

KYYYS Public Affairs
Report
Fourth Quarter for
Year 2014
Ending December
31, 2014

Fourth Quarter, 2014 KYYS Public Affairs Report

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

During the fourth quarter of 2014 that ended on December 31st. 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.

Each year Reyes Media Group and KYYS join forces for the “Promesa y Esperanza” Radio-thon. This year, the Radio-thon was held October 2nd and 3rd. The Hispanic radio-thon helps raise funds for the medical treatment and research of childhood cancer at St. Jude Children’s Research Hospital

On October, November and December KYYS supported forums and information about the Health Insurance Marketplace, Affordable Care Act, with interviews, live and recorded promos to help the community.

The Mexican Consulate in Kansas City, MO hosted sessions of information and presentations on President Obama’s Executive Action, KYYS helped them to promote these free events for the community with interviews and live announcements.

On December 2014, different churches and organizations hosted events to honor “Our lady of Guadalupe”. KYYS help them promote these free events with interviews and live mentions.

Public service Announcements (PSA's)

KYYs encourage both local and national non-profit organizations to send PSAs to the station in copy(print) and /or recorded formats.

The following are examples of public service Announcements aired on 1250am KYYs

During the fourth quarter

(October 1, 2014 through December 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
- JUNTOS
- Our Lady of Unity
- Mattie Rhodes Center
- Don Bosco

“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 Fourth Quarter 2014

DATE:	TIME:	GUEST:	TOPIC
10/06/14	2:00pm	Gina Ortiz	Redes Latina
10/13/14	2:00pm	Mariana Sanchez	KU Free Health Event
10/20/14	2:00pm	Ana Ruth Avila	Depression
10/27/14	2:00pm	Luis Gonzalez	Parents as Teachers
11/03/14	2:00pm	Yanet Murghia	NCLR
11/10/14	2:00pm	Alicia Kerber	Mexican Consul
11/17/14	2:00pm	Ximena Somoza	Ebola
12/22/14	2:00pm	Alicia Kerber	Mexican Consul