

ISSUES - PROGRAMS REPORT

FOR

STATION KKPS

BROWNSVILLE, TEXAS

LICENSED TO:

ENTRAVISION HOLDINGS, LLC

QUARTER 4, 2022

October 1, 2022 to December 31, 2022

STATION KKPS HAS ASCERTAINED THAT THE FOLLOWING  
ISSUES ARE MATTERS OF CONCERN TO THE COMMUNITY IT SERVES:

1. HEALTH CARE
2. IMMIGRATION REFORM
3. EDUCATION
4. PUBLIC SAFETY
5. CHILD SAFETY
6. LOCAL AND NATIONAL ECONOMY
7. WOMEN'S ISSUES
8. LOCAL POLITICS AND GOVERNMENT
9. ROLE OF LATINOS IN THE COMMUNITY
10. LATINO YOUTH

STATION  
KKPS ADDRESSED THE ISSUES IT  
HAS DETERMINED ARE OF CONCERN IN THE  
FOLLOWING PROGRAMS, NEWS PROGRAMS, AND  
PUBLIC SERVICE ANNOUNCEMENTS

ISSUE:  
HEALTH CARE

Program: KKPS Monday – Sunday 24 hour rotation  
When: October 1, 2022 through December 31, 2022

October 10 – October 31, 2022

21x times at 60 seconds

October is Breast Cancer Awareness month. According to the National Breast Cancer Foundation, one in eight women in the United States will be diagnosed with breast cancer in her lifetime. Other than skin cancer, breast cancer is the most common cancer among American women. Men also get breast cancer, less than 1% of breast cancers occur in men.

Although the first stages of breast cancer may not show any symptoms here are something to look out for; Breast lump that feels different than surrounding tissue, Breast pain, Red pitted skin on the breast, discharge other than breast milk, Unexplained change in size or shape of the breast, A lump or swelling under arm. If you find these symptoms visit your doctor.

When breast cancer is detected early, and is in the localized stage, the 5-year relative survival rate is 100%. Early detection includes doing monthly breast self-exams, and scheduling regular clinical breast exams and mammograms.

October 10 – October 31, 2022

18x times at 60 seconds

This community update is brought to you by Entravision Communications

October is Bullying Prevention Month

Bullying can be aggressive, mean, and potentially life-threatening. According to a recent federal survey, nearly 20 percent of U.S. high school students reported being bullied on school property. Bullying comes in many forms. Whether the bullying is verbal, physical, relational, or cyber bullying, the results are detrimental. Each type of bullying may have similar effects on the targeted person. They may withdraw even from their family or become mysteriously ill often.

It's essential to keep an open line of communication with children and students. Encourage students to participate in activities outside the home, too. Teach children the appropriate use of the internet, social media, and text. While having daily discussions with family members about their day, share information on setting boundaries, teach them the behavior you expect them to display, how to treat others and provide a role model of the same. The U.S. Department of Human Services has a 24 hour hotline for help all 1-800-273-8255. This community update has been brought to you by Entravision Communications

December 1 – December 31, 2022 Public Service Announcement

13x times at 60 seconds

Flu Season Precautions

This community update brought to you by Entravision Communications:

With cold and flu season around us, here are some tips to help prevent catching the flu and reduce the spread of viruses that cause it. Get vaccinated. Vaccination is the first step to flu prevention. In general, all healthy people should get vaccinated. The CDC now recommends that, in addition to other high risk groups, all healthy children get a flu vaccination. Wash your hands. Cold and flu viruses may be spread by indirect contact. Do the elbow cough. Since viruses cling to your bare hands, you can reduce the spread of viruses by coughing into your elbow. When you cough, simply cover your face with your entire elbow. Disinfect common surfaces. Viruses that cause colds and flu can survive on common surfaces for up to 72 hours. That includes: phones, doorknobs, light switches, and remote controls. Drink Water. Water can help strengthen your immune system, keeping the flu at bay. And if you do get sick, water flushes your system, rehydrates you and washes out the toxins. An adult should drink eight 8-ounce glasses of fluids each day. If the color of your urine is close to clear, then you are getting enough. If it's deep yellow, drink more water. For more information about preventing, symptoms and treatment of the flu visit the [cdc.gov](http://cdc.gov). This community update has been brought to you by Entravision Communications

#### ISSUE: EDUCATION

October 10 – October 31, 2022

15x times at 60 seconds

This community update is brought to you by Entravision Communications

October is National Domestic Violence Awareness month.

