

WRUM
Orlando, FL
Quarterly Issues/Programs List
Second Quarter, 2012
07/05/2012

WRUM provides its listeners with programming and public service announcements that address issues of concern to our local community. Among the issues determined to be of most concern to the community during the preceding calendar quarter were:

1. Public Health
2. Education; financing
3. Hurricane preparedness; homeowners insurance coverage
4. Organ donations
5. Trayvon Martin; Zimmerman; racial divisions
6. Consumerism; personal credit; IRS problems
7. Hispanic Voting patterns;
8. Gay rights; Romney platform
9. Code enforcement; worker safety; agricultural worker rights
10. Water safety
11. Hispanic achievers;

**Section I
LOCAL PROGRAMMING**

Section I lists regularly-scheduled and special programs that represent the station's issue-responsive programming providing the most significant treatment of the issues listed above for the calendar quarter.

WRUM airs Florida Exclusivo on Sundays at 7:00a.m.

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATIO
State Health information	Florida Exclusivo	Community Health, Environmental Health, Emergencies operations, Indoor air, Drinking Water, Pools, tanning, Statistics	Mirna Chamorro Public Information Officer Orange County Health Department	4/1/2012	1Hr.
Pre Paid Plan	Florida Exclusivo	Information on how to save money in advance on College Education in the State of Florida.	Hector Olguin Spokesperson PPP	4/8/2012	1 Hr.
Hurricane	Florida	Getting ready and	Elianne E.	4/15/2012	1hr.

Season	Exclusivo	prepare for the hurricane season. Tips, learning how to revise your policies, what to add and steps to do when you do a claim to your Insurance. Ways to save money in your insurance.	Gonzalez Spokes-Person for Insurance Information Institute		
Organ Donors	Florida Exclusivo	The Real Need of Educating for Organ Donations. How certain racial and ethnics populations are at greater risk.	Stanley Barriga Transplant Recipient and Volunteer, Zulma Barreto Donor Mom, Damaris Nieves Tran life Volunteer, Becky Martin-Penchi Register Nurse	4/22/2012	1hr
George Zimmerman Case /Racial Divisions/ and political impact	Florida Exclusivo	How The Case of George Zimmerman has brought a racial division, he is described now as Hispanic and the political angle.	Homan Machuca News Anchor for Telemundo and Political Analyst, Karol Nunez attorney At Law	04/29/2012	
State Economy and Solutions	Florida Exclusivo	How to identify if you need help and not ignore the IRS letters. Ways to make save money and make money. How to check credit scores for free	Wilfredo Mendez Certified financial Planner / Daphne Torres Director of Operations In Charge Dept Solutions	5/06/2012	1hr.
Hispanic Vote in the State of Florida	Florida Exclusivo	How Cubans are more passionate to vote, and how the Hispanics sometimes are not interested to vote and why. Puerto Ricans can be a very important vote in the presidential elections .	Jose La Luz Director AFSCME Leadership Academy	5/13/2012	1 hr.

Barack Obama/Mitt Romney Florida	Florida Exclusivo	Gay marriage/ and new Ads for the State of Florida/ Mitt Romney's platform .	Gabriela Domenzain Hispanic Spokesperson for Obama for America, and Bill Negrón Republican Analyst .	5/20/2012	1 hr.
Immigration	Florida Exclusivo	The New Laws/How to get in order your status/ The State of Florida Immigrations offices	Henry Lim Immigration Attorney	5/27/2012	1 Hr.
Code Enforcement / Permissions	Florida Exclusivo	Code enforcement for the State of Florida. What to ask before digging, learning the rules of construction, permits and safety.	Victor Marrero PSM, EIT, MEM Affine Engineering and Surveying, Inc and Diana Almodovar Manager Development Engineering Division Public Works Department	6/3/2012	1 Hr.
Viva Florida 500 / Hispanic Achievers Grant Council-Florida Plate / Immigration Summit /	Florida Exclusivo	The State wide planning of the magna events for the Grand Celebrations of the 500 years of the European Discovery, contributions of all, in the forming of Florida. Immigration Summit	Samuel Lopez Founder of the Puerto Rican Chamber of Commerce and Hispanic in Florida, Lisa Pietri Executive Director at National Hispanic Corporate and Armando "Mandy" Llanes Director of the Chamber of Commerce Industries in Hialeah.	6/10/2012	1 Hr.

