting only 87 million tons of this material, equivalent to a 34.7% recycling rate. Some of challenges Americans face are inconvenience or lack of access, lack of awareness, and modification, and general confusion about what, where and how to recycle. The goal is to transfer recycling into a daily social norm.

Program Name/Segment: "Only You Can Prevent Wildfires"

Issue & Programs: Rotation

Issue Addressed: Wildfire Prevention

Date: October-December

Rotation Duration: 2x 60 Seconds

Over the past 10 years, an average of 6.5 million acres of land was burned each year by wildfire. The principle causes of human-related wildfires are campfires left unattended, debris burning on windy days, careless discarding of smoking materials and BBQ coals, and operating equipment without spark arrestors. Only you can prevent wildfires.

Program Name/Segment: "Be Active And Eat Healthy"

Issue & Programs: Rotation

Issue Addressed: Childhood Obesity Prevention

Date: October-December

Rotation Duration: 2x 60 Seconds

As you are probably aware, nearly 1 in 3 children in America are overweight or obese and in 2009-2010, 21.2% of Hispanic children and adolescents and 24.3%, of non-Hispanic children and adolescents and 24.3% of non-Hispanic black children and adolescents were obese. Concerned by this serious public health issue, parents and caregivers are looking for ways to help their children develop healthy lifestyles. For more information, please visit [www.adcouncil.org](http://www.adcouncil.org).

Program Name/Segment: "You never know when the day before...is the day before a natural disaster..."

Issue & Programs: Rotation

Issue Addressed: Emergency Preparedness

Date: October-December

Rotation Duration: 2x 60 Seconds

Despite the devastation hurricanes, tornadoes, wildfires, and other emergencies and disasters have caused in recent years, only 60% of Americans say preparation for natural or man-made

## Rincon Broadcasting LLC

Station Call Letters: KFYZ, KSBL, KTMS, KTYD  
4<sup>th</sup> Quarter 2013  
Public Affairs Log - Public Service Announcements  
Prepared By: Marissa Garcia

disasters is very important to them. The Ready Campaign asks individuals to prepare for the unexpected. Prepare for tomorrow. Ready.gov/today

Program Name/Segment: "Let's get every last American ONLINE."

Issue & Programs: Rotation

Issue Addressed: Digital Literacy

Date: October-December

Rotation Duration: 2x 60 Seconds

1 in 5 Americans don't know how to use the internet. Digital literacy is one of the top three reasons Americans don't use PC's and the internet --46% of non-internet users responded that they lack the necessary skills. See what the internet can help you do better. Call 1-855-EVERYION or visit EveryoneOn.org for more information.

Program Name/Segment: "Be Tire Smart"

Issue & Programs: Rotation

Issue Addressed: The importance of properly checking tires.

Date: October-December

Rotation Duration: 2x 60 Seconds

Your tires are the only thing that separates your vehicle from the road. And yet, a new national survey finds that only one in six U.S. drivers is "tire smart" when it comes to checking tire pressure, and ensuring that their tires are road worthy. Be tire smart play your part.

Program Name/Segment: "Joni and Friends"

Issue & Programs: Rotation

Issue Addressed: People and Families Affected by Disability.

Date: October-December

Rotation Duration: 2x 60 Seconds

Jon and Friends is committed to recruiting, training, and motivating a new generation of people with disabilities to become leaders in their communities. In addition, we seek to equip and mobilize churches to carry out the work of disability ministry. For more information log on to our website [www.joniandfriends.org](http://www.joniandfriends.org).

Program Name/Segment: "A Cure is in Sight!"

Issue & Programs: Rotation

Issue Addressed: Fighting Blindness

Date: October-December

## Rincon Broadcasting LLC

Station Call Letters: KFYZ, KSBL, KTMS, KTYD  
4<sup>th</sup> Quarter 2013  
Public Affairs Log - Public Service Announcements  
Prepared By: Marissa Garcia

Rotation Duration: 2x 60 Seconds

Age-related macular degeneration (AMD) is the leading cause of blindness in people 55 and older. Help millions at risk by alerting them to the importance of early detection to save and restore sight.