An average of 20 people are physically abused by intimate partners every minute. This equates to more than 10 million abuse victims annually. 1 in 3 women and 1 in 4 men have been physically abused by an intimate partner. Millions of Americans live in daily, silent fear within their own homes. In addition, every year millions of children are exposed to domestic violence. Domestic violence incidents affect every person within a home and can have long-lasting negative effects on children's emotional well-being, and social and academic functioning. If you are a victim of family violence please seek help. If you are in immediate danger please call 9-1-1. If you need emergency shelter and victim services you can locally you can call the Mujeres Unidas emergency hotline at 1-800-580-4879. This community update has been brought to you by Entravision Communications

October 5 – October 19, 2022 Public Service Announcement

1x times Live Mentions

Hidalgo County Family Violence Taskforce along with Mujeres Unidas and other State Agencies will commemorate Domestic Violence Awareness Month with the 7<sup>th</sup> annual "Purple Day" event on Thursday, October 20, from 9 a.m. to 11 a.m. at the Bert Ogden Arena parking lot located at 4900 S I-69 C in Edinburg, TX. Purple Day aims to provide prevention education to the general public on the topic of domestic violence. The event is free and open to the public. Participants are encouraged to wear purple in support of Domestic Abuse Awareness Month. In addition to

the press conference on Oct. 20, Mujeres Unidas will host the 29<sup>th</sup> annual Candlelight Vigil on Oct. 12 to honor all victims that have lost their lives to this heinous crime.

December 1 – December 31, 2022

13x times at 60 seconds

Holiday light safety

While holiday decorating is fun and full of sparkle, it is important to keep in mind some safety tips for the protection of your homes and families. Place your Christmas tree in a safe location away from any heater, candle, or fire place. Do not leave lights unattended. Always unplug them at bedtime and before you leave your home. Don't overload electrical outlets or extension cords. Always use manufacturer's instructions when using string lights and inflatable decorations. Place portable heaters on a level surface away from foot traffic. Keep children and pets away from heat sources and electrical lights. For more information on how to safely decorate your home, visit the National Fire Protection Agency's guide to Winter/Holiday Safety at [www.nfpa.org](http://www.nfpa.org).

October 10 – October 11, 2022 Public Service Announcement

1x times Live Mentions

A reminder that Tuesday, October 11th is The Last Day to Register to Vote. This is the last day to register to vote and/or make changes to your voter registration to be eligible to vote in the upcoming November 8, 2022 General Election and Local Entities Elections. The Hidalgo County Elections Department's main office, located at 213 S. Closner Blvd., Edinburg, will extend their office hours and will be open until 8 p.m., on that day. Elections voter registration specialists are ready to receive your voter registration applications and are eager to answer any questions. For election information please visit [www.hidalgocounty.us/elections](http://www.hidalgocounty.us/elections) or call our office at 956.318.2570.

October 10, 2022 – November 20, 2022

21x 30 Sec. Texas Association of Broadcasters/NCSA PSA

DSHS - Alzheimer's TXAA2105 MIGHT BE

Forgetting a birthday isn't Alzheimer's, forgetting your own birthday, might be. Trouble remember a name isn't Alzheimer's, forgetting your child's name might be. If someone you love shows signs Alzheimer's, start a conversation. You may be their best hope for a better quality life. Learn the signs at [DSHS.TX.GOV/Alzheimer's](http://DSHS.TX.GOV/Alzheimer's).

ISSUE:  
PUBLIC SAFETY

October 1 – December 31, 2022 Public Service Announcement

223x times at 60 Seconds

Hurricane season is here and Fuego 99.5 Hot Hits is committed to keeping you and your family well informed and safe. Make sure to have a family emergency plan in place. Put together a supply kit, with one gallon of water per person per day, non-perishable food items, a battery powered radio, flashlights, extra batteries, and prescription medications. Review your home owner insurance and check that you have adequate coverage. During a hurricane, secure your home and any outdoor items cover windows and always follow instructions issued by local officials. This reminder brought to you by Fuego 99.5 Hot Hits.

November 21 – December 31, 2022 Public Service Announcement

19x 30 Sec. Texas Association of Broadcasters/NCSA PSA

TXDOT Impaired Driving - TXID2152 Holiday Save Day

It's the Holidays, the festive time to play. If you party way to hard, sober ride will save the day. Any stop, can cost a lot, plus a night in jail. You could even hurt someone, an epic holiday fail. Pass on your own sleigh, there's a better way. If your holly is too jolly, don't try to drive yourself. Drive Sober, No regrets. Sponsored by TX Dot.

