

**National PSA Show for Hispanic Programming Beasley Media Group
WAEC(AM)
Most Significant Issue-Responsive Programming
1st Quarter, 2024**

ISSUE:

Health / Environment / Community

PROGRAM NAME:

“En Contacto”

AIR DATE & TIME:

1/8/2024 6:00-7:00 a.m.

DURATION OF PROGRAMMING SEGMENT:

20 minutes of a 1-hour program.

DESCRIPTION OF PROGRAMMING SEGMENT:

Medical Epidemiologist at the Centers for Disease Control and Prevention Dr. Laura Castro talked about the Ad Council, American Medical Association and Centers for Disease Control and Prevention's campaign "Get Your Flu Shot". The campaign highlights the importance of getting the flu vaccine to prevent the spread and the severity of getting sick before the holidays

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1/8/2024 6:00-7:00 a.m.

DURATION OF PROGRAMMING SEGMENT:
20 minutes of a 1-hour program.

DESCRIPTION OF PROGRAMMING SEGMENT:
Betsy Rodríguez, Senior Public Health Advisor at the Centers for Disease Control and Prevention talked about the most recent national campaign from the CDC in partnership with the Ad Council “Could I Have Prediabetes?”. This campaign highlights the fact that an early diagnosis of prediabetes can be reversed, type 2 diabetes can be delayed or prevented. The campaign also encourages the community to visit their website to take the 1-minute risk test to find out their risk of diabetes.

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1/8/2024 6:00-7:00 a.m.

DURATION OF PROGRAMMING SEGMENT:

20 minutes of a 1-hour program.

DESCRIPTION OF PROGRAMMING SEGMENT:

Daniel Llargués the Federal Emergency Management Administration (FEMA) Spokesperson, talked about a campaign, FEMA in partnership with the Ad Council are launching with the aim of reducing the risks suffered by specific communities after a natural disaster, focusing on people living alone, with low income, with disabilities or live in rural areas.

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PROGRAM NAME:

“En Contacto”

AIR DATE & TIME:

1/16/2024 6:00-7:00 a.m.

DURATION OF PROGRAMMING SEGMENT:

5 minutes of a 1-hour program.

DESCRIPTION OF PROGRAMMING SEGMENT:

Carlos Rangel talks with Cristy Balderrama to talk about Race Relations and healing.

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PROGRAM NAME:

“En Contacto”

AIR DATE & TIME:

1/16/2024 6:00-7:00 a.m.

DURATION OF PROGRAMMING SEGMENT:

6 minutes of a 1-hour program.

DESCRIPTION OF PROGRAMMING SEGMENT:

Crisia Campos Education Expert talks with Cristy Balderrama about School Selection.

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DURATION OF PROGRAMMING SEGMENT:

8 minutes of a 1-hour program.

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“En Contacto”

AIR DATE & TIME:

1/21/2024 6:00-7:00 a.m.

DURATION OF PROGRAMMING SEGMENT:

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DESCRIPTION OF PROGRAMMING SEGMENT:

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AIR DATE & TIME:

1/21/2024 6:00-7:00 a.m.

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1/21/2024 6:00-7:00 a.m.

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PROGRAM NAME:

“En Contacto”

AIR DATE & TIME:

1/28/2024 6:00-7:00 a.m.

DURATION OF PROGRAMMING SEGMENT:

5 minutes of a 1-hour program.

DESCRIPTION OF PROGRAMMING SEGMENT:

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Environment / Community

PROGRAM NAME:

“En Contacto”

AIR DATE & TIME:

2/4/2024 6:00-7:00 a.m.

DURATION OF PROGRAMMING SEGMENT:

5 minutes of a 1-hour program.

DESCRIPTION OF PROGRAMMING SEGMENT:

Carlos Rangel talks with Cristy Balderrama to talk about Race Relations and healing.

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PROGRAM NAME:

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AIR DATE & TIME:

2/4/2024 6:00-7:00 a.m.

DURATION OF PROGRAMMING SEGMENT:

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DESCRIPTION OF PROGRAMMING SEGMENT:

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2/4/2024 6:00-7:00 a.m.

