

WRUM
Orlando, FL
Quarterly Issues/Programs List
Second Quarter, 2016
07/01/2016

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. Tax Preparation assistance
2. Hispanic Voter Registration; significance
3. Prenatal Care
4. Children; services; safety; adoption; abuse; autism
5. Social Service;
6. Panama Papers; money laundering
7. Ecuador Earthquake victims
8. Puerto Rico Debt Crisis; economic conditions
9. Hunger; Homelessness
10. Personal Financial Management
11. Drunk Driving
12. Health & Wellness; mental health;

**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.

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/ TIME	DUR
Child Abuse Prevention	Florida Exclusivo	April is national Child Abuse Prevention month. We are giving the tools for strong, nurturing communities that are supportive of families that can get involved and play a role in preventing child abuse and neglect, also giving tips of promoting child and family well-being.	Rosana Medina Author Hidden Childhood Florida Counselor, Evelyn Herrera Spokesperson Help Now	4/2/20 16 7:00am	15 min

Tax Prep Assistance	Florida Exclusivo	The AARP Foundation is offering free tax preparation assistance for taxpayers with low to moderate income through the AARP Foundation's Tax-Aide program.	Mónica Cortes-Torres from the Foundation AARP Tax-Aide	4/9/20 1 7:00am	15 min
Support for Non Profits	Florida Exclusivo	Public Allies of Florida is a program of community based care and a proud member of the AmeriCorps national service network. The founders created a program that links diverse young Americans who want to make a difference with nonprofit organizations in their communities who need them. In the process, they show young leaders how to turn their passion for making a difference into a viable career path.	Nilmarie Zapata Site Director for Public Allies	4/9/20 16 7:15am	15 min
Florida Hispanic Registration in Florida	Florida Exclusivo	With nearly 5 million Hispanics, Florida has the country's third-largest Hispanic population. About 2.6 million are eligible to vote, but less than 1.8 million are registered to vote, according to Florida election officials. Many organizations has launch a major voter-registration drive in the battleground state of Florida to identify and sign up hundreds of thousands of potential Hispanic voters	Josephine Mercado Founder Hispanic Health Initiatives And Barbara Peel from the League of Women Voter of Florida	4/9/20 16 7:30am	15 min
Prenatal Care	Florida Exclusivo	Prenatal care is very important. To help make sure Mother and Baby will be as healthy as possible. simple guidelines to follow for a healthy pregnant woman	Josefina Saraf The Birth Place En Espanol	4/9/16 7:45am	15 min

<p>Panama Papers Concealed Money</p>	<p>Florida Exclusivo</p>	<p>Understanding the Panama Papers. The Panama Papers have exposed how some of the world's most powerful people may have used offshore bank accounts and shell companies to conceal their wealth or avoid taxes.</p>	<p>Fred Gonzalez Social Analyst Eduardo Dominguez VP Resource Employment Solutions</p>	<p>4/16/2016 7:00am</p>	<p>1 hr.</p>
<p>Ecuador Earthquake</p> <hr/> <p>Congressional Gold Medal to some Soldiers from Florida</p> <hr/> <p>National Autism Awareness Month</p>	<p>Florida Exclusivo</p>	<p>Ways to help the people of Ecuador which was hit by a 7.8 category earthquake. Ecuador's biggest earthquake in decades has claimed more than 300 and thousands are injured.</p> <p>20 min</p> <hr/> <p>National Ceremony awarding the Congressional Gold Medal to the 65th Infantry Regiment Borinqueneers of Puerto Rico held on Wednesday, April 13, 2016, in the U.S. Capitol</p> <p>20 min</p> <hr/> <p>April is National Autism Awareness Month represents an opportunity to promote autism awareness, autism acceptance and to draw attention to the tens of thousands facing an autism diagnosis each year.</p> <p>20 min</p>	<p>Julio Rocha Ecuadorian Citizen</p> <hr/> <p>Commissioner Wanda Rentas</p> <hr/> <p>Ellinet Rodriguez Director Santiago and Friends Autism Clinic and Maritza Sanz Latino Leadership/ Grandmother of an Autistic boy.</p>	<p>04/23/2016 7:00am</p>	<p>1 hr.</p>

