

ISSUES-PROGRAMS REPORT
FOR
STATION KMCC-TV LAUGHLIN, NV

4th QUARTER 2015
(October 1st through December 31st)

ISSUES OF CONCERN TO LAUGHLIN, NV

ADDRESSED DURING 4th QUARTER 2015

KMCC

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| 1. Nutrition, Food and Healthy Living | Information about food safety and & health services |
| 2. Community Service | Information about community services from a variety of local and national community service agencies |
| 3. Animal Conservation | Information about conservation of animals who are an endangered species. |
| 4. Digital Safety | Information and advice about internet safety |
| 5. Equal Employer Opportunity | Information on equal employer opportunities |
| 6. Elder Associations; Financial Advocacy | Information and advocacy of education, financial and elderly associations |

ISSUES OF CONCERN TO LAUGHLIN, NV
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KMCC, LAUGHLIN, NV

ISSUE: NUTRITION, FOOD and HEALTHY LIVING

Sober Mom and Healthier Babies

30-Second Announcement

This animated announcement is to educate the community of the problem of drug and alcohol abuse by pregnant women. Presented in Spanish, it is a montage of a pregnant woman with objects of abuse; it changes with arm reaching out for the pregnant woman and other positive images. Then offers a website and phone number where one can turn for information. This message aired approximately 38 times during the quarter.

Keeping Food Properly Cooled

15-Second Announcements

The goal of this campaign is to teach food storage safety techniques. Presented in Spanish, and produced by FoodSafety.gov, the gateway to food safety information provided by government agencies, the message provides instruction on the importance of keeping certain foods cooled and how to cool foods in storage before cooking. Messages aired throughout the broadcast day, approximately 30 times during this reporting period.

Food Safety

15-Second Announcement

(2)30-Second Announcements

The goal of this campaign is to teach food handling safety techniques. Presented in Spanish, and produced by FoodSafety.gov, the gateway to food safety information provided by government agencies, the message warns of cross contamination of certain foods and provides instruction on the importance of keeping certain foods separated during storage and cooking, using different cutting utensils in preparing chicken and carrots, for example. Messages aired throughout the broadcast day, approximately 25 times during this reporting period.

ISSUE: ANIMAL CONSERVATION

96 Elephants

30-Second Announcement

This campaign emphasizes the importance of elephant conservation. This message aired throughout the broadcast day, approximately 30 times during the reporting period.

ISSUE: DIGITAL SAFETY

TodosConectadosAhora.org

(2)15-Second Announcements

This campaign encourages adults to connect online and meet new people. Messages in this campaign aired throughout the broadcast day, approximately 25 times during this reporting period.

ISSUE: EQUAL EMPLOYER OPPORTUNITY

MundoMax

30-Second Announcement

75-Second Announcement

ISSUE: ELDER ASSOCIATIONS, EDUCATION AND LOAN EDUCATION ADVOCACY

Loan Scam Alert

30-Second Announcement

This public service announcement raises the concern of loan scams that prey on older citizens. It offers information on financial information and action to prevent fraud.

AARP "Take Care of the One Who Took Care of You"

(2) 30-Second Announcements

These two PSA's encompass the issue of the elderly. Both spots are divided showing the earlier generation at first then the younger generation in the second half with an older version of the former. The first entitled "Spoon" has a father at the table trying to make his young daughter eat. It ends with the daughter now mature, trying to make her father who is now elderly eat. With the same structure, the second has a mother with her young daughter drying her after taking a bath; it ends with the young daughter now mature along with her elderly mother.