

KYYYS Public Affairs
Report
Second Quarter for
Year 2014
Ending June 30,
2014

Second Quarter, 2014 KYYS Public Affairs Report

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

During the second quarter of 2014 that ended on June 30, 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, Weather and programs dealing with specific areas of interest for the Greater Kansas City Metropolitan Area.

On April, KYYS talked about the due dates for the tax season. The Hispanic Department of the IRS informed our listeners of who to file for free and how to get a 6 month extension.

During the month of May, different organizations celebrated Cinco de Mayo with various events. KYYS help them promote their free activities with interviews and live promos.

On June, KYYS held interviews with OSHA, The Labor Department and the Health Departments about safety tips for workers, during the summer season.

Public service Announcements (PSA's)

KYYS encourage both local and national non-profit organizations to send PSAs to the station; as copy and/or recorded format.

The following are examples of public service Announcements aired on 1250am KYYS During the second quarter
(April 1, 2014 through June 30, 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 Second Quarter 2014

DATE:	TIME:	GUEST:	TOPIC
4/14/14	2:00pm	Cristina Bernal	Coalition of Women Against Cancer
4/21/14	2:00pm	Teresa Aguilar	Fiesta Mexicana, Holy Cross Church
5/12/14	2:00pm	Narbeli Galindo	Ecuador Trade Commissionaire
5/19/14	2:00pm	Alicia Kerber	Mexican Consul
5/26/14	2:00pm	Father Oscar Garavito	Pentecost Sunday
6/09/14	2:00pm	Elizabeth Morales	OSHA
6/16/14	2:00pm	Alicia Kerber	Mexican Consul
6/23/14	2:00pm	Elizabeth Reynoso	El Centro, Inc.