October 22 – October 30, 2022 Public Service Announcement

6x times at 60 Seconds

Halloween Safety Tips

This community update is brought to you by Entravision Communications

With Halloween this week, we remind our listeners to have a Happy Halloween but also to be safe. Here are some safety tips while out on the streets. Cross the street at corners, using traffic signals and look both ways before crossing and put electronic devices down. Be aware of your surroundings. Watch for cars that are turning or backing up. Always trick or treat in groups, accompanied by adults. Make sure your kids wear reflective or bright clothing and use flash lights. Go to neighborhoods you are familiar with, don't go into stranger's homes, only visit well-lit houses and don't stop at dark houses. Don't cut across yards and stay out of backyards. Never accept rides from strangers. For Drivers – Use extra precaution

Slow down and be especially alert in residential neighborhoods. Take extra time to look for kids at intersections, on medians and on curbs. Enter and exit driveways and alleys slowly and carefully. Get rid of any distractions - like your phone - so you can concentrate on the road Turn your headlights on earlier in the day to spot children

Have a Happy and Safe Halloween from your friends at Entravision Communications

ISSUE:

LOCAL AND NATIONAL ECONOMY

December 1 – December 10, 2022 Public Service Announcement

1x times Live Mentions

Volunteers needed to plant 1,000 trees in Precinct 4

Call for volunteers! Hidalgo County Precinct 4, UTRGV and American Forests are calling for volunteers to assist with the Precinct 4 Community Forest Restoration Planting Event.

Saturday, December 10, 2022 from 7:00 am to 5:00 pm with volunteer shifts of an hour and a half available. 1,000 trees need to be planted, trees will be provided at the event. Volunteers please bring a shovel. Volunteers must register by December 2, 2022  
For questions, please contact: Precinct 4 Endowment Center at (956) 289-7429

October 09 – November 9, 2022 Public Service Announcement

1x times Live Mentions

Hiring Red, White & You is back!

THURSDAY November 10, 2021

9:00AM-1:00PM

At the Bert Ogden Arena in Edinburg

rs in the tri-county area will have access to over 50 employers representing various industries across the Rio Grande Valley. This event is open to transitioning service members, military spouses, National Guard, Reserve, veterans, and their family. The general public is also invited to attend this event. REGISTER ONLINE: [WWW.WFSOLUTIONS.ORG/RWY](http://WWW.WFSOLUTIONS.ORG/RWY)

Visit [WFSolutions.org](http://WFSolutions.org) to chat live with a representative.

October 14 – October 31, 2022 Public Service Announcement

4x times Live Mentions

Palm Valley Animal Society has partnered with [Bert Ogden Subaru Edinburg](#) to help pets find loving homes! Stop by the Trenton Center or Andrews Center this month to adopt, thanks to Subaru there will be NO ADOPTION FEE for October! Learn more about [#SubaruLovesPets](#) at [subaru.com/pets](http://subaru.com/pets). And On Saturday October 22 Palm Valley Animal Society will be hosting a Big Pet Vaccine and Microchip clinic at the [Bert Ogden Arena](#). This is a FREE VACCINE EVENT that will take place from 8AM to 10PM, while supplies last. This event is a first-come, first-served. Pet owners should plan to wait in line and bring water for themselves and their pets. Dogs need to be on leashes. Cats need to be in carriers. Services that will be offered include:

- Rabies
- DHPPv (Canine Distemper, Parvo, Parainfluenza, Adenovirus)
- FVRCP (Feline Rhinotracheitis, Calicivirus, Panleukopenia)
- Microchip implantation

October 6 – November 20, 2022 Public Service Announcement

23x 30 Sec. Texas Association of Broadcasters/NCSA PSA

TCRP Election Protection – TXEP2101

Voting in Texas is complicated by design, the election protection hotline at 866-ourvote is here to help. A non-partisan network to empower every Texan to vote with the knowledge they need, whether it's registering as a first time voter, finding your polling place and getting there, getting an absentee ballot or recognizing intimidation and suppression and reporting it. Call when you face problems at the polls. Voting should be easy, when it's not, call us 866-ourvote, sponsored by Texas Civil Rights Project.

October 6 – November 20, 2022 Public Service Announcement  
44x 30 Sec. Texas Association of Broadcasters/NCSA PSA  
TXSS2105 Your Right

Did you know that in Texas, there are seven approved photo IDs you can choose from to take to the polling site? You can find the full list of the approved IDs you can use on our website at [votetexas.gov](http://votetexas.gov) has all the information you need, including insight on what you need on qualifying to vote by mail and the ID number you'll need to note on the mail in ballot envelope to cast your vote. Get vote ready at [votetexas.gov](http://votetexas.gov) or by calling 1-800-252-vote. Brought to you by the Texas Security of State