

WRUM
Orlando, FL
Quarterly Issues/Programs List
Third Quarter, 2012
10/05/2012

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. The elections; voting; voter registration; re-districting
2. Immigration; citizenship; deferred action
3. The economy
4. Affordable Health Care
5. Safe boating; water safety;
6. Summer safety; lightning; outdoor activities
7. Small business services
8. Health & wellness; nutrition; hunger/food programs for students in summer; infant mortality rate
9. Human trafficking

**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 7:00a.m.

ISSUE	PROGRAM/TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATIO
The President interview on subjects that affects Hispanic in Florida	Florida Exclusivo	Immigration , Economy, Obama Care, Voting, Politics and a discussion and analysis of the President interview.	President Barack Obama/ Betsy Franceschini Florida Democrat Liaison and Todd Rodriguez Republican Analyst.	6/30/2012	1 Hr.
Florida Boating Season	Florida Exclusivo	Boating education, safety, laws, tips. Education program, Boat Safety Equipment, and ramps and access.	Jorge Pino Official for Florida Fish and Wildlife Conservation Commission	7/7/2012	1 Hr.
New Summer program	Florida Exclusivo	Summer Food Service Program primarily	Lis Rytlewsky Spokesperson	7/14/2012	1hr.

		operates during the summer months May to September, when schools in most areas are closed, it may also provide meals during vacation breaks through out different location around the State at no cost to the student	for Florida department Of Agriculture and Consumer Services		
New Florida Collision Laws	Florida Exclusivo	Understanding and discussing the new Florida laws starting in effect July 1 st , 2012.	Frank Dennis State Farm Insurance/ Karol Nunez Attorney/ Chiropractor	7/21/2012	1hr
Florida's Dairy Farmers	Florida Exclusivo	Florida Dairy Farmers nutrition information facts regarding milk, cheeses produced by our State	Astrid Volpert Certified Nutritionist	07/28/2012	1hr
Mi Familia Vota My Family Votes	Florida Exclusivo	Mi Familia Vota is a national, non-profit organization working to increase civic engagement in Latino, immigrant and allied communities. Mi Familia Vota is dynamically involved in increasing citizenship, census and Get Out the Vote efforts	Jose Balasquide Director of Mi Familia Vota and Yuliza Arce State Coordinator for Mi Familia Vota	08/4/2012	1hr.
Summer safety	Florida Exclusivo	Summer safety and prevention. What to do if lightning hits you. Pool safety, accidents on bikes, how to protect your home from home invasion.	Elian Gonzalez Hispanic Press Officer for Insurance information institute	8/11/2012	1 hr.

Small Business Administration	Florida Exclusivo	How Floridians can take advantage of the programs the SBA provides. How to open your own business and how to get a business loan.	Willie Gonzalez Director of the SBA Office in Jacksonville and Eduardo Ramos SBA Manager	8/18/2012	1 hr.
Hispanic Vote and Re-Districting Sue.	Florida Exclusivo	A Latino civil-rights group is suing the authorities of Central Florida's Orange County for discrimination against the Hispanic community by imposing a new electoral map on the region.	Zoraida Diaz-Andino Plaintiff Rico Piccard Community Activist, Trini Quiroz Center of Advocacy and Dough Head Former President of the Democrat Party in Central Florida. And how the Hispanic vote in the State will change with the Republicans.	8/25/2012	1 Hr.
Oral Health America	Florida Exclusivo	Prevention and education for parents and children to a better and simple way to improve Oral Health. What is myth and the truth.	Dr. Mario Ramos from the Academy of General Dentistry and Dr. Maria Lopez American Dental association	9/1/2012	1 Hr.
Deferred Action	Florida Exclusivo	Deferred action (the new program for people who entered as children and can now get work permits). Many people have questions about this program since it just began on August 15. Immigration General information.	Henry Lim Immigration Lawyer member of the Hispanic Bar Association and member of the "Know your Rights" committee	9/8/2012	1 Hr.

Human Trafficking	Florida Exclusivo	Florida is the third State in the nation for Human Trafficking. Information, prevention, and education.	Nancy Marques Hispanic Coordinator for Florida Abolitionist y Marta Carmona Public Relations Specialist Volunteer Florida Abolitionist	9/15/2012	1 hr.
Nutrition and Prevention	Florida Exclusivo	Global Food crisis will reach the U.S., and how the value of milk, cheese and Yogurt will increase and how will affect the Hispanic Nutrition. Hispanic Heritage Month (9/15-10/15). We will be taking a traditional Hispanic dishes and explain how to make them healthier.	Diahann Smith Senior Manager Multicultural for Florida Dairy Farmers	9/22/2012	1 Hr.
Infant Mortality	Florida Exclusivo	September is Infant Mortality Awareness Month. Hundreds of babies did not celebrate their first birthday last year. However, our wish is that EVERY baby will have a healthy start and be able to celebrate their first birthday	Dr. Francelis Gonzalez Pediatician, Mirna Chamorro Public Information Officer Orange and Seminole County Health Department and Magdalena Pedrosa Coordinator for Healthy Start Coalition	9/29/2012	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
Energy conservation	DIVISION OF EMERGENCY MANAG	000:30	001
Organ Donations	DONEVIDAFLORIDA.ORG / ORGAN DONATIONS	000:30	002
Cancer	PSA/STAND UP TO CANCER/SPANISH	000:30	001
AWARENESS HURRICANE EVACUATE	DIVISION OF EMERGENCY MANAG	000:30	044
AWARENESS HURRICANE	DIVISION OF EMERGENCY MANAG	000:31	018
AWARNNESS OF SERVICE	RED CROSS	000:31	068
Breast Cancer Awarness	SUSAN G KOMEN FOUNDATION	000:34	105
HEALTH AND FITNESS	AD COUNCIL	000:30	173
HEALTH AND FITNESS	STAND UP TO CANCER	000:30	059
OBESITY	DISCOVERY FAMILIA	000:31	113
ORGAN DONATIONS	DONEVIDAFLORIDA.ORG	000:30	103
POOL ALARMS	FLORIDA DEPARTMENT OF HEALTH	000:32	046
RECRUITING	FLORIDA ARMY NATIONAL GUARD	000:30	087
WOMENS HEALTH WORKSHOP	HISPANIC HEALTH INITIATIVE	000:32	114



Public File 3rd Quarter

Feria de la Familia

Rumba 100.3 FM in conjunction with Telemundo Orlando, promoted La Feria de la Familia. La Feria de la Familia is a free expo open to the public, where 100 businesses, organizations, and community

groups showcase services and products to Central Florida Hispanics and offer free health screenings.

- ✓ 8/5/12-8/18/2012;40x15 sec live promos
- ✓ 8/5/12-8/18/212-Web exposure on the calendar section of www.rumba100.com
- ✓ Engagement via Social Networking tools such as Facebook and Twitter during flight
- ✓ Rumba 100.3 personalities and staff present for the duration of the expo

Susan G. Komen Race for the Cure

- ✓ 8/27/12-9/28/12; 100x30 recorded promos