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WAEK(AM)
Most Significant Issue-Responsive Programming
1st Quarter, 2024

ISSUE:

Health / Community

PROGRAM NAME:

“En Contacto”

AIR DATE & TIME:

2/11/2024 6:00-7:00 a.m.

DURATION OF PROGRAMMING SEGMENT:

5 minutes of a 1-hour program.

DESCRIPTION OF PROGRAMMING SEGMENT:

Miguel Burgos from TurboTax talks with Cristy Balderrama about Tax Filing.

National PSA Show for Hispanic Programming Beasley Media Group

WAEC(AM)
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1st Quarter, 2024

ISSUE:

Health / Community

PROGRAM NAME:

“En Contacto”

AIR DATE & TIME:

2/11/2024 6:00-7:00 a.m.

DURATION OF PROGRAMMING SEGMENT:

11 minutes of a 1-hour program.

DESCRIPTION OF PROGRAMMING SEGMENT:

Beverly Lopez from USDA talks with Cristy Balderrama about Food Safety.

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2/11/2024 6:00-7:00 a.m.

DURATION OF PROGRAMMING SEGMENT:

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ISSUE:

Health / Community

PROGRAM NAME:

“En Contacto”

AIR DATE & TIME:

2/18/2024 6:00-7:00 a.m.

DURATION OF PROGRAMMING SEGMENT:

11 minutes of a 1-hour program.

DESCRIPTION OF PROGRAMMING SEGMENT:

Miguel Burgos from TurboTax talks with Cristy Balderrama about Tax Filing.

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ISSUE:

Economy / Family / Community

PROGRAM NAME:

“En Contacto”

AIR DATE & TIME:

2/18/2024 6:00-7:00 a.m.

DURATION OF PROGRAMMING SEGMENT:

11 minutes of a 1-hour program.

DESCRIPTION OF PROGRAMMING SEGMENT:

Erica Serrano, spokesperson for the AdoptUSKids organization and Sandra Mendez, Adoptive Mother, highlighted the benefits and importance of adopting teenagers from the US foster care system. Mrs. Serrano spoke about what individuals or couples should know about teen adoption. Mrs. Mendez shared her personal story adopting teenagers and the steps future parents can take to begin the adoption.

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Health / Environment / Community

PROGRAM NAME:

“En Contacto”

AIR DATE & TIME:

2/18/2024 6:00-7:00 a.m.

DURATION OF PROGRAMMING SEGMENT:

10 minutes of a 1-hour program.

DESCRIPTION OF PROGRAMMING SEGMENT:

Mental Health expert Alfredo Hernandez talked about a national campaign launched by the Ad Council and Huntsman Mental Health Institute called “Con Amor, Tu Mente”. This campaign openly addresses the topic of mental health, to leave behind the stigma and prejudices that surround this reality, creating responsive and proactive society. “Con Amor, Tu Mente”. offers different resources for the community to help determine how to handle stress, relate to others, and make decisions.

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1st Quarter, 2024

ISSUE:

Health / Community

PROGRAM NAME:

“En Contacto”

AIR DATE & TIME:

2/25/2024 6:00-7:00 a.m.

DURATION OF PROGRAMMING SEGMENT:

11 minutes of a 1-hour program.

DESCRIPTION OF PROGRAMMING SEGMENT:

Miguel Burgos from TurboTax talks with Cristy Balderrama about Tax Filing.

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PROGRAM NAME:

“En Contacto”

AIR DATE & TIME:

2/25/2024 6:00-7:00 a.m.

DURATION OF PROGRAMMING SEGMENT:

11 minutes of a 1-hour program.

DESCRIPTION OF PROGRAMMING SEGMENT:

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ISSUE:

Health / Environment / Community

PROGRAM NAME:

“En Contacto”

AIR DATE & TIME:

3/3/2024 6:00-7:00 a.m.

DURATION OF PROGRAMMING SEGMENT:

10 minutes of a 1-hour program.

DESCRIPTION OF PROGRAMMING SEGMENT:

Mental Health expert Alfredo Hernandez talked about a national campaign launched by the Ad Council and Huntsman Mental Health Institute called “Con Amor, Tu Mente”. This campaign openly addresses the topic of mental health, to leave behind the stigma and prejudices that surround this reality, creating responsive and proactive society. “Con Amor, Tu Mente”. offers different resources for the community to help determine how to handle stress, relate to others, and make decisions.

