

ISSUES-PROGRAMS REPORT

FOR

**STATION KYVV-TV
DEL RIO, TX.**

3rd QUARTER 2015

(July 1st through September 30th)

ISSUES OF CONCERN TO DEL RIO, TX
ADDRESSED DURING 3rd QUARTER 2015

KYVV-TV

1. **Social and Community Outreach** Information on social issues and community events
2. **Nutrition, Food and Healthy Living** Information on food safety and healthy eating habits
3. **Continuing Education** Information on GED classes
4. **Public Safety** Information about distracted and safe driving
5. **Child Safety Issues** Information and advice pertaining to child safety
6. **Animal Adoption:** Information on the options of animal adoption
7. **Digital Safety** Information and advice about internet safety
8. **Affordable Housing** Information about home ownership

QUARTERLY ISSUES-PROGRAMS REPORT
3rd Quarter 2014

July 1st through September 30th

KYVV-TV Del Rio, TX

ISSUE: SOCIAL AND COMMUNITY OUTREACH

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

(2) 30-Second Announcements

These two PSA’s encompass the issue of the elderly. Both spots are divided showing the earlier generation at first then the younger generation in the second half with an older version of the former. The first entitled “Spoon” has a father at the table trying to make his young daughter eat. It ends with the daughter now mature, trying to make her father who is now elderly eat. With the same structure, the second has a mother with her young daughter drying her after taking a bath; it ends with the young daughter now mature along with her elderly mother. This announcement aired approximately 118 times during the quarter.

KePaSA

30-Second Announcements

These weekly announcements of various events and functions around the South Texas community. These segments also educates the community of the importance of involvement in social activities for the children as well as other family members. This spot aired approximately 160 times.

Texas Association of Broadcasters Road Rage Campaign

30-Second Announcements

This announcement educates the community of the problem of road rage. It is an animated short where characters turn into monsters inside their cars while driving. It advises the public to be tolerant and aware of driving with safety. The spot aired over 160 times.

San Antonio Fiesta Commission

30-Second Announcements

Piñata Festival – This announcement informed the community of a local festival for children of all ages to come and enjoy a cultural event. This event had activities for children and informed them of the cultural traditions of San Antonio and South Texas. This ran approximately 120 times.

Fiesta De Los Niños – This announcement informed the community of a local festival for children of all ages to enjoy a cultural event during the week of Fiesta. This event had activities for children and informed them of the cultural tradition of San Antonio and South Texas. This ran approximately 120 times.

Adopt Us Kids/Adoptuskids.org

(1)-30 Second Announcement

Family at kitchen. Father gives food for his two kids taste. Sequence cuts to father having problems cooking food. Sequence then states in Spanish "... you don't have to be perfect to be a perfect parent." This announcement aired approximately 143 times during the quarter.

U.S. Department of Health & Human Services/Fatherhood.gov

(1)-15 Second Announcement

Animated sequence of characters from film "Despicable Me". Importance of fatherhood emphasized in Spanish. The message aired approximately 146 times during the quarter.

United Way/ Bornlearning.org

30-Second Announcement

This campaign stresses the importance of early childhood development. Explains learning and developmental skills of children under the age of 4 year can excel with the interaction of adults. Message aired throughout the broadcast day, approximately 100 times during the reporting period.

Goodwill/Goodwill.org

15-Second Announcement

60-Second Announcement

This campaign explains the how donations to Goodwill help employment programs in communities. This message aired throughout the broadcast day, approximately 95 times during the reporting period.

FeedingAmerica.org

30-Second Announcement

This campaign stresses how Samaritans in the community come together to gather food and educate on the importance of healthy eating. "We Are All Together". This message aired throughout the day, approximately 100 times during the reporting period.

ISSUE: NUTRITION, FOOD and HEALTHY LIVING

Partnership for a Healthy Mouth/ Healthy Lives

(1) 15-Second Announcements

(1) 60-Second Announcement

The goal of this campaign is to remind everybody, especially children the importance of teeth brushing. A total of three separate spot with the same message aired. Messages aired throughout the broadcast day, approximately 175 times during this reporting period.

