

WRUM
Orlando, FL
Quarterly Issues/Programs List
Second Quarter, 2015
07/01/2015

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. Impaired Driving; underage drinking; victims
2. Home construction; building codes
3. Food poisoning;
4. Tax return preparation
5. Child abuse & prevention; sexual assault
6. Money management; student loans; personal/govt debt
7. Youth; programs; services; safety
8. Health & wellness
9. Hurricane preparedness
10. Technology in everyday life
11. Animal protection; dolphins, elephants, whales, greyhounds
12. Racism

**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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MADD in Florida Drunk Driving	Florida Exclusivo	Giving information and prevention tips. Mothers Against Drunk Driving (MADD) are the nation's largest nonprofit working to protect families from drunk driving and underage drinking. MADD also supports drunk and drugged driving victims and survivors at no charge, serving one person every 8.6 minutes through local MADD victim advocates.	Betsy Franceschini Regional Director PRFAA Florida State Trooper Jose Ramirez, aMayra Santiesteba Victim of Drunk and Driving	April 4 & 5, 2015	1 hr.
Building Code Enforcement	Florida Exclusivo	The dos and don'ts of Florida home constructions. Permits and licenses. Rural and Residential enclaves, special area planning and more.	Diana Almodovar Victor Marrero Florida License Civil Engineers	April 11 & 12, 2015	1 hr.
Food Poison	Florida Exclusivo	Prevention tips of liquids and Food poisoning. Ways how to handle your foods in a daily basis. 20 min ----- A nonprofit partnership with Goodwill, National Disability Institute, United Way to file for free online and in-person 20 min ----- "Children of Giant," opens the season of voices, Latino Public Broadcasting series about art and culture presented by PBS. -----	Maribel Alonso Spokesperson of The Department of Agriculture ----- Evette Rios with My Free Taxes.com and David Olivencias CPA ----- Hector Galan Director and Producer of "Children Of Giant"	April 18 & 19, 2015	1 hr.
After Tax April 15					
Documentary Children of Giant -----					

<p>Child Abuse Prevention</p>	<p>Florida Exclusivo</p>	<p>Sharing child abuse and neglect prevention awareness strategies and activities and promote prevention across the country, also acknowledge the importance of families and communities working together to prevent child abuse and neglect, and to promote the social and emotional well-being of children and families.</p>	<p>Rossanna Medina Author Hidden Childhood Evelyn Herrera, Director t Help Now.</p>	<p>April 25 & 26, 2015</p>	<p>1 hr.</p>
<p>Florida Public Claims Adjusters</p> <hr/> <p>Student Loans and For Love or Money</p>	<p>Florida Exclusivo</p>	<p>Never allow someone who is not a licensed public insurance adjuster or an attorney to adjust your claim. A Public Adjuster inspects the loss site immediately, analyzes the damages, assembles claim support data, reviews the insured's coverage, determines current replacement costs and exclusively serves the client, not the insurance company. 30 min</p> <hr/> <p>New survey reveals that most graduates repay their student loans. Financial experts give advice to manage student loan debt and to plan for college costs. For love or money? Survey reveals that 1 in 3 Americans say "similar approach to spending and saving" is among the key qualities for the choice of a spouse. Experts offer tips to handle relations and finances. 30 min</p>	<p>Lazaro Carret Jose Sanchez Florida Public Adjusters</p> <hr/> <p>Alfonso Rossy Raices CPA Rep. AICPA</p>	<p>May 2 & 3, 2015</p>	<p>1 hr.</p>

Sexual abuse	Florida Exclusivo	Facts about sexual abuse, child abuse, which it is increasing at a faster rate than any other violent crime in the United States. The National Victim Center reports that over 700,000 women are sexually abused annually. A conversation of prevention and how to be alert.	Diana Mejias Founder of Nuevos Senderos and Dr. Ginette Olsen	May 9 & 10, 2015	1 hr.
Dental problems prevention Youth in Florida that are making the difference	Florida Exclusivo	The latest of the American dental Association, their new web site focusing in prevention. 20 min <hr/> Juliana was one of the five students from the State of Florida who received the Jack Kent Cooke Scholarship and how perseverance and commitment led her to this scholarship. Also how Fernando Nunez at a early age is the Director of a non profit organization, after suffering from depression, is now coming strong and talking about it to help others in need. 40 min	Dr. Ana Ferra Dougherty Dentist Spokesperson American Dental Association <hr/> Juliana Rodriguez Seminole college Student Fernando Nunez Esquiaqui Student Director of the Non Profit Foundation Beyond The Wall.	May 17 & 18, 2015	1 hr.

