

WRUM
Orlando, FL
Quarterly Issues/Programs List
First Quarter, 2015
04/02/2015

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:

Among the issues determined to be of most concern to the community during the preceding calendar quarter were:

1. Elderly issues; foreclosures;
 2. Domestic Violence
 3. Substance Abuse
 4. Diseases; epidemics; treatment
 5. Tax return preparation
 6. Child obesity;
 7. Health & wellness; the Affordable Care Act; positive mental outlook
 8. Environmental protection, air, water, toxins; energy conservation
 9. Abuse and corruption in the Prison system
 10. Puerto Rican voting rights
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**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	DURA TION
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The best and worst of 2014	Florida Exclusivo	The best and worst news of 2014 for the State of Florida. Political, laws, and entertainment.	Jimmy Torres Coordinator Service Employees Union. Maritza Beltran Communicator/ Radio Host Darylaine Hernandez Attorney at Law.	Jan 3 & 4, 2015	1 hr
The Elderly in Florida	Florida Exclusivo	There is still a struggle for older residents in Florida with foreclosure and home mortgage problems. Awareness in identity fraud and available help.	Vivian Vasallo Vice President Elderly Foundation AARP Hugo Nunez Nunez Consulting Group	Jan 10 & 11, 2015	1 hr
Autism in Florida	Florida Exclusivo	The Autism Society of Florida is a statewide organization that supports individuals with autism, their families, and caregivers. Working to help support individuals with autism, family members, volunteers, professionals, or any individual or organization interested in learning more about autism.	Fabiola Gomez Leader United Cerebral Palsy Maria Alexandra Mother of an Autistic child.	Jan 17 & 18, 2015	1 hr.
Domestic Violence in Florida	Florida Exclusivo	Creating a violence free world by empowering women and children through the elimination of personal and institutional violence and oppression against all people. providing leadership, advocacy, education, training, technical assistance, public policy and development, and support to domestic violence center programs across the State	Diana Mejias President Nuevos Senderos Zulma Velz Estrada Activist	Jan 24 & 25, 2015	1 hr.

<p>Food Poisoning awareness for the Super Bowl Weekend.</p>	<p>Florida Exclusivo</p>	<p>1 in 6 Americans will be contracting diseases transmitted by food, as for example, norovirus, each year, resulting in approximately 128,000 hospitalizations and 3,000 fatalities, according to the Center for the Control and prevention of diseases in the Super Bowl Weekend</p>	<p>Dra. Maria Olmedo-Malagón Director of Education Safety Service Department of Agriculture Food Inspection.</p>	<p>Jan 31 & Feb 1, 2015</p>	<p>1 hr.</p>
<p>Drug Abuse</p>	<p>Florida Exclusivo</p>	<p>Talk about the subject that unites adolescents, parents, teachers and scientists to combat the drug use in youth.</p>	<p>Dr. Ruben Baler Scientist National Institute Against Drug Abuse</p>	<p>Feb 7 & 8 2015</p>	<p>1 hr.</p>
<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 Dr. Yarisa Bonett Life Coach and Health Educator specializing in Fibromyalgia</p>	<p>Feb 14 & 15, 2015</p>	<p>1hr.</p>

<p>Child Obesity</p> <hr/> <p>Food Poisoning</p> <hr/> <p>Tax Time</p> <hr/> <p>Health Care Florida</p>	<p>Florida Exclusivo</p>	<p>The commitment level of funding which has been carried out and the approach extended into the prevention of childhood obesity and the participation of parents, youth and health care providers to be involved to achieve healthy schools and communities. 30 min</p> <hr/> <p>The proper way to handle foods 10 min</p> <hr/> <p>IRS new laws for 2014 taxes. 10 min</p> <hr/> <p>Dead line for the enrollment under the Affordable Care Act and ways to use the line 211 from United Way to help with your taxes preparation and Health Insurance. 10 min</p>	<p>Dr. Amelie Ramirez Director of Salud America.</p> <hr/> <p>Maribel Alonso</p> <p>Spokesperson for The Dept. Of Agriculture Specialist of managing foods.</p> <hr/> <p>David Olivencias CPA</p> <hr/> <p>Rosalyn Guzman United Way</p>	<p>Feb 21 & 22, 2015</p>	<p>1hr.</p>
<p>Prevention in Heart Deceases -- ----- ----- Environmental Protection</p>	<p>Florida Exclusivo</p>	<p>Statistics of deceased Hispanics and what can we do to reduce Heart problems. 30 min</p> <hr/> <p>Basic answers about how states assess and report on water quality conditions, air, energy, climate change, chemicals and toxics. Information of how to conserve energy and more. 30 min</p>	<p>Dr. Jose Biller American Heart Association</p> <p>Lina Junes Spokesperson United States Environmental Protection Agency</p>	<p>Feb 28 & Mar 1, 2015</p>	<p>1 hr.</p>
<p>National Historic Monuments in Florida</p>	<p>Florida Exclusivo</p>	<p>Complete information on national parks and monuments in Florida, including national historic sites, recreation areas, memorials, and more.</p>	<p>Lizette Valarino President of Idea Factory and Volunteer for Maitland Arts Museum</p>	<p>Mar 7 & 8, 2015</p>	<p>1 hr.</p>