Program Name/Segment: "National Recovery Month"

Issue & Programs: Rotation

Issue Addressed: Substance Abuse and Mental Health

Date: October-December

Rotation Duration: 2x 60 Seconds

If you have an addition or mental health issue, you are not alone. With the support of others, you can find your path of recovery from mental and/or substance use disorders. This September, celebrate National Recovery Month, and help yourself or someone you love take the first step toward recovery. For more information or treatment referral, call 1-800-662-HELP.

Program Name/Segment: "A mind is a terrible thing to waste."

Issue & Programs: Rotation

Issue Addressed: Supporting Minority Education

Date: October-December

Rotation Duration: 2x 60 Seconds

Did you know only 63% of African American students who start 9<sup>th</sup> grade graduate from high school in four years and many of them need remedial education? Of all African Americans who enroll in college, only 40% finish within six years. A mind is a terrible thing to waste but a wonderful thing to invest in. UNCF.ORG/INVEST

Program Name/Segment: "Just the Facts: For young men turning 18."

Issue & Programs: Rotation

Issue Addressed: Selective Service System

Date: October-December

Rotation Duration: 2x 60 Seconds

We all have to do our part to keep America strong. Men, citizens and non-citizens living in America must register with the Selective Service System within 30 days of their 18<sup>th</sup> birthday. It's the law! It is one of the civic responsibilities every young man inherits as an adult. By registering, he stays eligible for college loans and grants, job training, and Federal jobs. Register with Selective Service today. Your future depends on it.

## Rincon Broadcasting LLC

Station Call Letters: KFYZ, KSBL, KTMS, KTYD  
4th Quarter 2013  
Public Affairs Log - Public Service Announcements  
Prepared By: Marissa Garcia

Program Name/Segment: "Protect Your Home From Wildfire"

Issue & Programs: Rotation

Issue Addressed: Wildfire Preparedness

Date: October-December

Rotation Duration: 2x 60 Seconds

Preparing for wildfire can help minimize their impact. Over 70,000 communities nationwide are located within or near a fire-prone ecosystem. A wildfire ember can travel over a mile. Recognize wildfire hazards in your community.

Program Name/Segment: "Maybe it's autism"

Issue & Programs: Rotation

Issue Addressed: Autism awareness

Date: October-December

Rotation Duration: 2x 60 Seconds

Autism is the fastest-growing serious developmental disorder in the United States, with the life-long consequences for individuals, families and society. Many parents of young children have very little knowledge about autism. Studies show that early diagnosis can make a lifetime of difference.

Program Name/Segment: "Take The Pledge"

Issue & Programs: Rotation

Issue Addressed: Community Engagement

Date: October-December

Rotation Duration: 2x 60 Seconds

Through the work and support of the more than 1,200 local United Ways across the country, United Way is advancing the common good by focusing on the building blocks of a good life: education, health and income. United Way is encouraging people to take a pledge to get involved and tutor a child who needs help, mentor a kid who needs someone on their side or volunteer to read to children.

Program Name/Segment: "You never know which pool safety step will save a life..until it does."

Issue & Programs: Rotation

Issue Addressed: Pool Safety

Date: October-December

Rotation Duration: 2x 60 Seconds

Every year, as temperatures climb, so do the number of drowning and near drowning in backyard and community pools and spas. Nearly 400 children younger than 15 drown in pools at spas each year. These tragic incidents, which can affect families forever, are preventable. Make sure kids know how to swim.

## Rincon Broadcasting LLC

Station Call Letters: KFYZ, KSBL, KTMS, KTYD  
4th Quarter 2013  
Public Affairs Log - Public Service Announcements  
Prepared By: Marissa Garcia

Program Name/Segment: "Your Best Shot Is To Check For A Spot."

