

WRUM  
Orlando, FL  
Quarterly Issues/Programs List  
First Quarter, 2012  
04/05/2012

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. Home buying
2. Immigration/the Dream Act
3. Anger management; relationships
4. Terminal illness; Hospice care
5. Hispanic voting
6. Domestic violence
7. Consumerism; Florida produce
8. Health & wellness; medical care
9. Uninsured motorists;
10. La Raza services; Hispanic women issues
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	DURATION
End of the Year Summary	Florida Exclusivo	A summary of relevant events that affected the State of Florida. Politics, environmental, social and science.	Evelyn Ramirez from the Newspaper La Prensa Impre-Media and Verna Borrás Radio commentator	01/1/2012	1 Hr.
HANDS/ State Agencies/ Florida Housing/One Time Emergency	Florida Exclusivo	Housing and Neighborhood Developing Services for the State of Florida. One on one house counseling. Know all your benefits before you buy a house.	Michele Alamo Adm. Assistant/ Counselor	1/8/2012	1 Hr.
Dream Act	Florida	What's the position	Gabriela	1/15/2012	1hr.

	Exclusivo	on the Dream Act of the Barack Obama Administration and the views of the Republican Party. Comments regarding the Dream Act that the Republican Mitt Romney talked in the interview in Fox TV	Domenzain, Obama for America Director of Hispanic Press and Republican Annalist Todd Rodriguez		
Resolutions / Behavior and Anger	Florida Exclusivo	Method to achieve your goals and techniques to have better relationships @ work and family.	Dr. Carmita Laboy Psychiatrist	01/22/2012	1hr
Hospice	Florida Exclusivo	The end of life cares for adults and pediatric patients life-limiting illnesses. How they work with patients and families to provide comfort and preserve dignity in the face of terminal illness	Eva Pagan Hill Bereavement Service manager for Vita Hospice Fl and Licensed Social Worker	1/29/2012	1hr.
Hispanic Voting in the State Of Florida	Florida Exclusivo	What is the passion of Cubans Voting, and why Puerto Ricans lose interest in politics in the State. What is the view among Hispanic Voters across the State	Angel de La Portilla Republican Consultant and Maritza Sanz Democrat Community Leader.	2/5/2012.	1 hr.
Domestic Violence	Florida Exclusivo	Identifying the abuser. There are different kinds of abuse, mental, physical and verbal. There is help through out the State of Florida 24 hours 7 days a week. Education and emotional support.	Dr. Monica Mendez Community Engagement & Prevention Manager	2/12/2012	1 hr.

<p>Florida Department Of Agriculture and Consumers Services</p>	<p>Florida Exclusivo</p>	<p>Create awareness about Florida's Agricultural commodities. Encourage consumers to local buy. Increase brand awareness of the "Fresco de la Florida" logo. Demonstrate consumers how to agriculture influences their lifestyle.</p>	<p>Marisol Alvarez International Development Representative II Division of The Marketing and Development Florida Department of Agriculture &amp; Consumers Services</p>	<p>2/19/2012</p>	<p>1 Hr.</p>
<p>American Heart Association</p>	<p>Florida Exclusivo</p>	<p>How the American Heart Association assist families in the State of Florida. Preventing tips and signs of heart failures. The story of a Father going through tough times with his new born.</p>	<p>Sergio Quiroga a father of a Child that had several heart surgeries days after she was born.</p>	<p>2/26/2012</p>	<p>1 Hr.</p>
<p>Insurance Information</p>	<p>Florida Exclusivo</p>	<p>Nearly 14% motorists are unisured according to IRC study. Educating Hispanics about coverage options and discounts. Penalties for driving without insurance vary from state to state, and can include imposing jail time, confiscating license plates, and or impounding the vehicle.</p>	<p>Elianne E. Gonzalez Hispanic Press Officer Insurance Information Institute for The State Of Florida</p>	<p>3/4/2012</p>	<p>1 Hr.</p>

National Council La Raza Florida Chapter / and We the Hispanic Women Chamber of Commerce	Florida Exclusivo	What is la Raza National Council, its functions in the State of Florida and how it assists the Hispanic Community. Also information regarding the Woman Chamber of Commerce Florida, their mission and events through the State	Yanitsy Velez Regional Director for National Council La Raza and Vice President of We Hispanic Woman Chamber of Commerce of Florida	3/11/2012	1 hr.
Viva Florida 500 / Hispanic Achievers Grant Council-Florida Plate / Immigration Summit /	Florida Exclusivo	The 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	Lisa Pietri Executive Director at National Hispanic Corporate Achievers Dennis Freitas 500 <sup>th</sup> Fl Discovery Council (CF round table) Partner:Viva Florida 500 Haydee Ayala Community Affairs and Media Planner	3/18/2012	1 Hr.
Taxes 2012 new laws. Subjects to stay off the IRS' radar or to be successful if the IRS challenges your deductions.	Florida Exclusivo	Audit risk, Audit protection, Impact of the hobby loss rule, Business as a sideline job is called "second-job entrepreneurs", New laws 2012 and how to organize your finances, according to the IRS Laws.	Wilfred Mendez Financial Planner and William Soria, CPA	3/25/2012	1 Hr.

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**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
CHILD DROWNS	OC DEPARTMENT OF HEALTH	000:33	117
BULLYING	DONORSCHOSE.ORG	000:31	246
DONATION SOLICITATION	CRIMELINE	000:15	015
KNOW YOUR LEVELS	HISPANIC HEALTH INITIATIVE	000:32	117
LITERACY	DONORSCHOSE.ORG	000:30	252
ORGANIZATION AWARENESS	WOUNDED WARRIOR PROJECT	000:30	003
ORGANIZATION AWARENESS	WOUNDED WARRIOR PROJECT	000:31	003
PARENTING AWARENESS	OUNCE OF PREVENTING FUND	000:30	023
RECRUITING	FLORIDA ARMY NATIONAL GUARD	000:30	050
VETERAN HELP LINE	RED CROSS	000:32	116



# Public File 1st Quarter

Rumba 100.3 FM in conjunction with the History Center promoted “Mas Alla de Beisbol”, the new traveling exhibit from the Smithsonian, detailing the Life and History of Roberto Clemente.

- ✓ 1/22/2012-2/4/2012;50x15 sec live promos
- ✓ 1/21/2012-3/18/2012-Web exposure on the calendar section of [www.rumba100.com](http://www.rumba100.com)
- ✓ Free van hit at the History Center from 11a-1p on 1/28/2012
- ✓ Engagement via Social Networking tools such as Facebook and Twitter during flight

Rumba 100.3 FM supported the MS National Multiple Sclerosis Society

- ✓ 2/25/2012-03/10/2012;21x15 sec live promos
- ✓ 1/2/2012-03/10/2012-Web exposure via calendar and home page of [www.rumba100.com](http://www.rumba100.com)
- ✓ 1 email blast on 3/8/2012