Human And Civil Rights Abuse And Corruption Within the U.S. Prison System	Florida Exclusivo	Attorney William McBride will endeavor to draw national attention to possible human rights' abuse and wasteful use of taxpayer dollars within the private prison system. he is affectionately known by the Latino community, promises to discover the truth about the ACLU's reports and other national media sources on the epidemic of mass incarceration, civil rights abuse and possible corruption within the shadowy, multi-billion dollar, for-profit prison system.	William Mc Bride Attorney Immigration	Mar 14 & 15, 2015	1hr.
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Voting Rights for Puerto Ricans	Florida Exclusivo	A group of students of law of the University Florida A & M in Orlando have begun to write a draft an amendment to the Constitution of the United States to extend the Presidential vote to the residents of the island of Puerto Rico.	Phillip Arroyo Former White House Intern Juris Doctor Candidate Florida A&M College of Law Sergio Ruiz Student Florida A&M College of Law	Mar 21 & 22, 2015	1hr.
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Environmental Issues with Mercury and Toxic Air Pollution	Florida Exclusivo	On Wednesday, March 25, the U.S. Supreme Court will hear arguments in a critical case involving mercury and other toxic air pollution from coal-fired power plants. In this Supreme Court case, industry claims that the U.S. Environmental Protection Agency (EPA) cannot decide whether to protect the public and the environment from toxic air pollution without first considering the effect on the industry's bottom line. Last year, the D.C. Circuit Court rejected this argument. Industry, in a last attempt to overturn protections, appealed, and the U.S. Supreme Court agreed to hear this case.	Lisa Garcia Vice President of Litigation for Healthy Communities	Mar 28 & 29, 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 BUSINESS LICENCE	DEPATMENT OF BUSINESS AND PRO	000:30	057
AWARENESS HOSPITALITY	FLORIDA RESTAU & LODGING ASS	000:30	026
AWARENESS REALESTATE LICENSE	DEPATMENT OF BUSINESS AND PRO	000:30	028
MENTAL HEALTH THE POWER OF TH	CLEAR CHANNEL	002:01	001
RECRUITMENT	FLORIDA ARMY NATIONAL GUARD	000:30	056



1st Quarter 2015

Rumba 100.3 Community Calendar- January 1-March 31, 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.

Tres Reyes- January 10, 2015

Rumba 100.3 partnered with the Osceola Star for a Three Kings event at Plaza Del Sol. La Gitana and Franchy helped give away free bikes to the first 1,000 kids.

- Ran a minimum of 30 Promos
- Included on the events calendar
- Social Media updates on the event
- Inclusion in an email blast
- Station on-site for event, including on-air hosts

New Year's Resolution Expo- January 24, 2015

Rumba 100.3 hosted a free event at the Orlando Fashion Square with vendors and stage presentations to help listeners set and keep new year's resolutions.

- Ran a minimum of 60 promos
- Included on events calendar
- Social Media updates on the event
- Inclusion in an email blast
- Station on-site for event, including on-air hosts

Fatherhood.com- January 12 – March 1, 2015

Ran PSA campaign to encourage father's to be a more impactful father to your growing children by spending quality with them.

- Ran 67 PSAs
- Ran 76 iHeartRadio PSAs

Safecar.gov - January 12 – March 1, 2015

Ran PSA campaign to encourage listeners to utilize car seats and seat belts for safety purposes.

- Ran 65 PSAs

- Ran 76 iHeartRadio PSAs

DontTextandDrive.org- January 12- March 1, 2015

Ran PSA campaign to discourage texting and driving.

- Ran a total of 67 PSAs
- Ran a total of 79 PSAs on iHeartRadio for Rumba

Tour de Cure –March 14th 2015

Rumba partnered with the American Diabetes Association for a bike race in Lake Nona to raise money and awareness about Diabetes. Jenny Castillo hosted the event.

- Ran a total of 59 PSAs
- Ran a total of 54 PSAs on iHeartRadio for Rumba

Included on events calendar