

**KFWB**

**980 AM**

**PUBLIC AFFAIRS  
INFORMATION**

**JANUARY 2024**

**MONTH / YEAR**

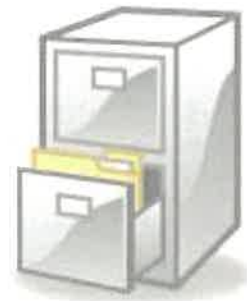
# KFWB

## Public Affairs

JANUARY 2024

Categories:

- Health / Welfare
- Legal
- Investment / Finances
- Education
- Other



**ASCERTAINMENT PROGRAMMING**  
**ASCERTAINMENT CATEGORY – HEALTH / WELFARE**

<b>PROGRAM TITLE, Source Type</b> <b>Time(s) Broadcast, Duration, Date...</b>	<b>BRIEF DESCRIPTION</b> <b>MUST INCLUDE MODERATOR'S NAME</b> <b>GUEST(S) NAME AND TITLE</b>
<p>JANUARY 2024  <b>CA DENTAL GROUP</b>                      PA 30min. 5:30P- 6P                      1/3, 1/4, 1/9, 1/11, 1/16, 1/18, 1/23, 1/24,                      1/30                      Audience Participation</p>	<p><b>Host name:</b> Francisco Elizondo  <b>Guest name:</b> Mauricio  <b>Guest Title:</b> Spokesperson/Representative  <b>Topic:</b> A spokesperson for CA Dental recently shared valuable advice on the significance of dental care and highlighted the services they offer to make it more accessible to everyone. One of the key aspects they emphasized was their promotional rates, which allow individuals to avail of dental services at affordable prices. With payments as low as \$27 a month, CA Dental ensures that financial constraints do not hinder individuals from receiving the necessary dental care they need. Moreover, they also provide convenient payment plans for procedures and implants that may have a higher cost, exceeding \$75. Q &amp; A from listeners.</p>
<p>JANUARY 2024  <b>"C&amp;C FAMILY INSURANCE"</b>                      1/22/2024                      PA 50 Min. 9A-10A                      Audience Participation</p>	<p><b>Host:</b> Alberto Murillo  <b>Guest Name:</b> Carlos Carrillo  <b>Guest Title:</b> Independent Medicare Agent  <b>Organization Name:</b> C&amp;C Family Insurance  <b>Topic:</b> During the radio show, C&amp;C Family Insurance provided valuable information to the listeners regarding the various Medicare plans that are available specifically for individuals who are 65 years of age and older. This informative session shed light on the key distinctions between Medical and Medicare, ensuring that the elderly population understands the benefits and coverage options they have access to. One of the standout features of this radio show was the generous offer made by C&amp;C Family Insurance to assist seniors in completing all the necessary forms, completely free of charge.</p>

<p>JANUARY 2024  <b>CELULAS MADRES DIAMOND</b>  1/21, 1/28 PA 30MIN 10A-1030A  1/13, 1/20, 1/27 PA 30MIN 11A-1130A  Audience Participation</p>	<p><b>Host name:</b> Francisco Elizondo  <b>Guest name:</b> Dr. Jesus Martinez  <b>Guest Title:</b> Natural Medicine  <b>Topic:</b> The Dr. explained how Stem Cells have revolutionized the field of medicine with their remarkable ability to repair certain dysfunctions of the body. These unique cells have the potential to develop into various specialized cell types, making them a promising tool for regenerative medicine. Stem cell therapies, also known as regenerative medicine, offer a new approach to treating a wide range of illnesses, including high blood pressure, diabetes, and cholesterol-related conditions. By harnessing the regenerative properties of stem cells, researchers and medical professionals are exploring innovative ways to alleviate the symptoms and even reverse the progression of these diseases. Open lines for Q &amp; A and offered a promotion to the first callers</p>
<p>JANUARY 2024  <b>DOCTORA NATURISTA EVELIA ESQUIVEL</b>  1/4, 1/11 PA 1HR 1P-2P  1/18, 1/25 PA 1HR 3P-4P  Audience Participation</p>	<p><b>Hostname:</b> Irma Olmedo  <b>Guest name:</b> Dra. Evelia  <b>Guest Title:</b> Natural Medicine  <b>Topic:</b> Dr. addressed the various issues related to foot health, shedding light on the detrimental effects of stress, swollen feet, and foot pain. With extensive knowledge and expertise, provided valuable insights into the causes and potential treatments for these ailments. Open lines for Q &amp; A</p>
<p>JANUARY 2024  <b>HYPERSPEED LASIK</b>  1/2, 1/4 PA 1P-2P  Audience Participation</p>	<p><b>Host Name:</b> Irma Olmedo  <b>Guest name:</b> Doctor Tartak  <b>Guest Title:</b> Doctor  <b>Topic:</b> Dr. Tartak provided a comprehensive overview of laser eye surgery, shedding light on the process and the subsequent recovery period. Explained that laser eye surgery is a highly advanced procedure designed to correct refractive errors such as nearsightedness, farsightedness, and astigmatism. By using a laser to reshape the cornea, the surgeon can improve the patient's vision and reduce their dependence on corrective eyewear. To make this life-changing surgery more accessible, they are currently offering a remarkable 50% discount to all individuals, regardless of age. This generous offer aims to provide both adults and children with the opportunity to achieve clear vision and a higher quality of life. Open lines for Q &amp; A</p>

