

KYST – AM, Texas City, Texas

Quarterly Issues and Program List

October 2020 through December 2020

In accordance with the Commission’s Rules, the following in the opinion of Station KYST are problems and needs of the community for the period noted above. They are not necessarily listed in order of importance. Each is addressed by significant public affairs and/or public service programming in response to these needs.

Issues:

- 1. Healthcare**
- 2. Real Estate**
- 3. Legal Residency**
- 4. Advancement and Representation of Latinos in Local Business & Politics**
- 5. General Issues covered by Ad Council PSA’s**

KYST-AM, Texas City, Texas

January 2021

Quarterly Issues/Programming List

1. Healthcare

Our local Hispanic community is comprised of a large group of immigrants coming to the United States for the first time. Often, they do not have proper information to the resources available to them and their families regarding healthcare. KYST educates our community on proper healthcare through a variety of programs.

- a. Spanish Health Talk Show, “Salud, Salud! Llego el Doctor!”
(Monday – Friday 8am to 10am)

This daily talk show discusses common health issues amongst our Hispanic community. Host, Dr. Fernando Zorrilla, presents a Q&A style program and invites guests from all branches of healthcare to inform our listeners on how to properly take care of their own health and the general health of their families.

SPECIAL SEGMENTS:

Every 2nd Tuesday of the month we invite Pablo Panta from the Houston Alzheimer’s Association and his guests to present information on Alzheimer along with how the Association can help those in need within our Hispanic community.

2. Real Estate

KYST 920 AM is driven to educate our local Latino community on the home buying process in order to maximize their assets available to themselves and future generations. Through our real estate segments, we look to show our community how to get out of rental situations and into ownership (when feasible).

- a. Spanish Real Estate Talk Show, “Bienvendio a Casa”
(Tuesday – Thursday 2pm to 3pm)

B.A.C. invites local real estate agents, loan officers, title experts, and others involved in the home buying/selling process along with home maintenance. This show is intended to help our Spanish speaking community connect with trustworthy local professionals that can help them stretch their dollar and invest in their family’s homestead.

3. Legal Residency

Our community is built on a strong foundation of immigrants. KYST promotes legal residency or citizenship through a variety of programs that invite immigration attorneys on-air to discuss advice regarding legal immigration. We also inform our community on current events that could affect their immigration process.

a. Spanish Legal Talk Show, “Enterate”
(Wednesday 5pm to 6pm)

This talk show directs most of the attention towards immigration law. KYST invites several guests, including immigration attorneys, to help our immigrant community obtain legal residency in the United States.

b. Spanish Legal Talk Show, “Sueño Americano”
(Fridays – 10am)

A weekly program driven by immigration attorney Ismael Jucino, “Sueño Americano” is a Q&A style show that helps answer the questions our Spanish speaking immigrants may have.

4. Advancement and Representation of Latinos in Local Business & Politics

There is a demand from our community for more Latino leadership and representation in our private and public sectors. KYST has partnerships with different local organizations that promote Latino business leaders and politicians and bridges them with our community. These organizations are regular guest on KYST during various programs to discuss important issues and how their organization helps our Hispanic community grow into positions of leadership.

Organizations that partner on-air with KYST:

- National Hispanic Professionals Organization
- The Gulf Coast Hispanic Chamber of Commerce
- NAHREP Houston

5. General Ad Council PSA’s

KYST-AM promotes public service announcements from the Ad Council throughout the day. These PSA’s provide helpful information that all our listeners can benefit from.