

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

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

QUARTERLY ISSUES/ PROGRAM LISTS

Q3 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 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: 7/01/2017 to 9/30/2017

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: 7/01/2017 to 9/30/2017

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: 7/01/2017 to 9/30/2017

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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: 7/01/2017 to 9/30/2017

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: 7/01/2017 to 9/30/2017

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: 7/01/2017 to 9/30/2017

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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: 7/01/2017 to 9/30/2017

Number: 8

Issue: Health

Market: Santa Maria – San Luis Obispo - Lompoc

Title: Feeding America

Length: 30 seconds

Brief Description: The importance of the Food bank is highlighted in this tv spot, it tells you how you can help people in need to have food on their table, its all about helping other who are struggling now.

Date(s) Aired: 7/01/2017 to 9/30/2017

Number: 9

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

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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: 7/01/2017 to 9/30/2017

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. This fatality rate could be reduced by about half if the correct child safety seat were always used. Through market research we’ve found that audiences are overconfident and think their kids are safe in the car. Parents constantly worry about their children's safety, yet car crashes aren't even on their radar as a real danger. New PSAs released in 2012 use 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. The website helps parents find the right car seat for their child's age and size and also features NHTSA’s best practices.

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Number: 12

Issue: Organ Donor

Market: Santa Maria – San Luis Obispo - Lompoc

Title: La sonrisa de America – Se hizo posible

Length: 60

Brief Description: America es estudiante universitaria y ayuda en el restaurante de su familia. Se salvó porque unos donantes de órganos le dieron el regalo de vida. Inscríbese como donante en donaciondeorganos.gov y avise a su familia. Departamento de Salud y Servicios Humanos de EE. UU., Administración de Servicios y Recursos de Salud.

Date(s) aired: 7/01/2017 to 9/30/2017

Number: 13

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.

Date(s) aired: 7/01/2017 to 9/30/2017

Number: 14

Issue: Health

Market: Santa Maria – San Luis Obispo - Lompoc

Title: Pre-diabetes

Length: 60”

Brief Description: This PSA campaign aims to raise awareness of prediabetes, a serious health condition that affects 84 million Americans (more than one in three adults) and often leads to type 2 diabetes. That one in three could be you, your brother or sister, your best friend or partner. Nearly 90 percent of people with prediabetes don't know they have it.

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Number: 15

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: 07/01/2017 – 09/30/2017