

ISSUES AND PROGRAMS REPORT
FOR
STATION KVMM-CD
SECOND QUARTER 2015
(APRIL 1 THROUGH JUNE 30)

Prepared by:

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SVP

KVMM Channel 41
Santa Barbara, California

2nd Quarter
June 30, 2015

KVMM determined that the following issues were issues of concern to community that were given significant treatment on the station:

1. Health
2. Traffic/Transportation
3. Civic neighborhood
4. Culture
5. Education
6. Public Safety, Health and Welfare
7. Local Weather

Title: **Intelliweather**

Schedule: Monday- Sunday

Time: 6:30 AM

Dates: 04/01/2015-06/30/2015

Duration: 30 minutes

KVMM provides residents what the weather is going to be before they leave for work or start their day!

Title: **Good Morning Southern California**

Schedule: Monday- Thursday, Saturday and Sunday

Time: 5:30AM

Dates 04/01/2015-06/30/2015

Duration: 30 minutes

Good Morning Southern California is an informative community show that delivers fresh, daily content to our local viewers in Los Angeles and Santa Barbara. The program offers daily weather forecasts, local community and cultural events, elementary, middle and high school lunch menus, and job listings for the area.

Title: **Noticias 22**

Schedule: Monday-Friday only

Time: 7:00PM

Dates 04/01/2015-06/30/2015

Duration: 60 minutes

Noticias 22 is a locally produced news program which addresses issues daily, to include local news regarding crime, education, health, immigration, weather and sports in Southern California.

Issues Addressed by Noticias 22 include, but are not limited to the broadcasts which range between 30 – 60 seconds on average or more, depending on the topic and amount of information that needs to be covered to provide a full account of the story. For a full listing of segments, refer to the news report included within the online public file.

Noticias 22 – Q2 2015

Below is a list of some of the significant issues responded to during the Noticias 22 new program, along with the most significant programming treatment of those issues for the period April 1, 2015 to June 30, 2015. This list is by no means exhaustive. The order in which the issues appear does not reflect any priority or significance.

Description of Issue	Date	Time	Duration	Narration of Type and Description of Program/Segment
Community & Religion	Apr. 03	7:00 p.m.	1 hr	<p>TIERRA SANTA VIA DOLOROSA/HOLY LAND, WAY OF SORROWS</p> <p>Noticias 22 traveled to the Holy Land to prepare a now Emmy nominated program, Senderos De Fe, which included Tierra Santa Via Dolorosa. The goal with this story was to reveal exclusive information of Jesus Christ painful journey through the 12 stations of the cross and showcase the exact place where it all took place. This piece was created to service the community by providing them with new and detailed information on a day that many catholic viewers honor Good Friday.</p>
Community Safety & Awareness	Apr. 09	7:00 p.m.	3 min.	<p>APOYO A MUJERES ENFRENTANDO VIOLENCIA DOMESTICA/ SUPPORT FOR WOMEN FACING DOMESTIC VIOLENCE</p> <p>Noticias 22 attended a press conference where victims of domestic violence shared their heartbreaking stories, but also encouraged others to seek help. The Mexican Consul in Los Angeles along with a psychologist explained the benefits and fears of speaking out in order to send awareness and provide help for those who need it.</p>

Community Awareness & Health	Apr. 16 & 17	7:00 p.m.	3 min.	<p>MODELO Y ATLETA DISCAPACITADA/ DISABLED MODEL AND ATHLETE</p> <p>Noticias 22 profiled Tamara Mena, a disabled Latino model and athlete. Noticias 22 shared her story in order to uplift those with a disability and help raise funds to advance the research for spinal cord injuries. Ms. Mena, who is a model, athlete, spokeswoman and ambassadress for the Wings for Life organization, invited viewers to events that help this cause. The program emphasized this disability and referred viewers to the right place where they can get help.</p>
Community & Immigration	May. 01	7:00 p.m.	5 min.	<p>MARCHA PRIMERO DE MAYO/MAY DAY DEMONSTRATION</p> <p>With a great number of Latino immigrants in Los Angeles, immigration has become a concerning topic within the community. The May Day march, allowed the public to express their concerns on immigration, whether favoring it or not.</p>

Community & Immigration	Every Wednesday	7:00 p.m.	Every Wednesday for 3 min.	<p>MIGRA NOTAS/ IMMIGRATION TOPICS</p> <p>Noticias 22 provides a segment, every Wednesday dedicated to Immigration. With Obama's executive order at halt and affecting many viewers, the program reached out to experienced immigration lawyers, who can explain and analyze this issue in depth for viewers. Any immigration topics trending during the week are fully discussed and recorded in studio for the newscasts.</p>
Community Awareness	May.26 & Jun. 1	7:00 p.m.	6 min.	<p>RESTRICCIONES DE AGUA/WATER RESTRICTIONS</p> <p>With the historic drought California is facing, water restrictions and fines have become a concerning and complicated topic. Many of the unaware residents are often Latinos, who live in low income communities that unfortunately are hit with heavier fines. Noticias 22 dedicated time to further explain the new rulings and provide education on how to conserve water.</p>
Community Awareness	Jun. 11 & 16	7:00 p.m.	5 min.	<p>VENDEDORES AMBULANTES/STREET VENDORS</p> <p>Noticias 22 covered two public hearings regarding selling permits for street vendors. Officers from the Los Angeles Police Department were present at these hearing where street vendors expressed their needs and anger and business owners weighed in on the topic and expressed how street vendors affect their businesses. The program informed the community about this issue.</p>

<p>Community Awareness & Safety</p>	<p>Jun. 26</p>	<p>7:00 p.m.</p>	<p>3 min.</p>	<p>FUEGOS ARTIFICIALES ILLEGALES EN OC/OC ILLEGAL FIREWORKS</p> <p>With fourth of July just days away, authorities held a news conference to emphasize the consequences of buying and lighting up illegal fireworks. Authorities also gave out statistics of people who have died or lost a body part due to fireworks and discussed the fines and jail time residents can face if they do not abide by the law. It was an informative story that also brought awareness to our public.</p>
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