

WRUM  
Orlando, FL  
Quarterly Issues/Programs List  
Second Quarter, 2014  
07/01/2014

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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. Immigration reform; tuition;
  2. Health; fitness
  3. Latino participation in the Election process
  4. Child abuse
  5. Family disaster plan
  6. VA Issues and service; support for troops and veterans
  7. Human trafficking; sex slavery
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**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 broadcasts Florida Exclusivo on Saturdays at 7:00am**

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/ TIME	DUR
Immigration Reform	Florida Exclusivo	The Florida House has voted in support of a class of students seeking a higher education but facing unaffordable tuition. With an overwhelming 81-33 vote last week, legislators in the state's lower chamber agreed to allow undocumented to pay in State Tuition. Tips and information about immigration in our State.	Henry Lim Immigration Attorney	4/5/2014	1hr.

Counties' Health Rankings	Florida Exclusivo	The Rankings are based on a model of population health that emphasizes the many factors that, if improved, can help make communities healthier places to live, learn, work and play.	Christine Nieves Spokes person for Robert Wood Johnson Foundation Mirna Chamorro Gloria Rivadeneira Spokesperson for Health Department for the State Of Florida	4/12/2014	1 hr.
Florida Public Allies	Florida Exclusivo	Public Allies of Florida, along with community partners serving children, youth and families, are focused on the improvement of the educational outcomes for children and youth in the foster care system and young adults transitioning to adulthood. The goal is to increase the number of youth aging out of foster care by being employed or in school.	Esteban Santis, Sebastian Sanches & Nilmarie Zapata Program Managers for Florida Public Allies	4/19/2014	1 hr.
NALEO	Florida Exclusivo	The NALEO Educational Fund is the leading nonprofit organization that facilitates full Latino participation in the American Process, from citizenship to public service. The program offers Referral English and Citizenship Classes, a review your application for an immigration lawyer, information for financial aid, overview of the Naturalization Process, Immigration Consultation with an attorney	Yanidsi Velez Florida Program Manager, Camila Pachon Legal Aid Attorney	4/26/2014	1 hr.

<p>Puerto Ricans in Florida</p>	<p>Florida Exclusivo</p>	<p>28% of the Hispanic voters in the State of Florida are Puerto Rican. What does this means in Politics? Why are they choosing Florida?</p>	<p>Mike Nieves President of Multi Cultural Media Solutions / Carlos Guzman President of Puerto Rican Leadership Council/ Reynaldo Rodriguez Former Security of the White House</p>	<p>5/3/2014</p>	<p>1 hr.</p>
<p>Child Abuse In Florida</p>	<p>Florida Exclusivo</p>	<p>How to prevent Child Abuse, what we should do if we suspect of abuse. Awareness of who is taking care if our Children.</p>	<p>Gilda Ferradaz Regional Managing Director for the Department of Children and Families/ Rosa Maria Plasencia President and CEO of Amigos for Kids.</p>	<p>5/10/2014</p>	<p>1 hr.</p>

<p>Asthma Prevention</p> <p>Stroke Awareness</p>	<p>Florida Exclusivo</p>	<p>Learn more about triggers that may be found in your home or outside. Asthma recourses. 30 min</p> <p>Educate people on the signs of stroke and how they can act F.A.S.T. With immediate medical attention, they may be able to lower the risk of disability—and death. Raising awareness of Stroke in our communities. 30 min</p>	<p>Lina Llunes Spokesperso n for the EPA</p> <p>Dr. Jose Biller, M.D., Professor and Chairman of Neurology at Loyola University Chicago, Stritch School of Medicine and American Stroke Association spokesperso n</p>	<p>5/17/2014</p>	<p>1hr.</p>
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FEMA	Florida Exclusivo	<p>There are actions that should be taken before, during and after an event that are unique to each hazard. Identify the hazards that have happened or could happen in your area and plan for the unique actions for each. Local Emergency management offices can help identify the hazards in your area and outline the local plans and recommendations for each. Share the hazard-specific information with family members and include pertinent materials in your family disaster plan.</p> <p>30 min</p>	Dr.Daniel Llargues Spokesperson for FEMA/	5/24/2014	1hr.
Veterans In Florida		<p>Our noble American Veterans have earned and deserve a "seamless care system". Currently, the Federal Government/ Veterans' Administration (VA)- does a good job on many fronts. But, often American Veterans are not receiving the prompt care they merit effectively and efficiently resulting, sadly, in many unnecessary American Veterans deaths or poor care. Also the Initiative of the NAUS-Borinqueneers US 65th Infantry Regiment.</p> <p>30 min</p>	Colonel Denis Freytes and Colonel Edwin R. Marrero		

