

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

Q4 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:** 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 twins 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:** 10/01/2017 to12/31/2017

**Number: 2**

**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:** 10/01/2017 to12/31/2017

**Number: 3**

**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:** 10/01/2017 to12/31/2017

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**Number: 4**

**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:** 10/01/2017 to 12/31/2017

**Number: 5**

**Issue:** Armed Forces

**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:** 10/01/2017 to 12/31/2017

**Number: 6**

**Issue:** Child Safety

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

**Title:** Anchor It! Fije sus muebles y televisores: proteja a sus hijos

**Length:** 30

**Brief Description:** Small boy is shown running into typical childhood accidents, like dropping ice cream, and tipping over a lamp. Voice over gives the following stat, every 24 minutes a child ends up in the ER due to preventable injuries. Anchoring top-heavy furniture and TV sets before an accident happens is easy. It could prevent a serious injury or death.

**Date(s) aired:** 10/01/2017 to 12/31/2017

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**Number: 7**

**Issue:** Health

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

**Title:** Mama ocupada

**Length:** 30 seconds

**Brief Description:** This new PSA campaign aims to raise awareness of pred-iabetes, a serious health condition that affects 86 million Americans (more than 1 in 3 adults) and often leads to type 2 diabetes. That 1 in 3 could be you, your brother or sister, your best friend or partner. Nearly 90% of people with pre-diabetes don't know they have it. To help those with pre-diabetes know where they stand and prevent type 2 diabetes, the American Diabetes Association (ADA), the American Medical Association (AMA), and the Centers for Disease Control and Prevention (CDC) have partnered with the Ad Council to launch the first national PSA campaign about pre-diabetes.

**Date(s) Aired:** 10/01/2017 to 12/31/2017

**Number: 8**

**Issue:** Education

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

**Title:** \_US Airforce – Rechazo a ser mediocre

**Length:** 30 seconds

**Brief Description:** Los valores que representan los hombres y las mujeres de la Fuerza Aérea

de los Estados Unidos nos pueden beneficiar a todos. Trabajar duro y vivir de una manera saludable y productiva nos ayuda a superar cualquier obstáculo que nos dé este mundo.

**Date(s) Aired:** 10/01/2017 to 12/31/2017

**Number: 9**

**Issue:** Education and Health

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

**Title:** Attention Issues

**Length:** 15, 30 and 60 seconds

**Brief Description:** 15 million children ages 3-20, or 1 of every 5 kids in the U.S., have learning and attention issues and many may never receive a formal diagnosis. In the classroom, these students can appear distracted, disengaged, or even disrespectful, leading to the misperception that they lack interest, motivation, discipline or intelligence. If adults could see school through the child's eyes, they'd see the confusion, frustration and isolation that comes with their struggle to learn. With the right support from parents, educators and the community, kids with learning and attention issues can thrive academically, socially and emotionally. They have the same potential for success as their peers. A new PSA campaign helps parents understand the two sides of learning and attention issues, driving them to Understood.org for resources to foster support and success in school and life.

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**Number: 10**

**Issue:** Safety

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

**Title:** Texting and Driving

**Length:** 30

**Brief Description:** Although most people agree that looking at a phone while driving is distracting and can increase the chance of an accident, a lot of drivers still think “it can’t happen to me.” That means drivers in your community are posting, liking, commenting and browsing while they are behind the wheel even though they know it’s a bad idea. In fact, 25% of teens respond to a text message once or more every time they drive. No matter how confident a person is in their driving skills, there are no special abilities that make it safe to use a phone while driving. New PSAs aim to remind young adults 16-34 that being special in all other aspects of their lives does not make them special enough to text and drive.

**Date(s) aired:** 10/01/2017 to 12/31/2017

**Number: 11**

**Issue:** Child Safety

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

**Title:** Their future

**Length:** 30” and 60”

**Brief Description:** Motor vehicle crashes are a leading cause of death for children age 1 through 12 years-old. Based on 2012 NHTSA crash data, each day an average of almost 2 children (age 12 and younger in a passenger vehicle) were killed and 332 injured. Parents constantly worry about their children's safety, yet car crashes aren't even on their radar as a real danger. This PSA uses anecdotal humor to show how parents today like to be up on the latest facts about their children, but many times forget about car seat safety. The PSAs encourage parents and caregivers with children ages 0-12 to visit [safercar.gov/therightseat](http://safercar.gov/therightseat). **Date(s) aired:**

10/01/2017 to 12/31/2017

**Number: 12**

**Issue:** Trash Recycle

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

**Title:** Recycling Journey

**Length:** 30” and 60”

**Brief Description:** When we recycle, we give garbage another life. Shampoo bottles transform into hairbrushes. Body wash bottles become toothbrushes. Toilet paper rolls turn into tissue boxes. Today, curbside recycling programs exist in 63% of American communities— making it more possible than ever to give new life to the products we use. Even so, only about a third of the 1,600. Motivate your community to learn more about what they can recycle and to make recycling an everyday habit. Think what we could create if we all worked together to turn trash into treasure.

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**Number: 13**

**Issue:** Health

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

**Title:** High Blood Pressure Control

**Length:** 10, 15 and 30 seconds

**Brief Description:**

New PSAs highlight that while most people know their blood pressure numbers, many don't follow their HBP plan because they feel fine, face real barriers, and don't fully understand the urgency of taking action. The campaign encourages people to talk with their doctor to create or evolve a treatment plan, and visit [LowerYourHBP.org](http://LowerYourHBP.org) to learn more about high blood pressure. 85 million Americans (1 in 3 adults over age 20) have high blood pressure, but only half of those individuals have their condition under control. Uncontrolled high blood pressure can lead to heart failure, heart attack, stroke, vision loss, kidney disease, and even death.

**Date(s) aired:** 10/01/2017 to 12/31/2017

**Number: 14**

**Issue:** Health

**Title:** Whatever it takes

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

**Length:** 15 and 30 sec

**Brief Description:** Major League Baseball and Stand Up To Cancer are teaming up for a public service announcement during Game 4 of the World Series Saturday to promote cancer research. The PSA is entitled "Whatever it Takes" and features players and moments from the playoffs with the message that winning the fight against cancer comes from numerous, smaller, scientific advancements and not a "home run." To accompany the PSA, fans in the stands will hold up placards to honor those currently battling cancer or who have died because of cancer.

**Dates aired:** 10/01/2017 to 12/31/2017

**Number: 15**

**Issue:** Health

**Title:** Donacion de Organos

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

**Length:** 30 and 60 sec

**Brief Description:** Estos PSA muestran el asombroso poder la donación de órganos. Muestran las historias inspiradoras de gente real que se salvó gracias a la donación de órganos y lo que los regalos de la vida y la salud hicieron posible. Puede ayudar a inspirar y alentar a más personas para que se inscriban como donantes de órganos, córneas y tejidos.

**Dates Aired:** 10/01/2017 to 12/31/2017