

WRUM
Orlando, FL
Quarterly Issues/Programs List
Fourth Quarter, 2014
01/02/2015

WRUM
Quarterly Issues/Programs List

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. Latino tobacco use; kids
 2. Affordable mortgages
 3. Clean energy
 4. Diseases; epidemics; treatment
 5. The elections; the importance of voting
 6. Amendment 2; Medical Marijuana
 7. Health & wellness; the Affordable Care Act; positive mental outlook
 8. Technology trends
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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	DURATION
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<p>Tobacco among Hispanics/ Making Home Affordable</p>	<p>Florida Exclusivo</p>	<p>Legacy Partners with Hispanic Association of Colleges and Universities to distinguish tobacco-related health disparities among Hispanic/Latino College subpopulations. 30 min ----- ----- Opportunities available for mortgage help thru the program Making Home Affordable which offers free recourses to homeowners who are having trouble paying their mortgage 30 min</p>	<p>Ines Alexandra Parks Director of Program Development for Legacy. ----- Christina Khiappe Spokesperson for the Department of Treasury and The Housing and Urban Development .</p>	<p>10/4/2014</p>	<p>1hr.</p>
<p>Clean Energy</p>	<p>Florida Exclusivo</p>	<p>Clean energy defined as renewable energy, energy efficiency, alternative transportation, and greenhouse gas management and accounting is a large and growing cluster in Florida, yet the Sunshine State has only scratched the surface of its potential.</p>	<p>Adrianna Quintero Founder/Executive Director of Voces Verdes & Mildred Real from Green America</p>	<p>10/11/2014</p>	<p>1 hr.</p>
<p>Viruses, diseases and prevention</p>	<p>Florida Exclusivo</p>	<p>Enterovirus D68, Chinkungunya, Flu, ebola and more. How can we prevent these deceases and educate our communities with health issues.</p>	<p>Mirna Chamorro Florida Department of Health and Ivonne Rodriguez Environmental Health Inspector .</p>	<p>10/18/2014</p>	<p>1 hr.</p>

<p>Tobacco-Free Kids</p> <hr/> <p>Hispanics need to vote</p>	<p>Florida Exclusivo</p>	<p>The Campaign for Tobacco-Free Kids is launching a new national campaign that calls on America's retailers to stop selling tobacco products the nation's number one cause of preventable death and encourages consumers to shop tobacco-free. 45 min</p> <hr/> <p>The importance to vote in this mid-term elections 15 min</p>	<p>Patricia Sosa Director of the Campaign Tobacco-Free Kids and Former Surgeon General of the United States Antonia Novello</p> <hr/> <p>Jimmy Torres Coordinator of SIEU Service Employees Union.</p>	<p>10//25/2014</p>	<p>1 hr.</p>
<p>Drug Free Florida</p>	<p>Florida Exclusivo</p>	<p>The Florida Right to Medical Marijuana Initiative, Amendment 2 is on the November 4, 2014 ballot in the state of Florida as an initiated constitutional amendment. The measure, upon voter approval, would legalize medical marijuana. According to Drug Free Florida It's that the amendment is too vaguely worded, resulting in four major loopholes.</p>	<p>Javier Correoso Spokesman for Drug Free Florida and Jose Batista President of Exam Plus</p>	<p>11/1/2014</p>	<p>1 hr.</p>
<p>Oral Health</p>	<p>Florida Exclusivo</p>	<p>Taking just a few minutes to care for your mouth each day can help you establish healthy habits for a lifetime. In fact, keeping a healthy body from head to toe is important to maintaining a healthy lifestyle.</p>	<p>Dr. Ana Ferraz Dougherty from American Dental Association</p>	<p>11/8/2014</p>	<p>1 hr.</p>

ObamaCare	Florida Exclusivo	Registration for the Affordable Health Care starts on November 15 through February 15, 2015. Q&A regarding the Health Care Reform.	Wilfred Mendez Certified Insurance for the New Health Reform (Obama care)	11/15/2014	1hr.
Amendment 2 after the elections, now what?	Florida Exclusivo	Medical marijuana in Florida, a state measure that would have legalized cannabis for medicinal purposes failed on last elections. Now what is going to happen?	Attorney Darylaine Hernandez, Maritza Sans Grandmother of a Autism boy, Jose Batista Exam Plus.	11/22/2014	1hr.
The Power of your thoughts	Florida Exclusivo	How your attitude can change your future and your health. Positive thinking is a key for happiness.	Author Hector Amezquita of the book Your Thoughts is your most powerful power, Zadith Santiago author of the book NEVER TOO LATE TO LOVE, and comedian Brenda Lamberty.	11/29/2014	1 hr.
How to achieve a better person in you	Florida Exclusivo	Inspirational Guest Speaker Vicente was born as a male, then turn into a woman, a drug addict and prostitute. Today he is back of being a man. He has written three books. His message is how important is to have a good attitude in life no matter the adversities, and the repair of self.	Vicente Martinez Book Author, Columnist, Speaker	12/06/2014	1 hr.