Issue & Programs: Rotation

Issue Addressed: Skin Cancer

Date: October-December

Rotation Duration: 2x 60 Seconds

Golf courses are full of hazards. But one hazard you could miss is a spot on your skin, which could be skin cancer. If you're a man over 50, you're in a group most likely to develop skin cancer, including melanoma. The kind that kills one person every hour. Your best shot is to check for a spot. It's easy and it could be the save of a lifetime. Go to [SpotSkinCancer.org](http://SpotSkinCancer.org) to find out more.

Program Name/Segment: "Physical Activity. It's The Winning Pass In Life"

Issue & Programs: Rotation

Issue Addressed: Kids Staying Healthy

Date: October-December

Rotation Duration: 2x 60 Seconds

These spots highlight the importance of physical activity from President's Council on Fitness, Sports & Nutrition (PCFSN). Research shows that physical activity not only helps kids stay healthy, it can enhance important skills like concentration and problem solving, which can improve academic performance. These PSA's are one part of HHS's effort to educate Americans about important health issues including obesity prevention, the value of physical activity, and the importance of flu vaccinations.

Program Name/Segment: "It's Only Natural"

Issue & Programs: Rotation

Issue Addressed: Breastfeeding

Date: October-December

Rotation Duration: 2x 60 Seconds

Breastfeeding is a magical, bonding experience. It is challenging and rewarding. Know that there is support for you at [Women's Health.gov/It's Only Natural](http://Women'sHealth.gov/It'sOnlyNatural). Give babies a healthy start in life. Brought to you by the U.S. Dept. Of Health & Human Services.

Program Name/Segment: "Let's Stop HIV Together"

Issue & Programs: Rotation

Issue Addressed: AIDS/HIV

Date: October-December

# Rincon Broadcasting LLC

Station Call Letters: KFYZ, KSBL, KTMS, KTYD  
4th Quarter 2013  
Public Affairs Log - Public Service Announcements  
Prepared By: Marissa Garcia

Rotation Duration: 2x 60 Seconds

More than three decades after the first reported AIDS cases, HIV is still a crisis in the United States. As part of an effort to put HIV back on the radar of all Americans, the Centers for Disease Control and Prevention has launched Let's Stop HIV Together. Too many Americans do not recognize the magnitude of HIV in this country and the nation's sense of urgency has waned since the early days of the epidemic.

Program Name/Segment: "Federal Student Aid" Spanish

Issue & Programs: Rotation

Issue Addressed: Federal Student Aid

Date: October-December

Rotation Duration: 2x 60 Seconds

Every year the Federal Student Aid provides more than \$150 billion in grants, loans, and work-study funds that help enable university education to anyone at any time in their lives. No challenge is to make people aware the existence of these programs.

Program Name/Segment: "Women In Government"

Issue & Programs: Rotation

Issue Addressed: Public Health Education

Date: October-December

Rotation Duration: 2x 60 Seconds

Public health has greatly expanded its reach. Once dealing primarily with water sanitation and infectious diseases, public health department now treat health issues that are deeply imbedded in our lives. Women in Government is asking you to help educate your listeners on importance of public health by running the enclosed PSA's.

Program Name/Segment: "If You See Something, Say Something"

Issue & Programs: Rotation

Issue Addressed: Homeland Security

Date: October-December

Rotation Duration: 2x 60 Seconds

The U.S. Department of Homeland Security has been working with five of the national sports leagues-Major League Baseball, Major League Soccer, National Basketball Association, National Football Association-on this campaign, which educates the public on the role they can play in helping to keep their communities and county more safe and secure. It's important to make the public more aware of suspicious behavior, and encourage people to report suspicious activity.

