

**KYST – AM, Texas City, Texas**

**Quarterly Issues and Program List**

**January 2013 through March 2013**

**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. Drunk Driving**
- 2. Community Engagement**
- 3. Storm Preparation**
- 4. High School Dropout**

KYST-AM, Texas City, Texas

April 2013

Quarterly Issues/Programming List

**1. Drunk Driving**

a. Drunk Driving (Spanish, :30):

3 in 10 Americans will be involved in an alcohol-related crash in their lifetime. Did you know that in 2003, there were more than 17,000 preventable deaths in the United States? Did you also know that you could have helped to prevent one of those deaths? Although the number of people killed by drunk drivers has decreased slightly, there is still an average of one alcohol-related fatality every 33 minutes. More than 308,000 people were injured in alcohol-related crashes, and an average of one person is injured every 2 minutes. Alarmingly, our younger drivers are especially at risk. The highest rates of intoxication in fatal crashes in 1999 were recorded for drivers 21-24 years old (27%) followed by 25-34 (24%) and 35-44 (21%). It is never OK to drive after drinking. A person who gets behind the wheel after consuming alcohol is not only endangering the lives of him/herself and their passengers, but also the lives of everyone else on the road. But there is hope: alcohol-related crashes are PREVENTABLE.

This PSA ran from 1/1/13 until 3/31/13 as follows:

Monday thru Friday – 4:30 PM

**2. Community Engagement**

a. Community Engagement (Spanish, :30):

With our licensing city of Texas City, TX being a low population “small town”, we believe it is important for everyone to interact and be involved with what is going on in their community. With recent disasters from storms, hurricanes, and problems from local chemical refineries our station believes the community will benefit from being united in their participation in both everyday life and preparation for possible issues down the road.

This PSA ran from 1/1/13 until 3/31/13 as follows:

Monday thru Friday – 2:30 PM

### **3. Storm Preparation**

#### a. Storm Preparation (Spanish, :30):

Storms are a constant plague on the Texas Coast, with the most common threat being hurricanes. It is crucial that all of our listening audience is prepared for any and all major storms that come through our area. Many lives are saved and lost from these natural disasters based on how prepared a family is. We view this PSA as one of the most important to remind our licensing city that preparation is something that should always be a priority for their family's safety.

This PSA ran from 1/1/13 until 3/31/13 as follows:

Monday thru Friday – 8:30 AM

### **4. High School Dropout Prevention**

#### a. High School Dropout Prevention (Spanish, :30):

The Operation Graduation campaign aims to encourage and convince students to stay in school and get their high school diplomas. The various student-targeted PSAs demonstrate the social consequences and lack of earning potential for high school dropouts, and encourage teens to help their peers stay in school. The parent-targeted work uses a range of emotion to show parents that there are simple ways to get involved in their children's lives by showing interest, encouragement and love. The PSAs encourage teens and parents to visit [operationgraduation.com](http://operationgraduation.com) or call 1-877-FOR A KID, for guidance on a wide range of issues affecting teens

This PSA ran from 1/1/13 until 3/31/13 as follows:

Monday thru Friday – 7:15 PM