

WRUM
Orlando, FL
Quarterly Issues/Programs List
Fourth Quarter, 2012
01/02/2013

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. New laws for 2013
2. Immigration
3. Clean & safe energy sources
4. Voter rights
5. The Elections; amendments
6. Homeowners insurance-hurricane protection
7. Health & nutrition; Holiday cooking
9. The economy; housing; foreclosures; bankruptcy
10. Elderly care
11. Education; parents/teachers
12. 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	DURA- TION
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Code Enforcement	Florida Exclusivo	Code enforcement for the State of Florida. What to ask before digging, learning the rules of construction, permits and safety.	Victor Marrero PSM, EIT, MEM Affine Engineering and Surveying, Inc and Diana Almodovar Manager Development Engineering Division Public Works Department	10-6-12	60 min
IRS 2013	Florida Exclusivo	New Laws 2013, Tips for Business and Hispanics coming from other countries. IRS laws in Immigration	David Olivencias CPA and Jose Ayala CPA	10-13-12	60 min
12.3 Million Hispanics are projected to vote in November & Weigh in Clean Energy and health issues	Florida Exclusivo	Cleaner, and safer energy, Hispanics wants candidates who can guarantee a healthier future according to a new poll.	Adrianna Quintero-Somainsi spokesperson for NRDC Action Fund's latino Outreach program.	10-20-12 7:00am/ 40 min	60 min
Orbitz En Espanol		Orbitz has announced a dedicated Spanish Language service because of the growing Hispanic Customers.	Monika Lowry Martinez Hispanic coordinator for Orbitz	7:40am/ 20 min	

Voter Rights	Florida Exclusivo	By law, voting should be free, fair and equally accesible to all. Mi Familia Vota is a national, non-profit organization working to increase civic engagement in Latino, immigrant and allied communities.	Jose Balasquide Director of Mi Familia Vota and Yuliza Arce State Coordinator for Mi Familia Vota	10-27-12	60 min
Florida 12 Amendments	Florida Exclusivo	A discussion and analyzing the Amendments on the voting ballots for November 6.	Dr. Luis R. Pastrana University Professor and Author. Emilio Perez Former President of The Puerto Rican Chamber Of Commerce and Economist Analyst	11-3-12	60 min
Insurance policies after Hurricane Sandy	Florida Exclusivo	The Insurance policies of homeowners in many Coastal States should be reviewed after Sandy including specific Hurricane deductibles. Know and understand what conditions trigger the deductibles by hurricanes of your policy	Elianne Gonzalez Hispanic Press Officer for Insurance Information Institute	11-10-12	60 min

Healthy meals in the Holidays	Florida Exclusivo	Hispanics health during the Holidays. How you can be healthier cooking the traditional recipes. Tips for healthy meals.	Astrid Volpert Certified Nutritionist for Florida Dairy Farmers Diahann Smith Senior General Manager Florida Dairy Farmers	11-17-12	60 min
Florida Economy	Florida Exclusivo	Projections for the Economy, Housing, Federal Reserve, Foreclosures and Bankruptcy in the State of Florida.	Hugo Nunez -Nunez Consulting Group	11-24-12	60 min
Elderly in Florida	Florida Exclusivo	More than 42 million Elderly are going with many struggles of care, and 1 out of 5 are Hispanics. We give information, tips and where to find help.	Raquel Egusquiza Vice President of Multicultural Events for AARP and Eva Pagan from Vitas Innovative Hospice	12-1-12	60 min
Oral Health	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	12-8-12	60 min

Florida Education	Florida Exclusivo	How CommonCoreworks.com offer materials, information, and prepares educators for changes in the instruction and also informs parents of their roll to increase the student level of education.	Margarita Pinkos Director of the Multicultural Department of Education for the Palm Beach County	12-15-12	60 min
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	12-22-12	60 min
Summary 2012	Florida Exclusivo	The best , the worst in the music, artist and politics for the State. Hurricanes, Storms, and Prophecies.	Evelyn Lebron from La Prensa Newspaper, Verna Borrás Radio Host and Agustin Galarza Radio Consultant	12-29-12	60 min

**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
Cancer	HUNGRY HOWIES	000:25	037
EMERGENCY PLAN	DIVISION OF EMERGENCY MANAG	000:30	005
AWARENESS HURRICANE EVACUATE	DIVISION OF EMERGENCY MANAG	000:30	008
AWARENESS EMERGENCY KIT	DIVISION OF EMERGENCY MANAG	000:30	005

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
AWARENESS RIP CURRENT	DIVISION OF EMERGENCY MANAG	000:30	006
AWARENESS STAY SAFE IN THE SU	DIVISION OF EMERGENCY MANAG	000:30	005
BLOOD DONATIONS	Floridas Blood Centers	000:15	005
Breast Cancer Awarness	SUSAN G KOMEN FOUNDATION	000:34	039
Children Oral Health	Healthy Mouth	000:30	088
Disability Help	Disability Righ	000:31	051
Disaster Plan Awareness	DIVISION OF EMERGENCY MANAG	000:30	006
DISCOUNT CARD	UNITED WAY	000:31	052
Foreclousure Prevention	HUD	000:30	088
ORGAN DONATIONS	DONEVIDAFLORIDA.ORG	000:30	190
RECRUITING	FLORIDA ARMY NATIONAL GUARD	000:30	133



Public File 4th Quarter

Pendas Law Firm Turkey Giveaway

Worked with the Pendas Law Firm to help distribute 1,500 free turkeys to the community on Tuesday, November 20, 2012.

Morning show live broadcast from 6a-10a

11/12/12-11/20/12; 50x15 sec live promos

11/12/12-11/20/12 – Web exposure on the home page and calendar section of www.rumba100.com

Engagement via social networking tools such as Facebook and Twitter during flight

Trans-Siberian Orchestra

Provided support for the Trans-Siberian Orchestra Orlando tour date
A portion of the proceeds from ticket sales went to the Orlando Rescue Mission.

12/3/12-12/16/2012;50x15 sec live promos

11/25/12-12/12/2012-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

Esperanza Navideña (Christmas Hope)

Rumba 100.3 FM in conjunction with Martinez Manglardi, distributed toys for 50 needy families for Christmas. (Maximum of 4 children per family)

11/26/2012-12/12/2012;50x15 sec live promos

11/26/2012-12/12/2012-Web exposure via calendar and home page of
www.rumba100.com

Engagement via Social Networking tools such as Facebook and Twitter during flight

Live appearance from 10a-2p on 12/16/2012 to distribute toys