<p>JANUARY 2024  <b>NATURISTA MARISOL</b>  1/6, 1/13, 1/20, 1/27 PA 30MIN 630A-7A  Audience Participation</p>	<p><b>Hostname:</b> Jose Fernando Galaz  <b>Guest name:</b> Dra. Marisol Martinez  <b>Guest Title:</b> Natural Medicine  <b>Topic:</b> During the informative session, the doctor discussed the potential benefits of natural medicine in addressing various health issues faced by individuals. One of the key topics she touched upon was the enhancement of libido in women, highlighting how certain natural remedies can aid in raising the sexual drive. Additionally, the doctor shed light on the potential efficacy of natural medicine in managing conditions like diabetes, high blood pressure, and arthritis, among others. By exploring alternative approaches to healthcare, the doctor emphasized the potential of natural remedies to complement existing treatments and improve overall well-being. Open lines for Q &amp; A</p>
<p>JANUARY 2024  <b>NORA ROSS</b>  1/7, 1/14, 1/21, 1/28 PA 90min 8A  1/6, 1/13, 1/20, 1/27 PA 60min 10A  Audience Participation</p>	<p><b>Host:</b> Carlos Magana  <b>Guest Name:</b> Nora Ross  <b>Guest Title:</b> Director/Spokesperson  <b>Organization Name:</b> Kokobleeco Nora Ross  <b>Topic:</b> Introducing the ultimate hair treatment, Organic Garlic Shampoo and Conditioner, a revolutionary product designed to prevent hair loss and promote healthier, stronger hair. Alongside Organic Garlic Shampoo and Conditioner, another noteworthy product mentioned is Kokobleeco, a brand committed to providing exceptional hair care solutions. By incorporating these products into your hair care routine, you can experience the multitude of benefits they offer, such as increased hair volume, improved hair texture, and reduced hair loss. Q &amp; A from listeners</p>
<p>JANUARY 2024  <b>ROYAL NATURA</b>  1/7, 1/14, 1/21, 1/28 PA 30min 8A-830A  1/12, 1/19, 1/26 PA 30min 530P-6P  Audience Participation</p>	<p><b>Host:</b> Gabriela Rivero and Patricia Rivero  <b>Guest name:</b> Dr. Angel Martinez  <b>Guest Title:</b> Doctor / Spokesperson  <b>Organization Name:</b> Royal Natura  <b>Topic:</b> Dr. Martinez highlighted the numerous benefits of Stem Cell capsules. These capsules contain a concentrated dose of stem cells, which can be easily consumed and absorbed by the body. Stem cells are undifferentiated cells that have the unique capability to transform into various cell types in the body. They hold immense potential for medical applications, and with the added benefit of a promotional price, individuals now have the chance to explore this cutting-edge approach to health and well-being. and opened lines for Q &amp; A.</p>

JANUARY 2024

**TOTAL NATURAL**

1/7, 1/14, 1/21, 1/28 PA 30min 630A-7A

Audience Participation

**Hostname:** Hector Valdez and Mayra

**Guest name:** Dr. Angel Martinez

**Guest Title:** Doctor

**Topic:** During his informative talk, Dr. Angel Martinez delved into the fascinating field of stem cell therapies, also known as regenerative medicine. He shed light on how stem cells have the remarkable ability to repair various illnesses, ranging from arthritis and diabetes to prostate issues, osteoporosis, and other types of diseases. Stem cells hold immense potential in the realm of healthcare. The doctor also emphasized the benefits of taking a supplement that harnesses the power of stem cells to promote overall health and well-being. Open lines for Q & A

