

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

**1<sup>st</sup> QUARTER 2015**  
**(January 1st through March 31st)**

**ISSUES OF CONCERN TO LAUGHLIN, NV**

**ADDRESSED DURING 1<sup>st</sup> QUARTER 2015**

**KMCC**

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

**ISSUES OF CONCERN TO LAUGHLIN, NV**  
**ADDRESSED DURING 1<sup>st</sup> QUARTER 2015**  
**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.

## **NV Massage Therapists**

30- Second Announcement

The objective of this campaign was to educate the public of the Nevada State Board of Massage Therapists. It promotes the organization where the public can get information for registered massage therapists. The message explains how the public can be harmed by massage therapists who are not registered with the state. With this organization, proper registered massage therapists can be referred or verified to patients. This message aired throughout the broadcast day approximately 10 times during this reporting period.

## **Radon Gas Prevention**

30-Second Announcement

This message focuses on the regional problem of Radon Gas and informs the public of the dangers. This comical yet serious message promotes the method in preventing radon gas at the home. It offers to the public information for a safety prevention kit from [radonnevada.com](http://radonnevada.com).

## **ISSUE: COMMUNITY SERVICE**

### **“Pasa La Prueba” Pass the Test Community Service event January 25<sup>th</sup> and February 22<sup>nd</sup>**

Local news sponsored event that invited the community for an educational seminar for DMV driver authorization written test. Over 300 members of the community attended this important event to learn of driver road laws and safety.

### **Nevada Reading Week**

**March 5<sup>th</sup>**

**JM Ullom Elementary School**

KMCC participated in Nevada Reading Week by attending a local elementary school to read to a selected class of students. The importance of reading was stressed to young pupils as on-air talent read children’s books and explained what they do for employment.

### **National Association of Bilingual Educators Annual Convention**

**March 7<sup>th</sup>**

KMCC on-air talent participated in a program as master of ceremonies in closing reception in Bally’s Hotel and Casino. The three day convention focused on the importance of bi-lingual education in public schools.

**Woman's Health Fair**  
**March 7<sup>th</sup> Boulevard Mall**

Health fair and forum where community was invited to enjoy an afternoon of entertainment and health related information. Local health organizations had tables with medical and health information as artists, dancers and singers entertained the attendees.

**National Kidney Month Health Fair**  
**March 21<sup>st</sup> Boulevard Mall**

Community event to celebrate National Kidney Month. Free workshops of health information were available for community. Entertainment for all members of the family were available as local health organizations informed attendees.

**Somerset Academy Career Day**  
**March 26<sup>th</sup>**

Event where students are invited to meet and greet career representatives from KMCC. On-air talent explained their occupations and details of their careers in media.

**National Association of Hispanic Journalists-Nevada Chapter**  
**March 27<sup>th</sup>**

Event to raise funds for the Nevada chapter of the National Association of Hispanic Journalists. On-air talent assisted in event by enriching the event with their presentations of personal experiences in Hispanic media.

**ISSUE: ANIMAL CONSERVATION**

**96 Elephants**  
30-Second Announcement

This campaign emphasis 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**

### **MundoFox**

30-Second Announcement

75-Second Announcement

This public service announcement informs the public that MundoFox is an equal employer opportunity company and recommend sending resumes and applications. Message aired throughout the broadcast day, approximately 10 times during this reporting period.

## **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.