

KDFS-CD Santa Maria, CA  
KSBO-CD San Luis Obispo, CA  
KLDF-CD Lompoc, CA

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Corporate Business Address: 1701 N. Market St., Suite 500, Dallas, TX 75202  
Phone 214-754-7008

## QUARTERLY ISSUES/ PROGRAM LISTS

Q1 2017

Attached hereto are descriptions of local issues addressed by the station and descriptions of how each issue was treated through the station's most significant issues-responsive programming announcements during the report period.

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**Number: 1**

**Issue:** Caregiver Assistance / Family and Community

**Market:** Santa Maria-San Luis Obispo-Lompoc

**Title:** Bath

**Length:** 60 Seconds

**Brief Description:**

The campaign encourages caregivers to care not only for their loved ones, but also for themselves. The PSAs drive to AARP's Caregiving Resource Center, where caregivers can find thousands of helpful articles, tips, and tools from experts and fellow caregivers who have been in their place. - See more at: <http://www.adcouncil.org/Our-Campaigns/Family-Community/Caregiver-Assistance>

**Date(s) Aired:** 01/01/2017 to 03/31/2017

**Number: 2**

**Issue:** Family and Community

**Market:** Santa Maria-San Luis Obispo-Lompoc

**Title:** Spoon

**Length:** 60 seconds

**Brief Description:**

The campaign encourages caregivers to care not only for their loved ones, but also for themselves. The PSAs drive to AARP's Caregiving Resource Center, where caregivers can find thousands of helpful articles, tips, and tools from experts and fellow caregivers who have been in their place. - See more at: <http://www.adcouncil.org/Our-Campaigns/Family-Community/Caregiver-Assistance>

**Date(s) Aired:** 01/01/2017 to 03/31/2017

**Number: 3**

**Issue:** Education

**Market:** Santa Maria-San Luis Obispo-Lompoc

**Title:** Neon Signs

**Length:** 10, 15 Seconds

**Brief Description:**

This campaign shows the real risks, costs and results of driving after drinking alcohol and how your life will change if you are involved in a car accident or the cops get you. It encourages viewers to take a decision and not to drive under alcohol influence.

**Date(s) Aired:** 01/01/2017 to 03/31/2017

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**Number: 4**

**Issue:** Job training and Employment

**Market:** Santa Maria-San Luis Obispo-Lompoc

**Title:** Bike

**Length:** 15 seconds

**Brief Description:** Today, 8.9 million Americans are out of work. And nearly 15 percent of the workforce is underemployed—which includes part-time workers who would prefer full-time employment. The Ad Council teamed up with Goodwill to show audiences how donations of clothing and household items can support job growth in their communities. -

See more at: <http://www.adcouncil.org/Our-Campaigns/Family-Community/Job-Training->

**Date(s) Aired:** 01/01/2017 to 03/31/2017

**Number: 5**

**Issue:** Health

**Market:** Santa Maria-San Luis Obispo-Lompoc

**Title:** Funky Chicken

**Length:** 15 and 30 seconds

**Brief Description:** Aproximadamente 1 de cada 6 Norteamericanos se enferman cada año por alimentos contaminados. Aprende las temperaturas correctas para cocinar cada tipo de carne. Aprende como mantener a su familia saludable en [foodsafety.org](http://foodsafety.org)

**Date(s) Aired:** 01/01/2017 to 03/31/2017

**Number: 6**

**Issue:** Family

**Market:** Santa Maria-San Luis Obispo-Lompoc

**Title:** National Forest

**Length:** 30 seconds

**Brief Description:** While more than 245 million Americans live within 100 miles of a national forest or grassland, research shows there is a lack of connection between people and nature, particularly with children...of Hispanic parents of tweens perceived forests and parks to be easily accessible...as they escape from the stress of their daily lives in a journey to the forest. The call-to-action directs audiences to resources where they can find a nearby forest, and activities to do once they get there....Discovering Nature.

**Date(s) Aired:** 01/01/2017 to 10/02/2017

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**Number: 7**

**Issue:** Health

**Market:** Santa Maria-San Luis Obispo-Lompoc

**Title:** Roadblocks

**Length:** 60 seconds

**Brief Description:** Project Roadblock is a multiplatform drunk driving prevention campaign sponsored by TVB, NHTSA, and the Ad Council and exclusive to local broadcast television stations. Project Roadblock's flight runs when alcohol-impaired driving accounts for nearly one-third of motor vehicle crash fatalities.

**Date(s) Aired:** 01/01/2017 to 03/31/2017

**Number: 8**

**Issue:** Fatherhood

**Market:** Santa Maria-San Luis Obispo-Lompoc

**Title:** Audition Moment Spanish

**Length:** 30 seconds

**Brief Description:** A professional wrestler practices his dialogue with several of his wrestling colleagues. Scene cuts to father practicing this same dialogue with his son at bedtime. Demonstrates that it only takes a few seconds to be a present father figure in a child's life.