Program Name/Segment: "Let's Stop HIV Together"

Issue & Programs: Rotation

Issue Addressed: AIDS/HIV

# Rincon Broadcasting LLC

Station Call Letters: KFYZ, KSBL, KTMS, KTYD  
4th Quarter 2013  
Public Affairs Log - Public Service Announcements  
Prepared By: Marissa Garcia

Date: October-December

Rotation Duration: 2x 60 Seconds

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Program Name/Segment: "Al-Anon Family Groups:

Issue & Programs: PSA Rotation

Issue Addressed: Strength and hope for friends and families of problem drinkers

Date: October-December

Rotation Duration: 2x 60 Seconds

Al-Anon Family Groups are for relatives and friends affected by someone else's drinking. They will offer suggestions and support without telling anyone what to do. They meet every week in your community and provide anonymity, confidentiality, and a safe environment.

Program Name/Segment:"Own It"

Issue & Programs: PSA Rotation

Issue Addressed: ADHD

Date: October-December

Rotation Duration: 2x 60 Seconds

Attention-Deficit/Hyperactivity Disorder (ADHD) is often considered a childhood disorder, but is also affects adults. However, nearly 50% of children with ADHD may continue to have it in adulthood. There may be a perception among many young adults and adults that they have outgrown their ADHD. The purpose of this PSA is to help young adults and adults understand this important fact.

Program Name/Segment: "Warning Signs of Rosacea"

Issue & Programs: PSA Rotation

Issue Addressed: Rosacea Awareness

Date: October-December

Rotation Duration: 2x 60 Seconds

Americans know nothing about rosacea, including how to recognize it and what to do about it. The National Rosacea Society is a non-profit organization whose mission is to improve the lives of people with rosacea by raising awareness, providing public health information and supporting research

Program Name/Segment:"No Child Should Feel Like A Fish Out of Water"

Issue & Programs: PSA Rotation

Issue Addressed: Childhood Asthma

## Rincon Broadcasting LLC

Station Call Letters: KFYZ, KSBL, KTMS, KTYD  
4th Quarter 2013  
Public Affairs Log - Public Service Announcements  
Prepared By: Marissa Garcia

Date: October-December  
Rotation Duration: 2x 60 Seconds

Seven million children in the United States are diagnosed with asthma. One in every 10 children is afflicted with this disease. Asthma is the leading cause of school absenteeism, forcing children to miss more than 10.5 million days of school per year. The goal of this campaign is to get parents to manage their children's asthma on a daily basis in order to prevent attacks from occurring.

Program Name/Segment: "Don't be shy to ask people not to smoke around your children"

Issue & Programs: PSA Rotation/Spanish

Issue Addressed: Second Hand Smoking

Date: October-December

Rotation Duration: 2x 60 Second

The Center for Disease Control and Prevention of Diseases has put together this PSA. It tells the story of a mother whose son is struggling to live with the effects of tobacco/second hand smoking. Don't be shy to ask people not to ask people to smoke around your children. For further information in English call 1-800-QUIT-NOW and 855-DEJELO-YA in Spanish.

Program Name/Segment: "Stop Toxic Litter"

Issue & Programs: PSA Rotation

Issue Addressed: Cigarette Butts

Date: October-December

Rotation Duration: 2x 60 Second

Cigarette butts remain a socially acceptable form of littering in this increasingly health and environmentally conscious world. You can help encourage the general public to think about littering in a new way; educating more people about the destructive impact that cigarette butts have on the environment, and its ecosystems. For more information call Sarah Shank at (202) 454-5561.

Program Name/Segment: "Tips From Former Smokers"

Issue & Programs: PSA Rotation

Issue Addressed: People struggling to deal with the effects of smoking.

Date: October-December

Rotation Duration: 2x 60 Second

There is still a lot to do. Each year, approximately 443,000 people die from cigarette smoking or exposure to secondhand smoke. Many Americans do not understand the full extent of the health damage that smoking can cause. The good news is that three out of four smokers say they want to quit, and half make a serious attempt every year.

