

Quarterly Issues – Programs

October 1st to December 31st, 2023

The following is a list of (6) problems that consistently appear in the community ascertainment made by Maria Barquin, 4th Quarter 2023.

ISSUES AND CONCERNS ON OUR COMMUNITY

MENTAL HEALTH

ENTREPRENEUR

HISPANIC CULTURE

IMMIGRATION

CANCER

IMPACT NEWS

RESPONSIVE PROGRAMMING

“PUNTO DE VISTA”

TALK SHOW WITH A VARIETY OF INTERVIEWS IMPACTING THE HISPANIC AUDIENCE. EDUCATING ON IMMIGRATION, POLITICS, RELEVANT NEWS, HEALTH AND BUSINESS. MONDAY – FRIDAY 10:15 – 10:39 AM

Immigration Tuesday	Host: Franco Immigration questions	All Tuesdays	10:15 - 10:39	Every Tuesday our expert Dr. De La Rosa answers an average of 10 to 12 phone calls live and WhatsApp questions on air from our listeners, with different immigration issues. On 10/3 we spoke about political salience.
Motivational Fridays	Host: Franco, Tony Motivation	All Fridays	10:15 - 10:39	Well know motivator Paco Rodriguez, share some thoughts about how to stay mental motivated as society to best assist family, workforce, friends etc. On 10/6 how to be grateful and why to be grateful.
Cancer	Host: Franco Cancer	10/18	10:15 - 10:39	Dr. Oscar Mol spoke about the emotional component when someone is dealing with cancer.
Entrepreneur	Host: Tony, Franco Mental health	11/27	10:15 – 10:39	This day we had a special entrepreneur, Fernando Mendez that stared a bar tender business and shared his story how he then move as a bar tender to real estate agent.
Financial	Host: Tony, Franco Financial	12/20	10:15 - 10:39	Finance expert, Ana Lopez shared tips on how to improve finances at home to start the year in a healthy economic status.

RADIO CAMPESINA NEWSCAST: We run 5 news segments throughout the day each with a length of 30sec. Expanding from international, national and local. Following are examples of important news coverage days that we had throughout the quarter:

	NEWS
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5PM 10/25	<i>INTERNATIONAL:</i> Ukraine request support to USA for resources to defend against Russia
12:00 PM 10/13	<i>INTERNATIONAL:</i> The new immigrant caravan from Chapa to USA and how Mexico supports the caravan to get to USA
3:00 PM 11/31	<i>NATIONAL:</i> The closing of the temporary of Eagle Pass border
8:00AM 12/29	<i>LOCAL:</i> California gives AHCCCS to the undocumented community

RADIO CAMPESINA HAS MONTHLY SPECIAL CAMPAIGNS:

-October: October is Breast Cancer Awareness month, so we will bring back our Date La Mano campaign, promoting the importance not just of self-examination of breasts and mammograms, but also the importance of doing checkups for all types of cancer such as cancer of the prostate, lungs, colon and more. Apart from promoting a message of guarding one's health, we will provide resources and information for people at higher risk of cancer and their families.

-November: Since Thanksgiving is the most noteworthy date in the month of November, this month's campaigns is focused around giving thanks. The campaign is called Agradezco Lo Que Soy, where team members, community members, clients, and partners record a message of thanks to the person or persons that helped them become who they are today.

-December: We have already done Reflexiones Navideñas for a couple of years, but this year we will be updating them with memories from staff members. The reflexiones are short on-air messages that talk about Latin-American traditions, culture, and childhood memories around the Christmas season.