

# Quarterly Issues Report

KMNY

Tu Comunidad

Public Affairs Shows

1<sup>st</sup> Quarter 2020

January 1<sup>st</sup> - March 31<sup>st</sup> 2020

**Tu Comunidad** airs on KMNY Saturdays 12:30 PM – 1:00 PM

The station has identified the following issues as significant issues facing our community in this quarter:

- A. Opening your own business.**
- B. Healthy lives with eating and exercise.**
- C. Security in Public Places.**
- D. I- Blood Donation with Carter Blood Care  
II- Fix your pet with the SPCA of Texas.**
- E. Census 2020.**
- F. Food insecurity / North Texas Food Bank.**
- G. Dallas Museum of Art.**
- H. Affordable Housing with NACA.**
- I. Healthy eating habits for the whole family.**
- J. Bullying.**
- K. Coronavirus.**
- L. Education at Home.**
- M. Protocol for Coronavirus and Free food giveaway during unemployed times.**

## **Responsive Programs:**

**Tu Comunidad:** Sat @ 12:30 PM Duration 30 minutes.

A- (January 4/2020) **Host:** Adriana Amaya **Issue:** Opening your own business

**Guest:** Franklin Garza with SCORE (Non-Profit) part of the Small Business Administration of the United States.

Writing a business plan is an opportunity to carefully think through every step of starting your company so you can prepare for success.

This is your chance to discover any weaknesses in your business idea, identify opportunities you may not have considered, and plan how you will deal with challenges that are likely to arise. A well-written business plan can help convince investors or lenders to finance your business.

The business plan sections include:

- Executive Summary
- Company Description
- Products and Services
- Marketing Plan
- Operational Plan
- Management & Organization
- Startup Expenses & Capitalization
- Financial Plan
- Appendices

**Tu Comunidad:** Sat @ 12:30 PM Duration 30 minutes.

B- (January 11/2020) **Host:** Adriana Amaya **Issue:** Healthy lives with eating and exercise.

**Guest:** Professional Fitness Trainer Isabel Rodriguez.

Many people suffer from bad health due to a combination of bad eating habits and poor exercise routines. The excuse can be given to the high cost of food and gym memberships. Fitness Trainer Isabel Rodriguez offered inexpensive ways to eat healthy and exercise at home.

Consistency is key to have a good health, and simple things such as walking can help maintain a good health. Buying food items that provide a better nutrition might seemed as expensive on the short term, but on the long term it will way more durable than being sick and buying medication.

Every year at the beginning of the year many have loosing weight as their resolution, but quickly that resolution banishes due to the lack of consistency. Trainer Rodriguez invites all parents to decide to be a good and positive role model for their kids. Kids will do what they see their parents do. Many kids are already battling with conditions such as: obesity, high blood pressure and diabetes.

**Tu Comunidad:** Sat @ 12:30 PM Duration 30 minutes.

C- (January 18/2020) **Host:** Adriana Amaya **Issue:** Security in Public Places  
**Guest:** Fort Worth Police Officer Daniel Segura.

Mass shootings continue to strike different parts of the US. The shooting that occurred in a church on Tarrant county alerted many of the police departments in our area. Policeman Daniel Segura with the Fort Worth Police Department talked to us about the importance of learning safety techniques to be ready in case of an active shooting scenario. Officer Segura and his police department are offering free seminars to churches, offices and groups in the parts of the Dallas/Ft. Worth Metroplex for their safety.

**Tu Comunidad:** Sat @ 12:30 PM Duration 30 minutes.

D-I (January 25/2020) **Host:** Adriana Amaya **Issue:** Blood Donation with Carter Blood Care.

**Guest:** Sonia Chiessa- Ortiz with carter Blood Care.

Carter Blood Care is the primary blood supplier to more than 200 medical facilities in that are located within a 57-county area in North, Central and East Texas.

Their service is local; we're reaching out to local people to supply blood to local facilities where many of your listeners will receive their medical care. They are a not-for-profit, 501(c)(3) organization.

They contract with hospitals to provide the services to them that are associated with blood and transfusion medicine. (They collect, process, test, distribute and manage inventory for their blood and transfusion needs.)

None of these services begins, though, without a volunteer donor.

In short, Carter Blood Care can't do what we do without you! And that means patients can't receive the transfusions they require without volunteer blood donors. There is no substitute for human blood.

D- II (January 25/2020) **Host:** Adriana Amaya **Issue:** Fix your pet with the SPCA of Texas.