Coffee with a story	Florida Exclusivo	Chick-Fil-A and their new partnership with South American Coffee Farmers, better known as THRIVE. Farmers Direct vs. Traditional model. Individual Farmers partner with Thrive farmers to sell their coffee beans directly to the business giving farmers 10x their profits.	Agriculture Franklyn "Franco" Garbano Ceciliano and Keneth Lander Agriculture and Founder of Thrive	12/13/2014	1hr.
The most Google Search for 2014	Florida Exclusivo	The most google search that shows how often a particular search-term is entered relative to the total search-volume across various regions of the world. 30 min	Jesus Garcia Expert on Google Trends Dr. Jose Martinez	12/20/2014	1hr.
Oral Hygiene		Setting new standards on oral hygiene and the most common errors and how to prevent oral diseases and more. 30 min			
Goals and method to reach your goals.	Florida Exclusivo	Techniques on how to reach your goals and defining strategic positioning statements that move intended public into action.	Dra. Carmita Laboy Therapist/Marketing/Public Relations/Researcher/Lecturer/Media/Writer	12/27/2014	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
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ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
AWARENESS EVACUATE	DIVISION OF EMERGENCY MANAG	000:30	012
AWARENESS HURRICANE EVACUATE	DIVISION OF EMERGENCY MANAG	000:30	010
AWARENESS HAVE A PLAN	DIVISION OF EMERGENCY MANAG	000:30	010
AWARENESS HAVE A PLAN BUSINES	DIVISION OF EMERGENCY MANAG	000:30	011
AWARENESS HOSPITALITY	FLORIDA RESTAU & LODGING ASS	000:30	029
AWARENESS HURRICANE	DIVISION OF EMERGENCY MANAG	000:30	010
AWARENESS HURRICANE VOLUNTEER	DIVISION OF EMERGENCY MANAG	000:30	021
RECRUITMENT	FLORIDA ARMY NATIONAL GUARD	000:30	069
SHOW YOUR STRIPES	SHOW YOUR STRIPES / VETERAN JOB RECRUITMENT	000:27	150



4th Quarter 2014

Rumba 100.3 Community Calendar- October 1, 2014-December 31, 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.

Show Your Stripes-October 1, 2014-December 31, 2014

Year-long initiative to promote iHeartMedia's efforts to help veterans find jobs.

- Ran 153 recorded PSAs

Festival of Trees- November 15-25, 2014

Each year the Orlando Museum of Art transforms the Orlando Museum of Art into a Holiday Wonderland. The Festival of Trees, the major fundraiser for the museum, brings thousands of people to the museum each year. Rumba 100.3 partnered with the Museum to promote the event.

- Exclusive event day on November 21, 2014. The station was on-site from 10am-2pm with prizes, games, music!
- Decoration of a tree to be raffled during the Festival
- On-air ticket giveaways the week of November 10th. The Festival to receive a minimum of thirty (30) live mentions in conjunction with the giveaways.
- Online contest for ticket giveaways
- Complete event information on the Rumba 100.3 website, including dates, times, special events and ticket prices for four weeks.
- Inclusion in email blast and social media updates.

National Diabetes Month – November 2014

Partnered with American Diabetes Association to promote National Diabetes Month for the month of November.

- Ran 40 recorded PSAs
- Ran 25 streaming PSAs

Pendas Turkey Giveaway- November 25, 2014

Partnership with Pendas Law Firm to provide 1200 turkeys to the community. Rumba 100.3 set up outside Pendas Law Firm offices on November 25th and gave away all 1200 turkeys.

- Ran 42 recorded PSAs
- Ran 50 live PSAs
- On-air talent broadcasted live from event on 11/25 from 6am-10am
- Inclusion in events calendar
- Inclusion in email blasts and social media updates.

Esperanza Navidena- December 20, 2014

Partnership with Telemundo and Martinez Manglardi to provide a Christmas for families in need. Listeners were able to submit their stories for consideration and 100 families were selected to receive toys for the children.

- Ran 54 recorded PSAs
- Ran 30 streaming PSAs
- Ran 50 live mentions
- Online contest for listeners to submit their stories for consideration
- On-air talent hosted a party on 12/20 from 10am-2pm for families to come pick up toys and meet Santa
- Inclusion in email blast and social media updates

