

KYYYS Public Affairs
Report
First Quarter for
Year 2014
Ending March 31,
2014

First Quarter, 2014 KYYS Public Affairs Report

KYYS “La X” 1250 AM is a radio station licensed to Kansas City, Kansas.

During the first quarter of 2014 that ended on March 31, significant treatment was given to a number of community issues via KYYS’s programming.

KYYS Programming Schedule

KYYS is a Mexican Regional formatted station.

KYYS has several programs that serve the community on different days of the week,

Mondays at 6pm for half an hour HDEC helps people understand the steps in opening up their own businesses.

"EL TILICHERO” is a program Monday thru Saturday, from 10 thru 11am that allows people to call in and announce items they might want to buy, sell or trade.

Local newscasts are played twice a day with the purpose to update listeners on the most important and late breaking news. KYYS also airs regularly scheduled Traffic Reports, and programs dealing with specific areas of interest for the Greater Kansas City Metropolitan Area.

During the first quarter of 2014, Kansas City had winter storms with very heavy snowfall. KYYS kept the audience updated with information on school closures, traffic and available shelters.

On January 18th and 19th, The Guatemalan Consulate in Chicago visited Kansas City to help the community update and maintain important documents pertaining to their country. KYYS aired live promos and interviews informing the community about their visit.

On January 2014, The Mexican Consulate in Kansas City, MO hosted their annual Financial Week. KYYS supports events that promote education and information that participating organizations gave to the community

Public service Announcements (PSA's)

KYYS encourage both local and national non-profit organizations to send PSA's to the station. In copy and /or recorded formats.

The following are examples of public service Announcements aired on 1250am KYYS During the first quarter
(January 1, 2014 through March 31, 2014)

- Red Hispana
- Salvation Army
- El Centro, Inc.
- Unity Fest
- National Coalition of Cancer
- Neighbors works America
- USA gov
- Make a Wish Foundation
- United States Department of Justice
- After lunch Cigarette
- FDIC
- Child abuse prevention
- Children Miracle Network
- Mexican Consulate
- St. Jude Children's Research Hospital
- Bishop Sullivan
- Guatemalan Consulate

“Talking with the Experts” airs every Monday at 2pm hosted by Clara Reyes, the editor of the bilingual newspaper “Dos Mundos”.

**HABLANDO CON LOS EXPERTOS
KYYS First Quarter 2014**

DATE:	TIME:	GUEST:	TOPIC
1/13/14	2:00pm	Griselda Albanez	Guatemalan Association
2/03/14	2:00pm	Chato Villalobos	KCMO Police Department
2/10/14	2:00pm	Henry Watson	Immigration Lawyer
2/17/14	2:00pm	Sandra Broker	Tips to buy a house
2/24/14	2:00pm	Cielo Fernandez	Bilingual Health Fair
3/03/14	2:00pm	Lourdes Orestano	Mexican Consulate
3/10/14	2:00pm	Megan Frederickson	Legal AID
3/30/14	2:00pm	Virginia Oropeza	Our Lady of Unity