Emotional Intelligence	Florida Exclusivo	Emotional intelligence (EI) or emotional quotient (EQ) is the capacity of individuals to recognize their own, and other people's emotions, to discriminate between different feelings and label them appropriately, and to use emotional information to guide thinking and behavior.	Dr. Wanda Bonett Director of DRW Coaching School Dr. Yarisa Bonett Life Coach, Specialist in Emotional Intelligence, and Mental Health and Rehabilitation Counselor Florida Officer Sergeant Samuel Vazquez	04/30/2016 7:00am	1 hr.
<p>Florida Leaders meetings regarding Puerto Rico Economic Crisis</p> <hr/> <p>Hunger</p> <hr/> <p>AICPA giving financial tips</p>	Florida Exclusivo	<p>Gov. Alejandro Garcia Padilla said Monday Puerto Rico did not make a debt payment of nearly \$370 million and called on Congress to help restore the island's legal ability to restructure its debt or a much more significant default could occur July 1. Puerto Rico's worsening debt crisis is dimming the economic outlook for the U.S. territory and putting pressure on Congress to help resolve the situation but it is having little effect on the market for municipal bonds and most investors. 20 min</p> <hr/> <p>Every second Saturday in May, letter carriers in more than 10,000 cities and towns across America collect the goodness and compassion of their postal customers, who participate in the NALC Stamp Out Hunger National Food Drive the largest one-day food drive in the nation 20 min</p> <hr/> <p>How to deal with debt from student loans, how to avoid identity theft, and ways to teach your children to manage the finances at an early age. 20 min</p>	<p>Zulma Velez Estrada Director of Iniciativa Accion Puertorriquena and Jimmy Torres Velez President of Iniciativa Accion Puertorriquena</p> <hr/> <p>Johnny Polanco Mailman for and USPS Spokesperson of Second Harvest Bank</p> <hr/> <p>Alfonso Rossy Raices Member of the National Commission of Financial Education</p>	05/7/2016 7:00am	1 hr.

MADD Florida Mothers Against Drunk Drivers	Florida Exclusivo	Mothers Against Drunk Drivers aid the victims of crimes performed by individuals driving under the influence of alcohol or drugs, to aid the families of such victims and to increase public awareness of the problem of drinking and drugged driving.	Betsy Franceschini Community leader, State Trooper Jose Ramirez Maria Santiesteban Victim of a drunk driver	5/14/2016 7:00am	1hr.
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Good Source Staffing Services	Florida Exclusivo	Good Source Staffing Services is a full-service staffing agency dedicated to generating lifelong connections to work and assisting people that are homeless.	Yvette Hernandez Vice president Good Source Staffing Goodwill	5/21/2016 7:00am	1hr.
Hepatitis		20 min The intent of the annual observance is to raise awareness about the global impact of viral hepatitis and the importance of preventing hepatitis-related liver disease, including liver cancer.	Mirna Chamorro Spokesperson for the Florida Health Department		
Good neighbors Movement		20 min Simple ways to start being a good neighbor, getting involved and more.	Andre Minski TV Personality & Lawyer		