## ASCERTAINMENT PROGRAMMING ASCERTAINMENT CATEGORY – LEGAL

PROGRAM TITLE, Source Type Time(s) Broadcast, Duration, Date...	BRIEF DESCRIPTION MUST INCLUDE MODERATOR'S NAME GUEST(S) NAME AND TITLE
<p>JANUARY 2024  <b>ABOGADA NOEMY RAMIREZ</b>            1/4, 1/18 PA 1HR 9A-10A            Audience Participation</p>	<p><b>Host Name:</b> Alberto Murillo  <b>Guest Name:</b> Noemi Ramirez  <b>Guest Title:</b> Lawyer  <b>Topic:</b> During this show, the lawyer Noemi addressed the audience and extended an invitation to anyone seeking advice or assistance with their potential cases. Recognizing the importance of providing accurate information and guidance, she encouraged individuals to call in with their questions and concerns, offering her expertise to help them navigate the often confusing and overwhelming immigration system. Furthermore, Noemi warmly invited the audience to visit her office, emphasizing that consultations are available without any obligation. Q &amp; A from listeners.</p>
<p>JANUARY 2024  <b>LAW OFFICE OF BERNARDO DE LA TORRE</b>            1/7, 1/14, 1/21, 1/28 PA 30MIN 730A-8A            Audience Participation</p>	<p><b>Host and Guest:</b> Bernardo de la Torre  <b>Guest Title:</b> Lawyer  <b>Topic:</b> The lawyer discussed his expertise in assisting individuals whose spouses are already collecting retirement benefits to receive additional financial support. He emphasized the importance of ensuring that everyone is aware of their rights and options when it comes to securing their financial future. The lawyer highlighted that many people may not be aware that they are eligible for additional funds and explained the potential complexities of navigating the legal procedures involved. He emphasized that there would be no obligation involved and that their team would be more than happy to provide additional information and guidance regarding their specific situations. Open lines for Q &amp; A from listeners.</p>

JANUARY 2024

**LAW OFFICE OF MICHELLE GONZALEZ**

1/17/2024 PA 30MIN 530P

Audience Participation

**Host Name:** Alberto Murillo

**Guest Name:** Abogada Michelle Gonzalez

**Guest Title:** Lawyer

**Topic:** The lawyer explained immigration laws.

Explained how she can help file a petition to immigrate as long as the person is eligible.

Open lines for Q & A from listeners.



## ASCERTAINMENT PROGRAMMING

### ASCERTAINMENT CATEGORY - INVESTMENTS/FINANCES

PROGRAM TITLE, Source Type Time(s) Broadcast, Duration, Date...	BRIEF DESCRIPTION MUST INCLUDE MODERATOR'S NAME GUEST(S) NAME AND TITLE
<p>JANUARY 2024  <b>BARRON FUNDING GROUP</b>            1/7,1/14, 1/21,1/28            56min 10P-11P            Audience participation</p>	<p><b>Host Name:</b> Francisco Javier Elizondo  <b>Guest Name:</b> Octavio Barron  <b>Guest Title:</b> Mortgage Banker  <b>Topic:</b> The spokesperson explained the world of real estate. One essential aspect of real estate is mortgage loans, which provide individuals with the opportunity to purchase a home. One prominent type of mortgage loan program is the conventional mortgage, which typically spans a duration of 10-15 years. This program offers several advantages, including more favorable interest rates and shorter repayment terms. However, homeowners may find themselves in a position where they want to explore different options, such as refinancing. Refinancing allows homeowners to replace their existing mortgage with a new one, often with more favorable terms, such as lower interest rates. This can lead to reduced monthly payments and long-term savings. Another option available to individuals, particularly those aged 62 and above, is reverse financing. Open lines for Q &amp; A from listeners.</p>
<p>JANUARY 2024  <b>CNB MORTGAGE</b>            1/20, 1/27 PA 30 min. 9A-930A            Audience participation</p>	<p><b>Host Name:</b> Fernando Galaz  <b>Guest Name:</b> Rey Lopez  <b>Guest Title:</b> Spokesperson  <b>Organization Name:</b> CNB Mortgage  <b>Topic:</b> This program is designed to provide valuable insights and guidance on various aspects related to real estate transactions. One of the key areas it focuses on is making modifications to properties. Whether you want to renovate your current home or make changes to a property you are planning to purchase, this program offers helpful tips and advice to ensure that you can effectively carry out these modifications. It highlights the role of CNB Mortgage in assisting individuals with their real estate needs. By providing information without any obligation, CNB Mortgage serves as a reliable source of guidance, ensuring that you can make well-informed decisions when it comes to buying or selling a home. Q &amp; A from listeners.</p>

