

WRUM
Orlando, FL
Quarterly Issues/Programs List
Third Quarter, 2015
10/01/2015

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. Food safety in summer
2. Human trafficking
3. Discrimination; LGBT community
4. Puerto Ricans moving to FL for jobs
5. 2016 FL Elections-growing Puerto Rican residents; voter registration
6. Training and vocational education
7. Health & wellness; cancer
8. Proposed Florida Bear hunt
9. Hurricane preparedness
10. Carbon pollution reduction
11. Emergency preparedness
12. Global economy
13. Access to weapons by mentally ill
14. Children's services and programs
15. The Pope's visit

**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
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<p>Food safety in summer/diseases</p>	<p>Florida Exclusivo</p>	<p>Cases of diseases transmitted by food increase in the summer season. Tips for consumers in the grilling food safely during the celebration of the 4th of July and the rest of summer are provided. 81 million Americans participate in a BBQ this 4th of July, and it is estimated that about \$400 million of dollars in meat preparation sold for this holiday.</p>	<p>Mirna Chamorro, Stephanie Fioc and Gigi Rivadeneira Florida Department of Health. Dra. Maria Malagon spokesperson of the United States Department of agriculture (USDA)</p>	<p>July 4 & 5, 2015</p>	<p>1hr.</p>
<p>Human trafficking</p>	<p>Florida Exclusivo</p>	<p>Florida ranks third in the nation in the number of reported cases of human trafficking, specifically incidents of women from China being held as sex slaves. Many of them work in Massage Parlors with no training on massages; The police say the type of prostitution they are investigating is sophisticate enough to warrant such tactics.</p>	<p>Dr. Wanda Bonnet and Carlos Mendez licensed massage therapist</p>	<p>July 11 & 12, 2015</p>	<p>1 hr.</p>
<p>LGBT Discrimination</p>	<p>Florida Exclusivo</p>	<p>Being openly LGBT is still not easy in many parts of the US. The anti gay Christians stalk and harass many LGBT people in America today. They endure job discrimination. LGBT Americans/Hispanics can still be at risk of being denied services or being hired because of their sexual preference.</p>	<p>Carolina Gonzalez Spokesperson for ACLU, Marta Pedrosa Telecommunications worker and active member of ACLU, Santiago Echeverry Viasual Artist and College Professor.</p>	<p>July 18 & 19, 2015</p>	<p>1 hr.</p>

<p>Debt Crisis in Puerto Rico</p>	<p>Florida Exclusivo</p>	<p>As Puerto Rico struggles with an unpayable debt, an unemployment rate over 12 percent, and a stagnant economy that offers little opportunity to thrive, thousands of its residents are abandoning the island for Florida, a longtime refuge for Puerto Ricans where low-skill jobs in tourism and related service industries are easy to find.</p>	<p>Betsy Franceschini Director of Puerto Rico Federal Affairs Administration, Sammi Heinsman President of Urbander Marketing and HAPWA, Jackie Mendez Publisher of Tu Revista Mujer and part of the workshop group Ellas International</p>	<p>July 25 & 26, 2015</p>	<p>1 hr.</p>
<p>Puerto Rican voters in Florida</p>	<p>Florida Exclusivo</p>	<p>Puerto Rican voters tend to lean Democratic, but a great numbers of the newcomers do not identify with any party, making them appealing targets for politician and recruiters on both sides. Like those living in other U.S. territories, people in Puerto Rico cannot vote for the president in the U.S. General election.</p>	<p>Phillip Arroyo Former White House Intern Juris Doctor Candidate Florida A&M College of Law, Rafael Benitez Member of the initiative Board of Puerto Rican Action and Coordinator of Boricua Vota. Lourdes Perez HispanEduca, Frankie Miranda SVP Hispanic Federation</p>	<p>Aug 1 & 2, 2015</p>	<p>1 hr.</p>

<p>Workforce training</p> <p>-----</p> <p>-----</p> <p>Cancer prevention and treatment</p> <p>-----</p> <p>---</p> <p>Hunting Bear Season In Florida</p> <hr/>	<p>Florida Exclusivo</p>	<p>Business training program in Florida to strengthen the workforce</p> <p>20 min</p> <p>=====</p> <p>A State by State report highlights opportunities that legislators have to save lives and reduce the costs of health through policies to prevent and combat cancer.</p> <p>20 min</p> <p>=====</p> <p>The indignation over the death of the lion Cecil at the hands of an American Hunter and the proposed hunting of bears after being banned for 21 years in the State of Florida.</p> <p>20 min</p>	<p>Yolanda Castillo co-founder of startup Quest</p> <p>=====</p> <p>Maritza Marquez Spokesperson for American Cancer Society,</p> <p>=====Ba</p> <p>rbara Napoles Volunteer for Dolphin Project, Javier Buitt Volunteer Animal Rights Foundation of Florida</p>	<p>Aug 8 & 9, 2015</p>	<p>1 hr.</p>
<p>Carbon Pollution</p>	<p>Florida Exclusivo</p>	<p>Despite its significant contribution to the climate change that threatens Florida's infrastructure and economy, carbon pollution has never before been limited by the EPA, unlike co-pollutants sulfur and mercury. Under the Clean Power Plan, each state is required to reduce the carbon intensity of its power fleet between 2020 and 2030. This report aims to examine Florida's electricity sector, past resource allocations, and various paths the state may follow to comply with the Clean Power Plan.</p>	<p>Nicole Hernandez Florida environmental studies.</p>	<p>Aug 15 & 16, 2015</p>	<p>1hr.</p>