Elections in Colombia	Florida Exclusivo	How Colombians in the State of Florida have the right to vote absent ballots in the Colombian elections.	Fernando Toro- Director of Colombia n in Florida/ Lina Maria Jimenez -from the Consulate of Colombia and Yadira Bellos Colombia n Activist	6/1/2014	1 hr.
Human Trafficking Domestic Violence and Sexual Abuse in the State of Florida	Florida Exclusivo	Human trafficking is Modern day Slavery and all three types: forced labor, sex trafficking and domestic servitude are happening in our community. Florida has the 3rd highest incidence of human trafficking in the country. Any vulnerable person can become a victim: legal, undocumented immigrants, American children or children from any other nationality, the homeless. Human trafficking is involuntary, smuggling of humans is voluntary. 80% of the victims are female and 50% are children.	Diana Mejia from Nuevos Senderos and Vionette Pietri survivor of domestic violence	6/7/2014	1 hr.

<p>Us Census New Florida Statistics</p> <p>Food Safety</p>	<p>Florida Exclusivo</p>	<p>Electronic shopping is showing rapid growth compared to the rest of the retail trade sector. with the number of establishments growing 27.4 percent between 2011 and 2012, according to new U.S. Census Bureau statistics. 30 min</p> <p>Food Safety News is a daily news source for information about food recalls, foodborne illness outbreaks, food science, technology, food policy and more 30 min</p>	<p>Merarys Rios Spokesperson for the US Census/ Maria Malagon Director of Food Safety of USDA</p>	<p>6/14/2014</p>	<p>1hr.</p>
<p>D Day Barack Obama signed the Borinqueneers' Congressional Gold Medal (BCGM) Award.</p>	<p>Florida Exclusivo</p>	<p>Explains what happened in on D Day. President Obama signed the Borinqueneers' Congressional Gold Medal (BCGM) Award. Trade of Soldiers. Who were the 65 Infantry Soldiers and why is so important for our history.</p>	<p>Sergeant Fernando Valverde and Officer and Author Luis Pastrana</p>	<p>6/21/2014</p>	<p>1hr.</p>
<p>New laws for Florida Human Trafficking and Slavery</p>	<p>Florida Exclusivo</p>	<p>Awareness to prevent and end modern day slavery. The U.S. Department of State says as many as 40,000 people are being trafficked in the country, with many of them in Florida. New laws signed clamp down on traffickers in the state.</p>	<p>Nancy Marques Public Relations Director and Marta Cardona Specialist in Media for Florida Abolitionist</p>	<p>6/28/2014</p>	<p>1 hr.</p>

**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
The Environment	KEEP BREVARD BEAUTIFUL	000:33	008
AWARENESS HOSPITALITY	FLORIDA RESTAU & LODGING ASS	000:30	038
AWARENESS HOSPITALITY	OUNCE OF PREVENTING FUND	000:30	019
Childhood Obesity Prevention	National Institutes of Health	000:28	060
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:29	033
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:34	033
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:35	017
RECRUITMENT	FLORIDA ARMY NATIONAL GUARD	000:30	196
SHOW YOUR STRIPES	SHOW YOUR STRIPES / VETERAN JOB RECRUITMENT	000:27	159



**2<sup>nd</sup> Quarter 2014**

**Rumba 100.3 Community Calendar- April 1-June 30, 2014**

Rumba 100.3 maintains a Community Events Calendar for listeners to submit information on their community/charity event. Submissions are on-going throughout the year. Events are posted on website until the date of the event.

**Childhood Obesity – April 2014**



- Ran 60 PSAs

### **Regal Summer Movie Express- June 2014**

A weekly event held by Regal Entertainment Group where each Tuesday and Wednesday a movie is shown for only \$1 to benefit the Will Rogers Institute.

- Ran 69 PSAs
- Dedicated website to the event, linked with a keyword
- Inclusion in an email newsletter
- Social Media Updates

### **Festival Playero San Juan – June 22, 2014**

Family festival at Lori Wilson Park in Cocoa Beach. Event generated over \$3500 in donations to the Kiwanis Club of Brevard County.

- Ran 75 promos
- Dedicated website to the event, linked with a keyword
- Inclusion in an email newsletter
- Social Media Updates

### **Keep Brevard Beautiful – June 2014**

Support Keep Brevard Beautiful in helping to create awareness of the organization and organized a Beach Cleanup with staff at Cocoa Beach!

- Ran 8 PSAs
- Beach Cleanup with staff on 6/29
- KBB events on Community Calendar