<p>Borinqueneers Congressional Gold Medal Ceremony</p> <hr/> <p>511 Memorial Day Weekend</p> <hr/> <p>Depression in Youth</p>	<p>Florida Exclusivo</p>	<p>Borinqueneers Congressional Gold Medal Ceremony in Washington 20 min</p> <hr/> <p>Florida Department of Transportation's 511 Traveler Information System, which provides real-time traffic and travel information to motorists across the state 20 min</p> <hr/> <p>How to seek help and motivate when teens and college students are in a depression. 20 min</p>	<p>Dennis Freytes American Veteran; Community Servant Leader *NAUS Board Director; VP-SE (FL-GA-SC-AL-MS-LS-AR-PR) ----- Mike Wacht Florida Department of Transportations</p> <hr/> <p>Julianna Rodriguez and Fernando Nunez Students of Florida</p>	<p>5/28/2016 7:00am</p>	<p>1 hr.</p>
<p>Water Pollution</p>	<p>Florida Exclusivo</p>	<p>Florida waterways are green with toxic algae, large sugar plantations are sucking Hawaiian streams dry, and storm water runoff is inundating Puget Sound with bacteria, wastewater pollutants, and toxic chemicals. The litigation applies and enforces the Clean Water Act to stop the pollution of our water resources and to strengthen protections of our water resources.</p>	<p>Andrea Delgado Representative Legislative for Earthjustice Selena Selaya From Campesino (Farmer) De La Florida</p>	<p>6/4/2016 7:00am</p>	<p>1 hr.</p>

<p>Hispanic Vote</p>	<p>Florida Exclusivo</p>	<p>Motivating Hispanics to vote in this coming election, and how Puerto Ricans will make the difference in this elections if they get motivated to go to and vote.</p>	<p>Kenneth McClintock Former Secretary of State of Puerto Rico -----</p>	<p>6/11/2016 7:00am</p>	<p>1hr.</p>
<p>#wedon'tquit movement</p>		<p>20 min</p> <p>Explaining how he formed a movement titled "Yo no me quito," or We Don't Quit, to demonstrate islanders' resilience in the face of a 10-year economic decline and the island's inability to pay its mountain of debt.</p>	<p>Carlos Lopez Lay Creator of the Movement #yonomequito</p>		
<p>The 21 Cuban migrants who reached the lighthouse 7 miles from Florida.</p>		<p>20 min</p> <p>At issue is whether the lighthouse, a historic 109-foot iron structure that was in use from 1880 until 2015, qualifies as U.S. territory under the "wet foot, dry foot" policy. Under that policy, Cubans who reach U.S. shores are usually allowed to stay, while those intercepted at sea are generally returned home.</p>	<p>Immigration Attorney Camila Pachon Roldan</p>		

<p>Do Gorillas belong in Zoos?</p> <p>Bear Hunting in Florida</p> <p>Mosquitoes in Key West</p>	<p>Florida Exclusivo</p>	<p>Harambe, the 17-year-old Western lowland gorilla shot dead at the Cincinnati Zoo late last month after a 3-year-old boy fell into his enclosure.</p> <p>20 min</p> <p>Seminole County is sending a strong message to the state. County commissioners are to ask the Florida Fish and Wildlife Conservation Commission to re-instate a ban on bear hunting in Florida. The vote was unanimous.</p> <p>20 min</p> <p>Genetically modified mosquitoes set off uproar in Florida Keys. There's a petition to stop this GM mosquitoes</p> <p>20 min</p>	<p>Javier Buitt Volunteer for The Foundation for the the Animals Rights of Florida, Barbara Napoles With Rick O'Berry Dolphin Project</p> <p>Mila De Mier Petitioner to stop the Transgenic Mosquito in Key West</p>	<p>6/18/2016 7:00am</p>	<p>1hr.</p>
<p>Massage Parlors Fraud</p>	<p>Florida Exclusivo</p>	<p>Many tourists are scammed in massage parlors with their credit cards. Many massage therapists face fraud charges after a long investigation that a number of massage therapists had obtained their licenses using counterfeit credentials, according to the Police Department. Some massage parlor used as a front for prostitution. How to understand and educate which ones are legit</p>	<p>Dr. Wanda Bonett Psychologist Carlos Mendez Licensed Therapist</p>	<p>6/25/2016</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
AWARENESS HAVE A PLAN	DIVISION OF EMERGENCY MANAG	000:30	021
AWARENESS HOSPITALITY	FLORIDA RESTAU & LODGING ASS	000:30	123
FL EVENTS	FL RESTAURANT AND LODGING	000:30	061
FLOOD INSURANCE	DIVISION OF EMERGENCY MANAG	000:30	011



2nd Quarter 2016

Rumba 100.3 Community Calendar- April 1-June 30, 2016

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.