**Guest:** Ninfa Beltran with SPCA of Texas

The SPCA of Texas is the leading animal welfare agency in North Texas with two shelters and three spay/neuter clinics located in Dallas and McKinney, and serves as an active resource center providing an array of programs and services that bring people and animals together to enrich each others' lives. The acronym SPCA stands for Society for the Prevention of Cruelty to Animals. The SPCA of Texas offers free, high-quality, spay/neuter to dogs in the Southern Dallas area at no cost. The spay/neuter also includes the dogs annual rabies vaccination, DHPP (distemper, hepatitis, parainfluenza, parvo) vaccination and microchipping. The SPCA of Texas offers free surgery transport service, if needed. The pet owner must live in one of the following zip codes to qualify: 75116, 75134, 75203, 75207, 75208, 75210, 75211, 75212, 75215, 75216, 75217, 75223, 75224, 75226, 75227, 75228, 75232, 75233, 75236, 75237, 75241, 75249, 75253.

**Tu Comunidad:** Sat @ 12:30 PM Duration 30 minutes.

E- (February 1/2020) **Host:** Adriana Amaya **Issue:** Census 2020.

**Guest:** Ana Enriquez with 2020 Census Bureau.

The 2020 Census counts every person living in the United States and five U.S. territories. In mid-March, homes across the country began receiving invitations to complete the 2020 Census. Once the invitation arrives, you should respond for your home in one of three ways: online, by phone, or by mail. When you respond to the census, you'll tell the Census Bureau where you live as of April 1, 2020.

Ana Enriquez with the city of Grand Prairie is inviting the audience to participate in the 2020 Census. Listeners should not be afraid of answering the census due to their immigration status and is letting our audience know that it is confidential and safe to do so. By doing so, many services could be available in their areas as well as the right representation for them.

**Tu Comunidad:** Sat @ 12:30 AM Duration 30 minutes.

F- (February 8/2020) **Host:** Adriana Amaya **Issue:** Food insecurity / North Texas Food Bank.

**Guest:** Anna Kurlan with NTFB.

Founded in 1982, the North Texas Food Bank (NTFB) is a nonprofit hunger relief organization that distributes donated, purchased and prepared foods through a network of more than 200 Partner Agencies in 13 counties. This network included 13 counties: Dallas, Denton, Collin, Fannin, Rockwall, Hunt, Grayson, Kaufman, Ellis, Navarro, Lamar, Delta, and Hopkins. In the first year, 400,000 pounds of food were distributed. Today, NTFB continues the fight against hunger as a certified member of the Feeding America Food Bank Network. Feeding America, the nation's largest domestic hunger-relief organization, solicits food and grocery products from national suppliers, distributes them through more than 200 food banks and provides food banks with operational support. It also educates the public and government officials about the ongoing problem of hunger.

Anna Kurlan invited the audience to participate in a food assistance program if they need help. Also, if someone is willing to donate or volunteer, they are always welcome.

**Tu Comunidad:** Sat @ 12:30 PM Duration 30 minutes.

G- (February 15/2020) **Host:** Adriana Amaya **Issue:** Dallas Museum of Art.

**Guest:** Mark Castro with Dallas Museum of Art.

Mark Castro is the director of the exhibition named Flores Mexicanas and is inviting our audience to visit the Dallas Museum of Art totally free for the whole family.

Flores Mexicanas: Women in Modern Mexican Art surveys changing representations of women in paintings, works on paper, and textiles early in 20th-century Mexican art through works by some of Mexico's most renowned artists. The exhibition is inspired by the loan of the monumental painting Flores Mexicanas by Alfredo Ramos Martínez to the DMA from the

Missouri History Museum; the painting is on view for only the second time in nearly a century. A portion of the show traces the career of Alfredo Ramos Martínez, one of the founders of Mexican modernism. Flores Mexicanas was the last work Martínez completed before his move from Mexico City to Los Angeles in 1929. Recently conserved, the ornate 9-by-12-foot painting was a wedding gift to the famed aviators Anne and Charles Lindbergh, who met in Mexico City, from then-Mexican president Emilio Portes Gil. This is a historic chance to see one of Ramos Martínez's masterpieces for the first time.

**Tu Comunidad:** Sat @ 12:30 PM Duration 30 minutes.

H- (February 22/2020) **Host:** Adriana Amaya **Issue:** Affordable Housing with NACA

**Guest:** Diego Luque with NACA.

NEIGHBORHOOD ASSISTANCE CORPORATION OF AMERICA (NACA) is a nationwide non-profit organization fighting for economic justice through affordable home ownership and community advocacy. This weekend NACA is offering free workshops for all who want to take advantage of their programs. Become Mortgage Pre-Approved the Same Day During this Event

▶ Attend a workshop: 9:00 am; 1:00 pm; 6:00 pm weekdays or 5:00 pm weekends

▶ Meet with a NACA Housing Counselor the same day

▶ Review your file with a NACA Underwriter to become pre-approved or determine your next steps to obtain NACA's Best in America Mortgage

Documents to Bring: Pay Stubs Most recent 30 days, W-2s Last two years, Tax Returns Last two years, Bank Statements Last 90 days for all accounts. If Self-Employed 12 Months of bank statements.

