

**FCC REPORT
Q1 - 2021**

**STATION KMXA HAS ASCERTAINED THAT THE FOLLOWING ISSUES ARE
MATTERS OF CONCERN TO THE COMMUNITY IT SERVES:**

- 1. LATINOS & COMMUNITY**
- 2. PUBLIC SAFETY**
- 3. HEALTH**

1. LATINOS IN THE COMMUNITY

Program: Ad Council – Different Sounds – Discover the Forrest

When: January 1st – March 31, 2021

Length: 30 second & 15 second

Description of Program:

Studies show that when kids spend time outdoors, they become healthier, have lower stress levels and develop stronger immune systems. They also become more creative, and have greater respect for themselves, other people, and the environment. Our campaign encourages parents and caregivers to reconnect with their family and nature by experiencing it firsthand. Immersive and restorative experiences are available in urban parks, green spaces, and preserves. Through exploration of local forests and parks, kids can build a lifelong connection to nature. The campaign connects families to green spaces in their neighborhood by entering their zip code at DiscoverTheForest.org or DescubreElBosque.org.

Program: Ad Council – Sound of Dinner – Ending Hunger

When: February 25th – March 31, 2021

Length: 60 second

Description of Program:

These are uncertain times for everyone, but for households facing hunger, the coronavirus fallout-including school closures and job disruptions-can present an even greater threat. Millions of Americans, including children, will turn to food banks for much needed support. As the largest hunger-relief organization in the United States, The Feeding America network of food banks feeds millions of families each year, especially during times of disasters and national emergencies. Updated PSAs encourage audiences to donate to Feeding America's COVID-19 Response Fund to help families in this time of urgent need.

Program: Ad Council – Escape Project – Fatherhood Involvement

When: January 1st – March 31, 2021

Length: 30 second

Description of Program:

What is #Dadication? It's just like dedication but it means that as a father, you never stop being a dad. There's no one right way as long as you show up for your kids, even when it's not so easy. The Fatherhood Involvement campaign PSAs highlight the everyday struggles and victories of being a dad to give all fathers the confidence and encouragement to keep going. The campaign hashtag "#Dadication" is part of an ongoing effort to encourage dads to play an active role in their children's lives. All PSAs direct audiences to visit www.fatherhood.gov for parenting tips, fatherhood programs and other resources.

Program: US Dept of Veterans Affairs – Housing Assistance for Veterans

When: March 20th – March 31, 2021

Length: 60 second

Description of Program:

Veterans who are homeless or at imminent risk of becoming homeless can call or visit their local VA Medical Center or Community Resource and Referral Center where VA staff are ready to help. Veterans and their families may also call 1-877-4AID-VET (1-877-424-3838) to access VA services.

5. PUBLIC SAFETY

Program: Ad Council – Alone Together – Stay Home Coronavirus

When: January 1st – March 31, 2021

Length: 30 second

Description of Program:

In response to the coronavirus pandemic, the Ad Council - in partnership with the federal government, public health partners, board member companies, major media networks and digital platforms - launched a series of national PSAs and multi-channel content to provide critical and urgent messages to the American public. Creative assets focus on reaching higher-risk populations and the general public with messages around social distancing, personal hygiene and mental health. Additional assets, targeted to young people, urge social distancing and maintaining mental health, with a message that we can be #AloneTogether.

Program: Ad Council – Social Distancing –Coronavirus

When: January 1st – March 31, 2021

Length: 30 second

Description of Program:

You can protect others from getting sick with COVID-19. Stay home unless you need food, medicine, or medical care. Avoid large crowds and small gatherings. If you must go out, stay at least 6 feet away from other people. Wear a cloth face covering so you don't spread germs when you talk, sneeze, or cough. Cloth face coverings should not be used on children under 2. Remember to follow directions from your local health officials. For more tips, visit [CDC.gov](https://www.cdc.gov)

Program: Ad Council – Preparedness Hero – Emergency Preparedness

When: January 1st – March 31, 2021

Length: 30 second

Description of Program:

In recent years, devastating earthquakes, tornadoes, floods and wildfires have highlighted the need for Americans to prepare for natural disaster. However, according to the Federal Emergency Management Agency (FEMA), half of Americans have not discussed or developed a family emergency plan. Since 2003, our campaign has empowered individuals, families, small businesses and communities to prepare for both natural and man-made disasters. "Ready" recommends taking four steps towards preparedness:

1. Be informed about the different types of emergencies that could occur and their appropriate protective actions.
2. Make a family emergency plan including information on how to reconnect and reunite.
3. Build emergency supply kits to ensure you're prepared whether you're at home, at work, or in the car.
4. Get involved by finding opportunities to support community preparedness. The bilingual campaign encourages, educates, and empowers parents and caregivers to talk with their kids about emergency preparedness and take action together by visiting [Ready.gov/kids](https://www.ready.gov/kids).