2nd Annual Soccer Clinic Festival- April 2, 2016

International Futbol Club hosted soccer clinic to benefit Special Olympics Florida.

- Ran a total of 30 PSAs
- Ran a total of 28 PSAs on iHeartRadio for Rumba
- Included on events calendar

Walk Like MADD- April 16, 2016

WALK like MADD, is MADD's signature walk event to celebrate creating a brighter future without drunk driving and underage drinking. Every step taken will help raise funds and awareness for MADD's programs and services that will serve to keep our children and communities safe.

- Ran a total of 47 PSAs
- Ran a total of 46 PSAs on iHeartRadio for Rumba
- Included on events calendar

Matching Donors- April 2016

April is National Donate Life Month, it celebrates the many lives affected by transplant and donation across the United States. MatchingDonors is a 501c3 nonprofit organization and the nation's largest living organ donor organization finding and registering living organ donors for people needing organ transplants in the United States.

- Ran a total of 39 PSAs
- Ran a total of 39 PSAs on iHeartRadio for Rumba

Beyond Rock Bottom Breakfast Fundraiser- May 21, 2016

Beyond RockBottom Breakfast Fundraiser at Jakob Wells in Daytona Beach. Beyond Rock Bottom, Inc. is a non-profit organization designed to help those suffering from addiction by sharing the experience, strength and hope of others through personal testimonies and to give guidance via a radio and television program.

- Ran a total of 10 PSAs
- Ran a total of 10 PSAs on iHeartRadio for Rumba
- Included on events calendar

Made in Puerto Rico- June 4, 2016

Volusia County Hispanic Chamber of Commerce hosted Made in Puerto Rico featuring comedian Elizardi Castro at the Sanborn Event Center in Deland. The event raised funds and awareness for the Chamber.

- Ran a total of 38 PSAs
- Ran a total of 38 PSAs on iHeartRadio for Rumba
- Included on events calendar

2nd Annual William J. Jett Men's Health Challenge - June 4, 2016

June is Men's Health Month, and the Florida Department of Health in Seminole County hosted the 2nd Annual William J. Jett Men's Health Challenge. The event provided screenings, preventive healthcare and access information for people seeking healthcare services. In addition to the health screenings, the men's health challenge will also offer haircuts, gaming stations, healthy refreshments, resources and giveaways.

- Ran a total of 18 PSAs
- Ran a total of 24 PSAs on iHeartRadio for Rumba
- Included on events calendar

10,000 Scoops Challenge- June 8, 2016

Denali Flavors Donates 10,000 Scoops of FREE Mayfield Moose Tracks Ice Cream. For Every Scoop, Denali Flavors Donates \$1 to The Salvation Army of Orlando Up To \$10,000. The Rumba Morning Show were celebrity “Scoopers” at the event.

- Ran a total of 12 PSAs
- Ran a total of 12 PSAs on iHeartRadio for Rumba
- Ran a total of 10 live mentions
- Included on events calendar
- On-air talent on-site
- Social Media Post

Mascot Games- June 17-18, 2016

Mascot Games took over the Amway Center for 2 days, June 17th and 18th where college and professional sports mascots compete in teams. All proceeds from the Mascot Games Presented by Wawa benefit New Hope for Kids, which provides support to children and families grieving the death of a loved one, and grants wishes to children with life-threatening illnesses in Central Florida.

- Ran a total of 44 PSAs
- Ran a total of 43 PSAs on iHeartRadio for Rumba
- Included on events calendar
- Station hosted pre-event Fan Fest
- Conducted on-air interview with New Hope for Kids about the event
- Social Media posts
- Online Contests

Regal Summer Movie Express- June 2016

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 10 PSAs
- Event Calendar Posting
- Social Media Updates