Month Covered  
**JANUARY 2024**

Station  
**KFWB**

## ASCERTAINMENT PROGRAMMING

### ASCERTAINMENT CATEGORY – EDUCATION

PROGRAM TITLE, Source Type Time(s) Broadcast, Duration, Date...	BRIEF DESCRIPTION MUST INCLUDE MODERATOR'S NAME GUEST(S) NAME AND TITLE
<p>JANUARY 2024  <b>"PARA USTED"</b>            1/7, 1/14, 1/21, 1/28            PA 50 Min. 11P-12M            Audience Participation</p>	<p><b>Host:</b> Ethel Colato  <b>Guest Title:</b> Spokesperson  <b>Topic:</b> Para Usted is an educational program that covers different topics that give the audience helpful information. Also, it allows the audience to participate by calling and asking for all the information they want to know.</p> <p>1/7 – RECAP 3 – Programas Comunitarios 3:            - In this program, we are excited to highlight the community guests we had in 2023. Our first guest was George Gonzalez, the Director of Communications at Oportun. Alongside Santiago Suerio from Unidos US, they formed a powerful partnership aimed at assisting the community. Their main focus was on equipping individuals with the necessary tools to obtain good credit and achieve financial health, especially during the festive season of Christmas and New Year. Their expertise and dedication to improving the lives of others truly made a positive impact on the community. Our second guest was the esteemed Dr. Elena Konstank, a psychologist who joined us during the month of mental health awareness. Dr. Elena specializes in the treatment of mental health in children and adolescents. Her valuable advice and insights proved to be invaluable for parents and guardians struggling to navigate the challenges of mental health issues affecting a significant portion of the child population. Dr. Elena's expertise and dedication to improving the mental well-being of young individuals inspired hope and provided guidance to those in need.</p>

1/14 – COVERED CALIFORNIA:

- Our guest Patricia was a knowledgeable source of information when it came to health coverage programs offered by the Golden State through Covered California. She provided valuable insights into the requirements and details surrounding the enrollment process. It was interesting to learn that the enrollment period for these programs typically opens during the months of November, December, and January. This three-month period allows individuals and families to sign up for affordable health coverage options. Patricia also highlighted the fact that certain individuals may be eligible for low-cost health coverage, and in some cases, even qualify for free coverage. This was a significant revelation, as it showed that the Golden State and Covered California are committed to ensuring that everyone has access to necessary healthcare services. Patricia's expertise and willingness to share such information were greatly appreciated, as it helped to demystify the process and make it more accessible to those in need.

1/21/2024 – AUDITOR FEDERAL DEL IRS

- During the interview, the interviewee took the time to educate the community about the recent changes implemented by the Internal Revenue Service (IRS) for taxpayers. They emphasized the significance of understanding the documents and deadlines set forth by the IRS. In particular, for the year 2024, the interviewee stressed the importance of filing tax returns by one's income. This ensures that taxpayers are accurately reporting their earnings and avoiding any potential discrepancies or penalties. Additionally, they highlighted the need to stay informed about the new changes that could potentially benefit taxpayers. In this regard, the interviewee shed light on the availability of tax credits for minor children, which can provide valuable assistance to eligible individuals or families. By effectively communicating these IRS changes to the community, the interviewee aimed to empower taxpayers with the knowledge they need to navigate the tax filing process effectively and maximize their benefits.

1/28/2024 – Transparencia Electoral

- During the interview, the interviewee offered a wealth of valuable information to the Salvadoran community pertaining to the upcoming elections for President, Vice President, and Legislators in their home country of El Salvador. This information served as a crucial resource for the community, enabling them to stay informed and exercise their democratic rights effectively. The interviewee also shed light on the documents required by Salvadoran nationals residing abroad in order to participate in the voting process. This knowledge was particularly significant for members of the community who were eager to have their voices heard and contribute to the decision-making process back home. Additionally, the interviewee shared essential details regarding the voting centers that were established in the State of California, providing convenience and accessibility for Salvadoran voters residing in this region. Such information proved invaluable in ensuring that individuals had the necessary resources and guidance to exercise their voting rights, regardless of their geographical location.

PSA

10"

- 1511 Instituto De La Salud
- 1512 City of Los Angeles
- 1513 VIH- Es prevenible
- 1514 Dept de Salud LA
- 1516 Cruz Roja Americana
- 1517 LA-Head start

15"

- 1518 Medicare Fraude
- 1519 Metro
- 1520 Cancer Ginecologico
- 1521 Cancer Saber es poder

30"

- 1522 Coronavirus
- 1523 ARP/Heroes
- 1524 CCS/Hotarosebuns-radio
- 1525 SFCHC Medi Cal
- 1526 CCS/Night Shift
- 1527 CCS/One upsmanship
- 1528 CCS/One sour note
- 1529 DBO/people you know
- 1530 Medicare Fraude
- 1531 LA Metro

60"

- 1532 Medicare Estafa
- 1533 ADI/marco--spc
- 1534 HBP/Numbers radio
- 1535 Call 811
- 1536 Alanon
- 1537 PSA/Cancer
- 1538 PSA/Cancer Uterino
- 1539 10 Fish spanish
- 1540 AD/Amigos <
- 1541 Constructor Fraude
- 1542 Don't Smoke and Vacuum
- 1543 Mosnter SP
- 1544 RR/Alerta al ataque cerebral
- 1545 RR/La Salud de la Mujer