

**Quarterly Issues and Programs List for KQTC**  
**April 1-June 30, 2016**  
**Placed in the Public File, July 6th, 2016**

Section I: Issues

The station has identified the following 6 topics as significant issues facing our community:

- A. Education- Hispanic Scholarship opportunities through grant & tuition assistance.
- B. Family- Teapot "Be A Dad" responsible parenting awareness campaign.
- C. Public Safety- Buzzed driving and Texting while driving awareness campaigns.
- D. Health- Heart Disease- Relationship of Hispanics and family history to heart attacks.
- E. Environment- Trash/litter awareness campaign through state of Texas.
- F. Home Affordability- U.S. Treasury HUD housing campaign for home ownership.
- G. Education- Anti-Bullying campaign.

Section II: Responsive Programming

The station has set the following programming aside for the above referenced topics.

A. Education:

- Hispanic Scholarship Fund "Edward James Olmos" PSA- 30 seconds. Broadcasted 4 times a day rotated in all dayparts. Message produced by Hispanic Scholarship Fund (Ad Council).

- Hispanic Scholarship Fund "Jorge Ramos" PSA- 30 seconds, Broadcasted 4 times a day rotated in all dayparts. Message produced by Hispanic Scholarship Fund (Ad Council).

B. Education: Be A Dad

- "This is Why You Work So Hard"- Making Home Affordable PSA- 30 seconds. Broadcasted 3 times a day rotated in all dayparts. Message produced by U.S. Treasury, HUD (Ad Council).

C. Texting and Driving:

- "Two at Once" PSA- 30 seconds. Broadcasted 4 times a day rotated in all dayparts. Message produced by National Highway Safety Administration (Ad Council).

D. Health- Heart Disease:

- "We're In This Together- Heart Disease" PSA- 30 seconds. Broadcasted 2 times a day in all dayparts. Message produced by American Heart Association (Ad Council).

E. Environment- Don't Mess With Texas:

- "Sunny Saucedo- Spanish" PSA- 30 seconds. Broadcasted 5 times a day rotated in all dayparts. Message produced by Texas Department of Transportation/Don't Mess With Texas.

F. Home Affordability:

- "This is Why You Work So Hard"- Making Home Affordable PSA- 30 seconds. Broadcasted 3 times a day rotated in all dayparts. Message produced by U.S. Treasury, HUD (Ad Council).

G. Education: Anti-bullying

- "Learning Not to Bully" PSA- 30 seconds. Broadcasted 3 times a day rotated in all dayparts. Message produced by Education Administration (Ad Council).

LOCAL PSA's for consideration

- Benefit BBQ for Noe Minjarez to offset medical expenses- Sat. April 30<sup>th</sup>. Broadcasted LIVE 9 times a day on Thursday, April 28<sup>th</sup>, Friday April 29<sup>th</sup> and Saturday April 30<sup>th</sup>.
- Crusin for Christ rally at Kirby Park sponsored by House of Restoration- Sat. May 28<sup>th</sup>. Broadcasted LIVE 122 times from May 18<sup>th</sup> to May 28<sup>th</sup>.

KQTC Public File- Issues and Programs- Attachment A

- VOTE promos- Information on polling places for May 7<sup>th</sup> general city election. PSA- 30 seconds English and Spanish. Aired 68 times May 5<sup>th</sup>- May 7<sup>th</sup>.