

**ISSUES AND PROGRAMS REPORT**  
**FOR**  
**STATION KVMM-CD**  
**FIRST QUARTER 2015**  
**(JANUARY 1 THROUGH MARCH 31)**

Prepared by:

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SVP

**KVMM Channel 41**  
**Santa Barbara, California**

1<sup>st</sup> Quarter  
March 31, 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: 01/01/2015-03/31/2015

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 01/01/2015-03/31/2015

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 01/01/2015-03/31/2015

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.**

Below is a list of some of the significant issues responded to during the Noticias 22 news program. This list is by no means exhaustive. The order in which the issues appear does not reflect any priority or significance.

<b>Description of Issue</b>	<b>Date</b>	<b>Time</b>	<b>Duration</b>	<b>Narration of Type and Description of Program/Segment</b>
Community & Immigration	Jan. 5	7:00 p.m.	5 min	<p><b>LICENCIAS PARA INDOCUMENTADOS</b>            With a large undocumented community in Los Angeles, Noticias 22 made sure that on this historic day, applicants benefitting from Assembly Bill 60 were ready to request their California driver's license. The reporter got an exclusive interview with the Department of Motor Vehicles Communications Coordinator, Armando Botello, who warned the community of scams and submitting false documents to a government agency. To avoid any inconvenience at the DMV, Noticias 22 provided links and telephone numbers for those who still needed more assistance.</p>
Community Safety & Immigration	Jan. 15	7:00 p.m.	4 min	<p><b>FRAUDE DE ASEGURANSAS</b>            Although, less common than immigration scams, insurance fraud is a growing trend affecting the Los Angeles community. The news team and the Glendale Police Department teamed up</p>

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				to warn residents of delinquents who profit from car insurances by committing intentional car crashes. Authorities gave examples of how a bogus accident may occur, who to call and what steps to take after a crash. Victims shared their experiences in hopes of alerting and helping others. The objective with this story was to expose the topic and educate the community about it.
Community	Feb. 2 & 3	7:00 p.m.	6 min	<p><b>SIN ESPERAR NADA A CAMBIO</b></p> <p>Not many people cater to the less fortunate, but Noticias 22, discovered a young Hispanic woman that serves her community. Jeannette Martinez, has been buying blankets and jackets to give the homeless and low-income families of Los Angeles during the winter months. What started as a kind act, quickly turned into a hobby that has helped hundreds of people stay warmer during cold nights. The goal with this report was to reveal the good example this women provides and have viewers do the same or help out in any way they could.</p>

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Crime & Community Awareness	Feb. 16, 17, 18, 19 & 20	7:00 p.m.	10 min	<p><b>ROMPIENDO CADENAS</b></p> <p>Domestic violence is an epidemic that unfortunately occurs more often and brings serious consequences. It is a crime that can be prevented if victims ask for help, but many do not because they do not know where to get it or fear their partners. The news team spoke with 5 women who shared their horrific experiences in hopes of helping others who might be going through the same situation. As a station serving the Latino community, Noticias 22 is mindful that many are undocumented and it was important to let them know that they have rights in this country and should always report this type of abuse. Noticias 22 interviewed therapists and different organizations that help those in need, in order to give them options. Noticias 22 also discussed how children who grow up watching this behavior are affected, what an escape plan should include and provided information of shelters, web pages,</p>

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				organizations and therapists they can seek if needed.
Community & Immigration	Mar. 12	7:00 p.m.	1 hour	<p><b>FORO DE INMIGRACION</b></p> <p>As a loyal station to the Latino public, once again Noticias 22 offered free immigration assistance to the viewers. A banquet full of immigration lawyers helped answer complex and common questions for the viewer, through social media and at the forum. Reporters interacted with the public and broadcasted their heartbreaking stories. Noticias 22 also revisited some important immigration stories to keep information fresh in the viewer's minds. It was a platform for the community and as long as the turnout is high, Noticias 22 will continue to host events that benefit the community.</p>
Community Awareness & Crime	Mar. 27	7:00 p.m.	5 min	<p><b>LEY DE JESSICA</b></p> <p>The Noticias 22 elite team of journalists felt it was crucial to raise awareness of the controversial, "Jessica's Law" that would put the security of children at risk. It is topics like these that worry the</p>

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				<p>community, but often times are unaware of. Noticias 22 explored the topic in depth and were able to successfully interview criminal lawyers, activists, teachers and parents that expressed their concern about this law. The goal with this story was to inform parents about the law, raise awareness about having pedophiles closer to their kids and to mobilize the community if needed.</p>
Community	Mar. 31	7:00 p.m.	8 min	<p><b>OSTIGAMENTO HACIA VENDEDORES AMBULANTES</b>  Noticias 22 is mindful that many members of the Latino community make a living by selling on the streets. The Los Angeles Police Department hosted a community meeting to discuss street vendor harassment. Street vendors as well as LAPD officers were able to express their concerns and defend their point of view regarding the matter. It was also an opportunity for both parties to compromise. The goal was to make the community feel that they have a voice and</p>

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				inform them about the issue.