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Environment / Community

PROGRAM NAME:

“En Contacto”

AIR DATE & TIME:

3/3/2024 6:00-7:00 a.m.

DURATION OF PROGRAMMING SEGMENT:

9 minutes of a 1-hour program.

DESCRIPTION OF PROGRAMMING SEGMENT:

Daniel Llargués the Federal Emergency Management Administration (FEMA) Spokesperson, talked about a campaign, FEMA in partnership with the Ad Council are launching with the aim of reducing the risks suffered by specific communities after a natural disaster, focusing on people living alone, with low income, with disabilities or live in rural areas.

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AIR DATE & TIME:

3/3/2024 6:00-7:00 a.m.

DURATION OF PROGRAMMING SEGMENT:

9 minutes of a 1-hour program.

DESCRIPTION OF PROGRAMMING SEGMENT:

Medical Epidemiologist at the Centers for Disease Control and Prevention Dr. Laura Castro talked about the Ad Council, American Medical Association and Centers for Disease Control and Prevention's campaign "Get Your Flu Shot". The campaign highlights the importance of getting the flu vaccine to prevent the spread and the severity of getting sick before the holidays.

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3/3/2024 6:00-7:00 a.m.

DURATION OF PROGRAMMING SEGMENT:
8 minutes of a 1-hour program.

DESCRIPTION OF PROGRAMMING SEGMENT:
Betsy Rodríguez, Senior Public Health Advisor at the Centers for Disease Control and Prevention talked about the most recent national campaign from the CDC in partnership with the Ad Council "Could I Have Prediabetes?". This campaign highlights the fact that an early diagnosis of prediabetes can be reversed, type 2 diabetes can be delayed or prevented. The campaign also encourages the community to visit their website to take the 1-minute risk test to find out their risk of diabetes.

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3/17/2024 6:00-7:00 a.m.

DURATION OF PROGRAMMING SEGMENT:

8 minutes of a 1-hour program.

DESCRIPTION OF PROGRAMMING SEGMENT:

Betsy Rodríguez, Senior Public Health Advisor at the Centers for Disease Control and Prevention talked about the most recent national campaign from the CDC in partnership with the Ad Council “Could I Have Prediabetes?”. This campaign highlights the fact that an early diagnosis of prediabetes can be reversed, type 2 diabetes can be delayed or prevented. The campaign also encourages the community to visit their website to take the 1-minute risk test to find out their risk of diabetes.

**National PSA Show for Hispanic Programming Beasley Media Group
WAEC(AM)
Most Significant Issue-Responsive Programming
1st Quarter, 2024**

ISSUE:

Economy / Family / Community

PROGRAM NAME:

“En Contacto”

AIR DATE & TIME:

3/17/2024 6:00-7:00 a.m.

DURATION OF PROGRAMMING SEGMENT:

11 minutes of a 1-hour program.

DESCRIPTION OF PROGRAMMING SEGMENT:

Erica Serrano, spokesperson for the AdoptUSKids organization and Sandra Mendez, Adoptive Mother, highlighted the benefits and importance of adopting teenagers from the US foster care system. Mrs. Serrano spoke about what individuals or couples should know about teen adoption. Mrs. Mendez shared her personal story adopting teenagers and the steps future parents can take to begin the adoption.

**National PSA Show for Hispanic Programming Beasley Media Group
WAEC(AM)
Most Significant Issue-Responsive Programming
1st Quarter, 2024**

ISSUE:

Health / Environment / Community

PROGRAM NAME:

“En Contacto”

AIR DATE & TIME:

3/24/2024 6:00-7:00 a.m.

DURATION OF PROGRAMMING SEGMENT:

10 minutes of a 1-hour program.