Program: PACT (Partners Against Child Trafficking) – Pact Training

When: March 1st – March 31, 2021

Length: 60 second

Description of Program:

In this PSA, we introduce our PACT Student Training Program, an online course made by students for students, giving viewers an immediate step of action to prevent child trafficking. This course teaches students how to be aware and actively-alert against the dangers that they are vulnerable to. As a multimedia, interactive course, it provides a lasting and tangible impact on students, giving them the knowledge that most adults neglect to provide.

6. HEALTH

Program: Ad Council – Hand Wash Hero - Coronavirus

When: January 1st – March 31, 2021

Length: 30 second

Description of Program:

Think of creative ways you can promote healthy hygiene habits like handwashing. It could be as simple as talking with a friend or colleague about this importance of handwashing. Even sharing this blog is a great way to get the word out. But whatever you decide to do, start today. Today's rapidly evolving pandemic requires immediate action and engagement from us all. Together, we can responsibly fight COVID-19. Stay Safe, Stay Compassionate.

Program: Ad Council – Vaccination Education - Coronavirus

When: February 22nd – March 31, 2021

Length: 60 second

Description of Program:

The COVID-19 vaccines have the potential to transform life as we know it today and save hundreds of thousands of lives-but they can only be successful if millions of Americans recognize the urgency, safety and vital importance of getting vaccinated. While many have already started the vaccination process, there is currently a general lack of confidence. Overall, 40% of the U.S. public have expressed concerns, ranging from "skeptical" to "open but uncertain," about getting vaccinated. The It's Up to You campaign encourages audiences to get the latest vaccine information-knowing that personal education is the first step in building vaccine confidence. It's OK to have questions. We want to acknowledge Americans' concerns, provide answers to their questions, and get us all on the road back to the moments and people we miss most. To see common questions and get more vaccine information, visit our consumer site here: www.GetVaccineAnswers.org.

Program: Ad Council – People You Know – Diabetes Prevention

When: January 1st – March 31, 2021

Length: 30 second

Description of Program:

More than one in three American adults have prediabetes and are at high risk of developing type 2 diabetes -a serious health condition that can lead to a heart attack or stroke. Of these individuals, more than 80% of people with prediabetes don't know they have it. Thankfully, the vast majority of people with prediabetes can take steps to reduce their risk. Through weight loss, diet changes, and increased physical activity, prediabetes can often be reversed. These PSAs encourage viewers to visit the campaign website where they can take a one-minute risk test to know where they stand. The campaign highlights the importance of early diagnosis, speaking with your doctor and visiting DoIHavePrediabetes.org to learn more about prediabetes.

Program: Ad Council – Mario – Alzheimers Awareness

When: January 1st – March 31, 2021

Length: 60 second

Description of Program:

Close family members know their loved ones best, and are typically the first to notice memory issues or cognitive problems but they're often hesitant to initiate a conversation-even when they know something is wrong. For those with Alzheimer's and their family members, an early diagnosis can help decrease the burden of the disease by allowing more time for critical care planning. That's why it's so important to have these conversations. To tell real, relatable stories of families who have benefited from early detection we created the "Our Stories" campaign in partnership with the Alzheimer's Association. The campaign

empowers people to have these critical conversations with loved ones when they notice something is different. The website Alz.org/OurStories offers families helpful tools and resources, including information on the disease and the benefits of an early diagnosis, as well as interactive conversation starters.

Program: Ad Council – Not Just Words – Cervical Cancer

When: January 1st – March 31, 2021

Length: 60 second

Description of Program:

Friends, have you ever felt? Swollen for no reason? With pain or pressure in the pelvis? Are you very full quickly even though you have only eaten a little? It's not common, right? But if you have any of these symptoms for two weeks or more, see a doctor. Because swelling, fullness, and constant pain or pressure in the pelvis can be signs of gynecological cancer, such as cervical, ovarian, or uterine cancer. If your periods are longer than usual or you have bleeding after menopause, see a doctor right away. It might be nothing, but make sure. Know the symptoms. Listen to your body. For more information on gynecologic cancers, call 1-800-CDC-INFO. A message from HHS and the CDC Know Your Body campaign.

Program: Ad Council – Save your Life – Lung Cancer Screening

When: March 1st - March 31, 2021

Length: 30 second

Description of Program:

Lung cancer is the #1 cancer killer of men and women. Compared to other cancers, it has one of the lowest survival rates, but with the new lung cancer screening, approximately eight million people in the U.S. who are at high risk for lung cancer can be saved with this early detection and treatment. If everyone at high risk were screened, close to 48,000 lives could be saved. "Saved By The Scan" drives current and former smokers to take a lung cancer screening eligibility quiz at SavedByTheScan.org. Since the campaign's launch in August 2017, 31% of quiz respondents have been eligible for a low-dose CT scan. The campaign has saved lives and continues to educate.