<p>Emotional Intelligence</p>	<p>Florida Exclusivo</p>	<p>Emotional intelligence is the “something” in each of us that is a bit intangible. It affects how we manage behavior, navigate social complexities, and make personal decisions that achieve positive results. Emotional intelligence is made up of four core skills that pair up under two primary competencies: personal competence and social competence</p>	<p>Dr. Wanda Bonnet Creator of the model for Emotional Intelligence Holistic, Jose Batista Certified Model For Emotional Intelligence and Dr. Yarisa Bonett Life Coach and Health Educator specializing in Fibromyalgia</p>	<p>May 23 & 24, 2015</p>	<p>1 hr.</p>
<p>Florida Hurricane Season</p>	<p>Florida Exclusivo</p>	<p>The Essential Hurricane Preparedness Guide. Valuable tips and recommendations, as well as important checklists and forms to help you prepare for storm season.</p>	<p>Elian Gonzales Spokesperson</p>	<p>May 30 & 31, 2015</p>	<p>1 hr.</p>
<p>Economy and ways to get out of debt ----- Google reveals the latest advances.</p>	<p>Florida Exclusivo</p>	<p>USA Economy, International conflicts, affects the 17 trillion deficit. Solutions for the regular household . 30 min</p> <hr/> <p>5,500 creative programmers gathered on San Francisco for two days to have practical learning opportunities inspiring conversations and give insight into the latest products of Google. Together, explore the latest in mobile phones, applications and more. 30 min</p>	<p>Wilfred Mendez</p> <hr/> <p>Jesus Garcia Google representative</p>	<p>June 6 & 7, 2015</p>	<p>1 hr.</p>

Car Seats	Florida Exclusivo	Three of every four seats are installed incorrectly. A recent study shows that car crashes are one of the leading causes of death among children. A safety seat properly installed can drastically reduce injuries and prevent the deaths of the children in a crash. 20 min	Gloria Del Castillo spokesperson Buckle up to life	June 13 & 14, 2015	1hr.
Teens Sexuality		Adolescents are under an extraordinary amount of sexual pressure. Look at ways to communicate the truth about homosexuality to teens. 40 min	Dr. Ingrid Cruz Psychologist		

Animal Abuse	Florida Exclusivo	What's going on with the whales, dolphins, elephants and greyhound dogs around the state of Florida. Unlike most crime victims, animals can't seek help themselves. They depend on humans to stop their suffering. Ways to protect our animals.	Barbara Napoles The Wild Dolphin Project Javier Buit Animal Rights Foundation	June 20 & 21, 2015	1 hr.
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Confederate Flag / Racism	Florida Exclusivo	History of the Confederate Flag, the meaning of this flag, and how time has change how people think or use the Confederate Flag.	Dr. Luis Pastrana Professor AGM University, Magda Ivette Torres Journalist Political Analyst Coronel Dennis Freytes	June 27 & 28, 2015	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
AWARENESS EVACUATE	DIVISION OF EMERGENCY MANAG	000:30	010
AWARENESS BUSINESS LICENCE	DEPATMENT OF BUSINESS AND PRO	000:30	017
AWARENESS HAVE A PLAN	DIVISION OF EMERGENCY MANAG	000:30	036
AWARENESS HURRICANE	DIVISION OF EMERGENCY MANAG	000:30	011
AWARENESS REALESTATE LICENSE	DEPATMENT OF BUSINESS AND PRO	000:30	008
CHILD ABUSE PREVENTION	OUNCE OF PREVENTING FUND	000:30	017
DISASTER BUSINESS PLAN	DIVISION OF EMERGENCY MANAG	000:30	007
FLOOD AWARENESS	DIVISION OF EMERGENCY MANAG	000:30	036
FLOOD INSURANCE	DIVISION OF EMERGENCY MANAG	000:30	008
HEALTH	EMOTIONAL INTELIGENCE FLORIDA	000:20	001
HEALTH	EMOTIONAL INTELIGENCE FLORIDA	010:11	001
HEALTH	EMOTIONAL INTELIGENCE FLORIDA	011:00	001
HEALTH	EMOTIONAL INTELIGENCE FLORIDA	011:53	001
RECRUITMENT	FLORIDA ARMY NATIONAL GUARD	000:30	048



2nd Quarter 2015

Rumba 100.3 Community Calendar- April 1-June 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.

Community Safety Fair- April 11, 2015

Free event to community to teach swim, CPR and pool safety.

- Ran 66 PSAs

Cheers to Change- April 17, 2015

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

- Ran 33 PSAs

Walk Like MADD- April 18, 2015

Partnership with MADD (Mothers Against Drunk Driving) to help raise money and awareness for the charity. Jenny Castillo hosted the event

- Ran 125 PSAs
- Inclusion in an email newsletter
- Social Media Updates
- Onsite set up

Aspira- April 2015

ASPIRA with FINRA Investor Education Foundation campaign to help educate adult Latinos how to identify and prevent investment fraud.

- Ran 40 PSAs

American Diabetes Association National Don't Sit, Get Fit Day- May 6, 2015

Raise awareness that getting active will help you stay healthy.

- Ran 25 PSAs
- Social Media Updates

Project Red: An Art Experience- May 28, 2015

Event to help raise funds and awareness for The Stafford House that provides HIV testing and education.

- Ran 14 PSAs

Hispanic Chamber of Commerce Business Conference and Expo- June 4-6, 2015

- Ran 26 PSAs
- Inclusion in an email newsletter
- Social Media Updates
- On site set up

Mascot Games- June 19-20, 2015

Event with New Hope for Kids at the Amway Center where professional sporting mascots compete in teams. Rumba was an official sponsor of the Fan Fest on 6/20/15, Jenny Castillo was a judge during the competition.

- Ran 125 PSAs
- Inclusion in an email newsletter
- Social Media Updates
- Onsite set up

Regal Summer Movie Express- June 2015-July 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 30 PSAs
- Dedicated website to the event, linked with a keyword
- Social Media Updates