Program Name/Segment: "Make The Connection"

Issue & Programs: PSA Rotation

Issue Addressed: Veteran's mental health treatment and support

Date: October-December

Rotation Duration: 2x 60 Second



## Rincon Broadcasting LLC

Station Call Letters: KFYZ, KSBL, KTMS, KTYD  
4th Quarter 2013  
Public Affairs Log - Public Service Announcements  
Prepared By: Marissa Garcia

These Veteran's stories are featured on MakeTheConnection.net-an online resource that links Veterans to the stories of their peers and also to VA support and reliable information about mental health and resilience. Help us make sure all Veterans know that your community and VA stand by them.

Program Name/Segment: "If Foreclosure Seems Inevitable, Free and Trustworthy Help is Available"

Issues & Programs: PSA Rotation

Issue Addressed: Foreclosure

Date: October-December

Rotation Duration: 2X 60 Second

Millions of Americans are still dealing with the aftermath of the recent financial crisis. Countless families are facing mounting credit card debt, the loss of a job, and fighting to keep the homes. In today's tough economic times people are inundated with messages of ways to "quickly" and easily" eliminate debt. Trust the experts and save your home. Agencies provide financial help, and meet US Department of Housing & Urban Development Standards. Call 866-687-6322.

Program Name/Segment: "Tips From Former Smokers"

Issues & Programs: PSA Rotation/Spanish

Issue Addressed: People struggling to deal with the effects of smoking.

Date: October-December

Rotation Duration: 2X 60 Second

There is still a lot to do. Each year, approximately 443,000 people die from cigarette smoking or exposure to secondhand smoke. Many Americans do not understand the full extent of the health damage that smoking can cause. The good news is that three out of four smokers say they want to quit, and half make a serious attempt every year.

Program Name/Segment: "Saving Lives by Saving Land"

Issues & Programs: PSA Rotation

Issue Addressed: Wildlife Land Trust

Date: October-December

Rotation Duration: 2X 60 Second

As many as one-hundred million animals are illegally killed each year. Poaching is a major threat to our country's wildlife populations. But it's just one of the risks animals face at the hands of humanity. Combating the crime of poaching and curbing habitat loss are daunting tasks, but ones that must be undertaken to ensure that wildlife have the best chances to survive and thrive in perpetuity. For two decades, the Humane Society Wildlife Land Trust has worked with private landowners to protect wildlife by preserving natural habitats and establishing permanent sanctuaries. For more info call 800-729-SAVE

Program Name/Segment: "When should you start thinking about long-term care?"

Issues & Programs: PSA Rotation

Issue Addressed: Long-Term Care

Date: October-December

Rotation Duration: 2x 60 Second

Almost 70% of us will need some type of long-term care as we age, but less than one-third of us are currently saving for this costly need. Nationally, we spend more than \$250 billion a year

## Rincon Broadcasting LLC

Station Call Letters: KFYZ, KSBL, KTMS, KTYD  
4th Quarter 2013  
Public Affairs Log - Public Service Announcements  
Prepared By: Marissa Garcia

on long-term care, of which more than \$125 billion is financed by taxpayers. The sooner we become informed and make plans for our later years, the better we can spare ourselves, our families and even the American economy from an unexpected and heavy financial burden.

Program Name/Segment: "Take Me Fishing"

Issues & Programs: PSA Rotation

Issue Addressed: Recreational Fishing and Boating

Date: October-December

Rotation Duration: 2x 60

Something most people don't realize is that the simple and exhilarating act of recreational boating and fishing enhances peoples 'quality of life, preserves the country's natural beauty and contributes significantly to the U.S. economy. Surveys from various sources point to the same conclusions and show just how important these two activities are.

Program Name/Segment: "Hands Full"

Issues & Programs: PSA Rotation

Issue Addressed: Affordable health coverage to children and their families

Date: October-December

Rotation Duration: 2x 60

Having high quality, affordable health coverage can mean the world to children and their families. With health coverage, parents can rest easy knowing that their children can get the routine preventative care that keeps them healthy and the medical help they need if they get sick or injured. Free and low-cost health insurance is available through Medicaid and the Children's Health Insurance Program.