**Tu Comunidad:** Sat @ 12:30 PM Duration 30 minutes.

I- (February 29/2019) **Host:** Adriana Amaya **Issue:** Healthy eating habits for the whole family.

**Guest:** Dr. Milton Quezada.

Eating healthy is key to a good life Dr. Milton Quezada told us during this interview. Whether you have a toddler or a teen, here are five of the best strategies to improve nutrition and encourage smart eating habits: Have regular family meals, serve a variety of healthy foods and snacks, be a role model by eating healthy yourself. Avoid battles over food, involve kids in the process. Sure, eating well can be hard — family schedules are hectic and grab-and-go convenience food is readily available. But our tips can help make all five strategies part of your busy household.

Family meals are a comforting ritual for both parents and kids. Children like the predictability of family meals and parents get a chance to catch up with their kids. Kids who take part in regular family meals are also:

- more likely to eat fruits, vegetables, and grains
- less likely to snack on unhealthy foods
- less likely to smoke, use marijuana, or drink alcohol

Also, family meals are a chance for parents to introduce kids to new foods and to be role models for healthy eating. Teens may turn up their noses at the prospect of a family meal — not surprising because they're busy and want to be more independent. Yet studies find that teens still want their parents' advice and counsel, so use mealtime as a chance to reconnect.

**Tu Comunidad:** Sat @ 12:30 PM Duration 30 minutes.

J- (March 7/2020) **Host:** Adriana Amaya **Issue:** Bullying.

**Guest:** Psychologist Edlyn Quintero Behavioral Health & Social Service Provider.

Bullying is unwanted, aggressive behavior among school aged children that involves a real or perceived power imbalance. The behavior is repeated, or has the potential to be repeated, over time. Both kids who are bullied and who bully others may have serious, lasting problems.

In order to be considered bullying, the behavior must be aggressive and include:

- An Imbalance of Power: Kids who bully use their power—such as physical strength, access to embarrassing information, or popularity—to control or harm others. Power imbalances can change over time and in different situations, even if they involve the same people.
- Repetition: Bullying behaviors happen more than once or have the potential to happen more than once.

**Tu Comunidad:** Sat @ 12:30 PM Duration 30 minutes.

K- (March 14/2020) **Host:** Adriana Amaya **Issue:** Coronavirus.

**Guest:** Biologist Amador Hernandez.

The Coronavirus pandemic has taken many lives through out the globe and it has now reached the US. Biologist Amador Hernandez talked to us about steps to protect yourself and others during a COVID-19 outbreak. The virus is thought to spread mainly from person-to-person. Recent studies indicate that people who are infected but do not have symptoms likely also play a role in the spread of COVID-19. There is currently no vaccine to prevent coronavirus disease 2019 (COVID-19). The best way to prevent illness is to avoid being exposed to this virus.

The virus is thought to spread mainly from person-to-person.

- Between people who are in close contact with one another (within about 6 feet).
- Through respiratory droplets produced when an infected person coughs, sneezes or talks.
- These droplets can land in the mouths or noses of people who are nearby or possibly be inhaled into the lungs.
- Some recent studies have suggested that COVID-19 may be spread by people who are not showing symptoms.

**Tu Comunidad:** Sat @ 12:30 PM Duration 30 minutes.

L- (March 21/2020) **Host:** Adriana Amaya **Issue:** Education at Home.

**Guest:** Teacher Veronica Saldana Lacy with Dallas ISD.

The Coronavirus has made school districts across Texas to close completely. Giving parents the responsibility to start home school with their kids. Many mothers have become overwhelmed very quickly while trying to teach different kids of various ages at the same time. Teacher Veronica spoke to us about several strategies to use during the day to be able to be productive. Several steps are needed to succeed. First plan your day, have your kids on schedule. Starting by waking up at a reasonable time and doing the same thing as if they were getting ready to school. Give the kids a sense of responsibility and check their work. Have plenty of breaks, just as they have in school. Incorporate physical education as this helps the mind and body to remain calm.

**Tu Comunidad:** Sat @ 12:30 PM Duration 30 minutes.

M- (March 28/2020) **Host:** Adriana Amaya **Issue:** Protocol for Coronavirus and Free food giveaway during unemployed times.

**Guest:** Fabiola Valenzuela with Forloss Kitchen.

Fabiola Valenzuela directs a catering company named Forloss Kitchen located in East Dallas. Due to the job loss of many in the hospitality and restaurant business. Forloss kitchen has opened their doors Monday to Saturday from 12noon to 5pm giving 1000 meals daily to anyone who needs them.

Also, during this show I (Adriana Amaya) spoke about the importance of following a cleaning protocol during the coronavirus pandemic. While many have followed the stay home order, many others have been required to go out and work. Wearing gloves, masks and constantly washing hands has been found to help this pandemic situation