Hurricane Season 2012	Florida Exclusivo	New information for 2012 Hurricane Season. Answer the most frequent questions, and information of Home Insurance regarding this season	Elianne E. Gonzalez Hispanic Press Officer Insurance Information Institute for The State Of Florida	6/17/2012	1 hr.
Coalition of Immokalee Workers	Florida Exclusivo	The CIW is a worker-led human rights organization based in farm workers community of Immokalee, the heart of Florida's (and the nation) \$600 million fresh tomato industry. CIW Fair Food Program implemented this season over 90 percent of Florida's tomato fields.	Greg Asbed and Lucas Benitez co-founders of the Coalition of Immokalee Workers	6/24/2012	1 Hr.

**Section III
PUBLIC SERVICE ANNOUNCEMENTS**

Section III lists public service announcements that the station broadcast during the preceding calendar quarter that address community issues.

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
CANCER TREATMENTS	FOUNDATION OF HEALTH COVERAGE	000:32	008
AWARENESS HURRICANE EVACUATE	DIVISION OF EMERGENCY MANAG	000:30	018
AWARENESS HURRICANE	DIVISION OF EMERGENCY MANAG	000:31	018
BULLYING	DONORSCHOSE.ORG	000:31	048

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
CANCER TREATMENTS	FOUNDATION OF HEALTH COVERAGE	000:30	089
CANCER TREATMENTS	FOUNDATION OF HEALTH COVERAGE	000:32	019
CHARITY GIVING AWARENESS	SOC-CHARITY VOLUNTEER	000:15	049
CHARITY GIVING AWARENESS	SOC-CHARITY VOLUNTEER	000:19	001
CHARITY GIVING AWARENESS	SOC-CHARITY VOLUNTEER	000:31	002
HEALTH AND FITNESS	AD COUNCIL	000:30	347
HEALTH AND FITNESS	CITY OF HOPE	000:31	024
LITERACY	DONORSCHOSE.ORG	000:30	048
not a psa added by mistake	not a psa added by mistake	000:29	001
not a psa added by mistake	not a psa added by mistake	000:29	001
not a psa added by mistake	not a psa added by mistake	000:29	027
PARENTING AWARENESS	OUNCE OF PREVENTING FUND	000:30	026
POOL ALARMS	FLORIDA DEPARTMENT OF HEALTH	000:32	139
RECRUITING	FLORIDA ARMY NATIONAL GUARD	000:30	089
RECRUITING	LULAC	000:30	052
WOMENS HEALTH WORKSHOP	HISPANIC HEALTH INITIATIVE	000:31	142



Public File 2nd Quarter

Rumba 100.3 FM in conjunction with the Hispanic Chamber of Commerce, promoted the Hispanic Business and Consumer Expo. The expo provided free health screenings and information on education to Hispanics in Central Florida. The event was free to the public.

- ✓ 5/27/2012-6/10/2012;40x15 sec live promos
- ✓ 5/27/2012-6/10/2012-Web exposure on the calendar section of www.rumba100.com
- ✓ Engagement via Social Networking tools such as Facebook and Twitter during flight
- ✓ 2 email blasts to over 40,000 online club members
- ✓ Rumba 100.3 personalities and staff present for the duration of the expo

Rumba 100.3 FM promoted the 2012 League of United Latin American Citizens convention and Exposition. Lulac is the largest Latino civil rights and advocacy group in the United States. Event was free to the public and promoted higher education for Latinos, jobs and health agendas.

- ✓ 6/16/2012-6/30/2012;50x30 sec recorded promos
- ✓ 6/16/2012-6/30/2012-Web exposure via calendar and home page of www.rumba100.com
- ✓ On-air interview with John Musa on June 27, 2012

Hispanic Health Initiative promos
3/1/2012-3/31/2012;14x30 recorded promos

Red Cross
3/1/2012-3/31/2012;14x30 recorded promos

Orange County Department of Health
3/1/2012-3/31/2012;14x30 recorded promos