Program Name/Segment: "Moving Day"

Issues & Programs: PSA Rotation

Issue Addressed: Parkinson's Disease

Date: October-December

Rotation Duration: 2x 60

It's a new day for Parkinson's. Katie Couric invites you to join in "Moving Day", the National Parkinson Foundation's fundraising walk. Help us change the world for the whole Parkinson's community. For more info call the National Director of Events @ 305-243-3897.

Program Name/Segment: "Never quit trying to quit"

Issues & Programs: PSA Rotation

Issue Addressed: "Quitting Smoking"

Date: October-December

Rotation Duration: 2x 60

The American Lung Association is launching "Quitter in You," a campaign to help smokers find the motivation to try and quit again, and access the help they need to succeed. Each time they try, the American Lung Association is here to provide the tools, tips, and support they need to quit. For more information contact Mary Havell McGinty at 202-715-3459.

## Rincon Broadcasting LLC

Station Call Letters: KFYZ, KSBL, KTMS, KTYD  
4th Quarter 2013  
Public Affairs Log - Public Service Announcements  
Prepared By: Marissa Garcia

Program Name/Segment: "Make Every Day Count"

Issues & Programs: PSA Rotation

Issue Addressed: Focus on the Family

Date: October-December

Rotation Duration: 2x 60

The five common behaviors of healthy families are laughter, prayer, dinner, time and conversation. Small steps in these areas can lead to big rewards. The "Make Every Day Count" campaign helps families take intentional steps towards a healthy and thriving family.

Program Name/Segment: "These Hands"

Issues & Programs: PSA Rotation

Issue Addressed: Veterans and their families

Date: October-December

Rotation Duration: 2x 60

Reaching out to a Veteran can make more of a difference than you might think, especially in times of crisis. Please support those who have served us so well, and their family members, airing "These Hands", a compelling PSA about the Veterans Crisis Line.

Program Name/Segment: "Lifetime of Vaccines"

Issues & Programs: PSA Rotation

Issue Addressed: Vaccines

Date: October-December

Rotation Duration: 2x 60

Parents ensure their infants and young children receive appropriate vaccinations, but it is important to realize that vaccines are recommended across a lifetime. Vaccines play an important part in helping to maintain health and wellness for people of all ages, not just children. According to the US Centers for Disease Control and Prevention, vaccination is considered one of the ten public health achievements of the last two centuries. To learn more about vaccines, talk to your health care professional today.

Program Name/Segment: "RSNA Radiological Society"

Issues & Programs: PSA Rotation

Issue Addressed: Cancer Awareness

Date: October-December

Rotation Duration: 2x 60

Ovarian, prostate, breast, lung and colorectal cancers are among the deadliest diseases in the United States, claiming the lives of thousands of men and women each year. Yet, with regular screenings, ovarian, prostate, colorectal and breast cancers can be detected early, when they are most treatable –and knowing the signs and symptoms of lung cancer can increase the chance of survival. Stroke and abdominal aortic aneurysm (triple A) are also major causes of death. Yet, with quick medical attention, death and disability due to stroke may be prevented, and triple A can be treated if detected early.

## Rincon Broadcasting LLC

Station Call Letters: KFYZ, KSBL, KTMS, KTYD  
4<sup>th</sup> Quarter 2013  
Public Affairs Log - Public Service Announcements  
Prepared By: Marissa Garcia

Program Name/Segment: "Know Your Options"

Issues & Programs: PSA Rotation

Issue Addressed: Foreclosure Prevention

Date: October-December

Rotation Duration: 2x 60

Did you know that foreclosures remain a very serious problem in our country? An estimated 1.5 million families are currently facing foreclosure. Not only do foreclosures have a financial impact on a family, but they also have harsh consequences for communities. Just one or two abandoned homes can send a residential block into a downward spiral, driving down property values and leading to increased crime, run-down schools, and flagging economic growth. By calling 1-888-995-HOPE, homeowners will find quality counseling and refinancing.