DESCRIPTION OF PROGRAMMING SEGMENT:

Mental Health expert Alfredo Hernandez talked about a national campaign launched by the Ad Council and Huntsman Mental Health Institute called “Con Amor, Tu Mente”. This campaign openly addresses the topic of mental health, to leave behind the stigma and prejudices that surround this reality, creating responsive and proactive society. “Con Amor, Tu Mente”. offers different resources for the community to help determine how to handle stress, relate to others, and make decisions.

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Most Significant Issue-Responsive Programming
1st Quarter, 2024**

ISSUE:

Environment / Community

PROGRAM NAME:

“En Contacto”

AIR DATE & TIME:

3/24/2024 6:00-7:00 a.m.

DURATION OF PROGRAMMING SEGMENT:

9 minutes of a 1-hour program.

DESCRIPTION OF PROGRAMMING SEGMENT:

Daniel Llargués the Federal Emergency Management Administration (FEMA) Spokesperson, talked about a campaign, FEMA in partnership with the Ad Council are launching with the aim of reducing the risks suffered by specific communities after a natural disaster, focusing on people living alone, with low income, with disabilities or live in rural areas.

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WAEC(AM)
Most Significant Issue-Responsive Programming
1st Quarter, 2024**

ISSUE:

Health / Environment / Community

PROGRAM NAME:

“En Contacto”

AIR DATE & TIME:

3/24/2024 6:00-7:00 a.m.

DURATION OF PROGRAMMING SEGMENT:

9 minutes of a 1-hour program.

DESCRIPTION OF PROGRAMMING SEGMENT:

Medical Epidemiologist at the Centers for Disease Control and Prevention Dr. Laura Castro talked about the Ad Council, American Medical Association and Centers for Disease Control and Prevention's campaign "Get Your Flu Shot". The campaign highlights the importance of getting the flu vaccine to prevent the spread and the severity of getting sick before the holidays.

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Health / Community

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3/24/2024 6:00-7:00 a.m.

DURATION OF PROGRAMMING SEGMENT:

8 minutes of a 1-hour program.

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Betsy Rodríguez, Senior Public Health Advisor at the Centers for Disease Control and Prevention talked about the most recent national campaign from the CDC in partnership with the Ad Council “Could I Have Prediabetes?”. This campaign highlights the fact that an early diagnosis of prediabetes can be reversed, type 2 diabetes can be delayed or prevented. The campaign also encourages the community to visit their website to take the 1-minute risk test to find out their risk of diabetes.

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3/24/2024 6:00-7:00 a.m.

DURATION OF PROGRAMMING SEGMENT:

11 minutes of a 1-hour program.

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WAEC(AM)
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1st Quarter, 2024**

ISSUE:

Environment / Community

PROGRAM NAME:

“En Contacto”

AIR DATE & TIME:

3/31/2024 6:00-7:00 a.m.

DURATION OF PROGRAMMING SEGMENT:

9 minutes of a 1-hour program.

DESCRIPTION OF PROGRAMMING SEGMENT:

Daniel Llargués the Federal Emergency Management Administration (FEMA) Spokesperson, talked about a campaign, FEMA in partnership with the Ad Council are launching with the aim of reducing the risks suffered by specific communities after a natural disaster, focusing on people living alone, with low income, with disabilities or live in rural areas.

**National PSA Show for Hispanic Programming Beasley Media Group
WAEC(AM)**

**Most Significant Issue-Responsive Programming
1st Quarter, 2024**

ISSUE:

Community

PROGRAM NAME:

“En Contacto”

AIR DATE & TIME:

3/31/2024 6:00-7:00 a.m.

DURATION OF PROGRAMMING SEGMENT:

10 minutes of a 1-hour program.

DESCRIPTION OF PROGRAMMING SEGMENT:

Valerie Casares from the USDA speaks with Cristy Balderrama about Food Safety in the Easter Holiday.

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WAEK(AM)
Most Significant Issue-Responsive Programming
1st Quarter, 2024**

ISSUE:
Community

PROGRAM NAME:
"En Contacto"

AIR DATE & TIME:
3/31/2024 6:00-7:00 a.m.

DURATION OF PROGRAMMING SEGMENT:
10 minutes of a 1-hour program.

DESCRIPTION OF PROGRAMMING SEGMENT:
Abigail Zapota from Social Security Administration talks with Cristy Balderrama about SSI.