



KSCA 101.9 FM FCC 1st Quarter PSA Report: JAN - MAR 2017

The following is a listing of some of the significant issues responded to by KSCA 101. FM, Glendale CA, along with the most significant programming treatment of those issues for the period of January 1, 2017 to March 31, 2017. The listing is by no means exhaustive. The order in which issues appear does not reflect any priority or significance.

Description of ISSUE	PROGRAM/ SEGMENT	DATE	TIME	DURATIO N	Narration of Type and Description of Program/Segment
OPERATION PROGRESS	PSA OPERATION PROGRESS	SEE ATTACHED	5AM	25MIN	Representatives from, Operation Progress, a Non Profit Organization discussed how they work with LAPD officers to help children succeed in their education. The LAPD officers are the students mentors and help them with their school work and show them how to continue to college.
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ADULT SCHOOL	PSA ADULT SCHOOL	SEE ATTACHED	SEE ATTACHED	:30sec	For more than 29 million American adults without a high school diploma, opportunities are limited. Many of them are living in poverty. But it's not too late. Since 2010, FinishYourDiploma.org has connected more than 800,000 people with free adult education classes to help them earn their high school equivalency. These moving PSAs celebrate adult learners and reinforce the idea that no one does it alone. Everyone needs a support system of people who care, and that starts with you. By running these PSAs, you will help people find the resources they need to succeed and connect them to a better tomorrow.

<p>TYPE 2 DIABETES</p>	<p>PSA PREDIABETES</p>	<p>SEE ATTACHED</p>	<p>SEE ATTACHED</p>	<p>:30sec</p>	<p>86 million American adults (more than 1 in 3) have prediabetes and are at high risk of developing type 2 diabetes, a serious health condition that can lead to heart attack and stroke. Surprisingly, nearly 90% of people with prediabetes don't even know they have it. But prediabetes can be reversed through weight loss, diet changes and increased physical activity, and the first step in reversing the condition is to evaluate one's personal risk so that they can take action as soon as possible. In the first-ever national prediabetes awareness campaign, new PSAs assert that no matter how busy life may be, no one is excused from prediabetes. The campaign encourages people to learn their risk of type 2 diabetes by taking a short online test at the campaign website, which also features information on prediabetes as well as lifestyle programs and tips to help people reverse their risk.</p>
<p>ESCAPING STRESS</p>	<p>PSA ESCAPE STRESS</p>	<p>SEE ATTACHED</p>	<p>SEE ATTACHED</p>	<p>:60sec</p>	<p>Anytime is a perfect time for families to connect with the outdoors – and each other. And even in cities, parents can find opportunities to take their kids on adventures – from hiking and biking to ice skating and snowball fights. These experiences are so valuable: Spending time in nature gives kids a chance to move, explore and engage in unstructured and adventurous play. Kids become fitter and leaner, have lower stress levels and develop stronger immune systems. They also become more creative, and have greater respect for themselves, other people, and the environment. New Discovering Nature PSAs remind parents and caregivers that families don't have to go far to find green spaces, parks, preserves and other outdoor destinations. By visiting DiscoverTheForest.org or DescubreelBosque.org, they can learn where to connect with nature right in their own neighborhoods.</p>
<p>ENDOMETRIOSIS</p>	<p>PSA ENDOMARCH WALK</p>	<p>SEE ATTACHED</p>	<p>5AM</p>	<p>25MIN</p>	<p>A representative from Endometriosis Partnerships spoke about how Endometriosis is a painful chronic disease that affects 6.3 million women and girls in the United States. The purpose was to raise awareness that Endometriosis occurs when tissue that lines the uterus is found outside the uterus - usually in the abdomen on the ovaries, fallopian tubes, and ligaments. They were also informing our community that the EndoMarch Walk was going to take place on March 25, 2017 at Cerritos College to raise awareness for this disease.</p>

FEMA	PSA DON'T WAIT	SEE ATTACHED	SEE ATTACHED	:60sec	Purpose of campaign by the Ad Council and the Federal Emergency Management Agency (FEMA) to prepare American families for an effective response to whatever natural or man-made disaster may come next. IT encourages Americans to talk to their loved ones and make a plan that's shared with all family members.
NATIONAL HIGHWAY TRAFFIC SAFETY	PSA DON'T TEXT	SEE ATTACHED	SEE ATTACHED	:30sec	Purpose of campaign by the Ad Council and the National Highway Traffic Safety Administration raise awareness as to why people should not be texting and driving. In fact, 25% of teens respond to a text message once or more every time they drive. It reminds young adults 16-34 that being special in all other aspects of their lives does not make them special enough to text and drive.
BUZZED DRIVING PREVENTION	PSA BUZZED DRIVING	SEE ATTACHED	SEE ATTACHED	:30sec	According to National Highway Traffic Safety Administration data, in 2015, about 1 person every 51 minutes was killed in an alcohol-impaired driving crash. That's over 10,000 people killed in alcohol-impaired driving accidents in 2015. The Buzzed Driving Prevention campaign aims to inspire dialogue and recognition of the warning signs of impaired driving, and subsequently encourages the viewer to reconsider what it means to drive buzzed. The PSAs — which are directed towards men between the ages of 21 and 35 — inspire young men to examine their behavior and take responsibility for their own decision to get behind the wheel after having a few drinks. PSAs emphasize that if you have to ask yourself if you're okay to drive, you already know the answer.
LA ELECTIONS	PSA LA ELECTIONS	SEE ATTACHED	SEE ATTACHED	:30sec	Purpose of this public service announcement was to inform our Los Angeles Community that March 7, 2017 is open for Municipal and Special Elections.
IMMIGRATION	BMF Morning Show	1/2/2017	8:20:00 AM	20 mins	Help on Immigration Services with free consultation to our listeners with an Immigration lawyer on our studio

IMMIGRATION	BMF Morning Show	1/24/2017	8:20:00 AM	20 mins	Help on Immigration Services with free consultation to our listeners with an Immigration lawyer on our studio
EMPLOYMENT OPPORTUNITIES	PSA GOODWILL JOBS	SEE ATTACHED	SEE ATTACHED	:60sec	As many Americans continue to search for meaningful jobs, new PSAs demonstrate the direct link between the donations of used clothes and household items to Goodwill® and job creation. As the leading nonprofit provider of job training, career and community services, Goodwill uses the revenue earned from these donations to fund these critical programs. In 2015, Goodwill served 37.3 million people in the United States and Canada and helped place more than 312,000 in jobs. The PSAs, in both English and Spanish, reinforce the impact individual donations have on creating jobs—and hope—for the community at large. They encourage people to visit Goodwill.org to find their nearest donation center and become a job creator in their own communities.
EDUCATING KIDS ABOUT BULLYING	BMF Morning Show	2/15/2017	8:20:00 AM	20 mins	Expert. Author and Personality Mayte Prida how to help our kids in school on Bullying
MOTIVATION	BMF Morning Show	3/29/2017	5:50:00 AM	10 mins	Expert. Author and Personality Mayte Prida how to be more confident in life