Keeping Food Properly Cooled

15-Second Announcement

The goal of this campaign is to teach food storage safety techniques. Presented in Spanish, and produced by FoodSafety.gov, the gateway to food safety information provided by government agencies, the message provides instruction on the importance of keeping certain foods cooled and how to cool foods in storage before cooking. Messages aired throughout the broadcast day, approximately 100 times during this reporting period.

Food Safety

(1)15-Second Announcement

(2)30-Second Announcements

The goal of this campaign is to teach food handling safety techniques. Presented in Spanish, and produced by FoodSafety.gov, the gateway to food safety information provided by government agencies, the message warns of cross contamination of certain foods and provides instruction on the importance of keeping certain foods separated during storage and cooking, using different cutting utensils in preparing chicken and carrots, for example. Messages ran approximately 130 times during the quarter.

Teach Early Campaign

15-Second Announcement

30-Second Announcement

This 30-second announcement educates the community of the prevention of domestic violence. The Teach Early spot is a montage of fathers with their sons in activities. It states the importance of communicating with their children about healthy, non-violent relationships. This message aired approximately 39 times this quarter.

National Heart, Lung and Blood Institute Campaign

15-Second Announcement

“Healthy Eating”

The goal of this campaign is to promote healthy eating. It features a family at a table playing a game involving eating fruits and vegetables. Messages aired throughout the broadcast day, approximately 100 times during this reporting period.

30-Second Announcement

“Keep Active”

The goal of this campaign is to promote an active lifestyle. In the message, parents encourage their daughter to get up and dance. This message aired throughout the broadcast day, approximately 145 times during this reporting period.

ISSUE: CONTINUING EDUCATION

Boost Attendance.org

30-Second Announcement

This campaign emphasizes the importance of parents to keep involved in their child's education. Message conveys is students who miss 18 or more days of school run the risk of falling behind in their education. Message aired throughout the broadcast day, approximately 150 times in this reporting period.

Complete Your Diploma

30-Second Announcement

This campaign highlights the importance of having a high school diploma. The subject is of a job interview and focuses on how a diploma can be beneficial to obtain employment. Message gives information for finishyourdiploma.com. This message aired throughout the broadcast day, approximately 150 times in reporting period.

ISSUE: PUBLIC SAFETY

National Highway Traffic Safety Administration

30-Second Announcement

"Don't Text and Drive"

This campaign highlights the dangers of texting while driving. Spot detail a car crash of a person who was distracted by texting. Message aired throughout the broadcast day, approximately 100 times in this reporting period.

15-Second Announcement

30-Second Announcement

"Don't Drive Fast"

This campaign highlights the danger of driving fast in neighborhoods. A car is speeding through a neighborhood almost running over a child on a bike. Message aired throughout the broadcast day, approximately 150 times in this reporting period.

Digital TV Broadcasting

15-Second Announcement

"Neon Signs"

This campaign highlights the importance of sober driving. Neon lights may attract you to bars but make smart decisions on how you're getting home. Message aired throughout the broadcast day, approximately 100 times during this reporting period.

ISSUE: CHILD SAFETY

Child Passenger Safety Awareness

(1) 30-Second Announcements

(1) 60-Second Announcement

This campaign is designed to raise awareness about infant car seat safety and to make sure all parents and caregivers are properly securing their children (ages 0-12) in the best car restraint (rear-facing, forward-facing, booster, seat belt) for their age and size. Three separate messages on this issue aired during this reporting period. Each message aired throughout the broadcast day. Combined, they aired approximately 200 times.

ISSUE: ANIMAL ADOPTION

The Shelter Pet Project

(2)15-Second Announcement

This campaign emphasis the option of adopting animals from their local animal shelter. This message aired throughout the broadcast day, approximately 140 times during the reporting period.

ISSUE: DIGITAL SAFETY

TodosConectadosAhora.org

(2)15-Second Announcements

This campaign encourages adults to connect online and meet new people. Messages in this campaign aired throughout the broadcast day, approximately 100 times during this reporting period.