**Date(s) aired:** 01/01/2017 to 03/31/2017

**Number: 9**

**Issue:** Fatherhood

**Market:** Santa Maria-San Luis Obispo-Lompoc

**Title:** Beatbox

**Length:** 15

**Brief Description:** A father plays with his baby while changing his/her diaper by playing a beat on his/her tummy making the baby laugh with joy. Demonstrates that it only takes a few seconds to be a present father figure in a child's life.

**Date(s) aired:** 01/01/2017 to 03/31/2017

**Number: 10**

**Issue:** Alcoholism

**Market:** Santa Maria-San Luis Obispo-Lompoc

**Title:** Abuela

**Length:** 30

**Brief Description:** Several still shots of an older woman in distress. As a voice over, she tells us that her son's drinking problem delayed her and her husband's retirement plans and put her grandchildren's lives at risk. She didn't know where to seek help until she reached out to her local Al-Anon Family group, where they offer support and counsel to family members of alcoholics.

**Date(s) aired:** 01/01/2017 – 03/31/2017

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**Number: 11**

**Issue:** Commitment - Airforce

**Market:** Santa Maria-San Luis Obispo-Lompoc

**Title:** Commitment

**Length:** 30

**Brief Description:** Promotes values and commitment in all air force members.

Principles as integrity, service and excellence are highlighted in this PSA. The men and women of the U.S. Air Force represent a number of important core values such as integrity, service before self and excellence in all they do.

**Date(s) aired:** 01/01/2017 to 03/31/2017

**Number: 12**

**Issue:** Breast cancer

**Market:** Santa Maria-San Luis Obispo-Lompoc

**Title:** Mas que rosa

**Length:** 30

**Brief Description:** Since 1982 Susan G. Komen has played a critical role in every major advance in the fight against breast cancer – transforming how the world talk about and treats this disease and helping to turn millions of breast cancer patients into breast cancer survivors.

**Date(s) aired:** 03/31/2017 to 2/10/2017

**Number: 13**

**Issue:** Leukemia & Lymphoma Society

**Market:** Santa Maria-San Luis Obispo-Lompoc

**Title:** Coming home

**Length:** 30

**Brief Description:** NCIS: Los Angeles star and Academy Award-winning actress Linda Hunt has joined with LLS in a new inspirational public service announcement titled, "Coming Home," to raise awareness for the urgent need for funds for research to advance therapies and save lives. Linda Hunt has a strong commitment to help spread the message of LLS's goal to find cures for blood cancers and improve the quality of life for patients and their families, so more people can come home, today

**Date(s) aired:** 01/01/2017 to 03/31/2017

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**Number: 14**

**Issue:** Labor

**Market:** Santa Maria-San Luis Obispo-Lompoc

**Title:** Job Training & Employment

**Length:** 30

**Brief Description:** Donate Stuff. Create Jobs. Donations helped power local Goodwill® organizations to collectively place 312,000 people in employment in 2015 in the United States and Canada. New PSAs use miniature toy figures at work to demonstrate the many jobs that can be found in donated objects. By airing these PSAs, you help people understand that donated goods are not an endpoint but the beginning of job placement and job training. Help viewers realize that they can make a big difference in their community by donating to Goodwill®.

**Date(s) aired:** 03/08/2017 to 03/31/2017

**Number: 15**

**Issue:** Community - Alcoholism

**Market:** Santa Maria-San Luis Obispo-Lompoc

**Title:** Tengo esperanza

**Length:** 30

**Brief Description:** En esta época caracterizada por una creciente preocupación por el alcoholismo a nivel gubernamental y público, esperamos que nos presten su ayuda transmitiendo estos PSAs tan pronto y tan frecuentemente como sea posible para así comunicar a quienes luchan contra el alcoholismo nuestro mensaje de esperanza y de tener la posibilidad de transformar sus vidas.

**Date(s) aired:** 03/08/2017 to 03/31/2017

**Number: 16**

**Issue:** Air Force

**Market:** Santa Maria-San Luis Obispo-Lompoc

**Title:** Di que si

**Length:** 30

**Brief Description:** También hemos incluido "Di que sí" (:30), un mensaje en el que vemos a un grupo de amigos sentados alrededor de una mesa en un salón de estudio. Son buenos amigos y se ríen mientras trabajan en sus tareas. La diversión se ve interrumpida cuando nuestra protagonista tiene que tomar una decisión difícil. ¿Aceptará las pastillas de receta que le ofrece su amigo u *optará por decirle que sí a una vida sin drogas?* Al final del PSA la vemos con sus amigos en la graduación del curso de entrenamiento militar básico de la Fuerza Aérea, reflexionando sobre lo feliz que está de estar viviendo una vida sin drogas

**Date(s) aired:** 03/08/2017 to 03/31/2017