Emergency preparedness and response	Florida Exclusivo	<p>FEMA has a new phone app to receive emergency safety tips directly on your cell phone.</p> <p>Organization, safety tips, support citizens, and information about first responders are included to ensure that all work together to build, sustain and improve our capability to prepare for, protect against, respond to, recover from, and mitigate all hazards.</p>	Daniel Llagues Spokesperson FEMA	Aug 22 & 23, 2015	1hr.
Financial Depression in China	Florida Exclusivo	<p>U.S. stocks have endured a lot of turmoil but recent shocks have made apparent important facts about China and the shifting global economy long ignored by many analysts and investors. These bode well for America, and the bull market should soon resume. How this will affect the prices in the USA of mobile phones, computers, cars and more.</p>	Conrad Santiago Financial Advisor/ David Olivencias and Joaquin Torres CPAs	Aug 29 & 30, 2015	1 hr.
Mental illness/access to weapons	Florida Exclusivo	<p>How the killings of two reporters by an ex co-worker has brought back the talk about weapons and mental illness. The ability to express and control our emotions is essential, but so is our ability to understand, interpret, and respond to the emotions of others.</p>	Ingrid Cruz Journalist and Psychotherapist, Dr. Wanda Bonnet Expert in Emotional Intelligence	Sept 5 & 6, 2015	1 hr.

<p>Affects of pollution and contaminati on the Hispanic Community</p>	<p>Florida Exclusivo</p>	<p>The importance of carbon contamination in the air is discussed. How smog can actually cause Asthma and affect children in their development. More Hispanics live in the cities that are highly contaminated than other races. Getting in contact with Legislators regarding Cleaner Energy. 30 min</p>	<p>Dr. Sergio Rimola President of the Association of Hispanic Doctors in USA ----- -----</p>	<p>Sept 12 & 13, 2015</p>	<p>1hr.</p>
<p>Progressive Mental Alignment</p>		<p>Ongoing research about the brain reveals more and more powerful tools that can improve our entire thinking, beliefs, decisions, actions, behavior and health. It is our goal to make these helpful tools available to anyone who wants to mature and improve their health and quality of life. 30 min</p>	<p>Michelle Lugo From PMA and Rebeca Diaz PMA Coach</p>		

<p>Planned Parenthood Florida/Pregnancy Prevention</p>	<p>Florida Exclusivo</p>	<p>Planned Parenthood Health Centers can discuss abortion and all of your options with you and help you find the services you need. There are two kinds of abortion in the U.S., clinic abortion and the abortion pill. The new studies of stems, donations of the umbilical cord, and placentas are discussed.</p>	<p>Dr. Norman Lamberty OBGYN</p>	<p>Sept 19 & 20, 2015</p>	<p>1hr.</p>
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Hunger among children	Florida Exclusivo	Goya Foods and its employees support the Maestro Cares Foundation donating food and money to their orphanages in the Dominican Republic, Colombia, and now Mexico. 15 min	Rafael Toro Public Relations Director for Goya	Sept 26 & 27, 2015	1 hr.
Buckle up for Life		5 myths of car seats. Educate families of the importance of learning the guidance of installing and buying car seats. 15 min	Fernando Rico Alarcon with Cincinnati Children's Hospital ----- ----- --		
Voter Registration		National Voter Registration Month was established in 2002 by the nation's Secretaries of State, to encourage voter participation and increase awareness of state requirements and deadlines for voting. 15 min ----- ----- -----	Lucy Melendez Community Outreach Manager/supervising of elections office		
The Pope in Cuba and USA		The impact of the visit of the Pope for the first time to the United States and Cuba. 15 min	Priest Father Albert Miguel Saint John Vianny Catholic Church		

**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	050
AWARENESS HOSPITALITY	FLORIDA RESTAU & LODGING ASS	000:30	041
AWARENESS HURRICANE VOLUNTEER	DIVISION OF EMERGENCY MANAG	000:30	043
FLOOD INSURANCE	DIVISION OF EMERGENCY MANAG	000:30	049



3rd Quarter 2015

Rumba 100.3 Community Calendar- July 1, 2015-September 30, 2015

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.

Regal Summer Movie Express- July-August 2015

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
- Dedicated website to the event, linked with a keyword
- Social Media Updates

Kicks for Guns- August 20, 2015

Victim Service Center of Central Florida's 2nd Annual Cheers to Change Gala helped raise money to help domestic abuse and awareness.

- Ran 54 PSAs
- Inclusion in an email newsletter
- Social Media Updates
- Jock Chatter

March of Dimes Mudd Volleyball – August 22 2015

Mudd Volleyball event to promote and raise funds for March of Dimes. Jenny Castillo put together a team to participate

- Ran 45 PSAs
- Inclusion in an email newsletter
- Social Media Updates
- Jock Chatter

Florida Department of Transportation- Labor Day Safety- September 7, 2015

PSA campaign to encourage safe driving and seat-belt wearing over the Labor Day Weekend.

- Ran 28 PSAs

Hispanic Parade & Festival- September 26, 2015

Partnership with Florida Hispanic Festival, LLC to celebrate Hispanic Heritage Month. Event was free to public. Held on Orange Avenue in front of Orlando City Hall. All on-air talent on-site at event.

- Ran a minimum of 200 Promos
- Inclusion in an email newsletter
- Social Media Updates
- Jock Chatter
- Featured on homepage