

KYST – AM, Texas City, Texas

Quarterly Issues and Program List

July 2013 through September 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. Texas City Emergency Siren System**
- 2. Drunk Driving**
- 3. Community Engagement**
- 4. Storm Preparation**
- 5. High School Dropout**

KYST-AM, Texas City, Texas

October 2013

Quarterly Issues/Programming List

1. Texas City Emergency Siren System

a. Texas City Emergency Siren System (Spanish, 2:00):

The Emergency Siren System of Texas City alerts the City of Texas City and the City of La Marque to possible dangers, including, but not limited to, chemical spills, accidental chemical release, or weather related situations. KYST-AM has created a customized PSA that informs our community of the siren system along with steps to follow in case of an emergency. For complete PSA please see the English write-up along with Spanish translation at the end of this list.

This PSA ran from 7/1/13 until 9/30/13 as follows:

Monday thru Friday – 11:30 AM

Monday thru Friday – 4:30 PM

Monday thru Friday – 7:45 PM

2. 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 7/1/13 until 9/30/13 as follows:

Monday thru Friday – 4:30 PM

3. 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 7/1/13 until 9/30/13 as follows:

Monday thru Friday – 2:30 PM

4. 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 7/1/13 until 9/30/13 as follows:

Monday thru Friday – 8:30 AM

5. 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 or call 1-877-FOR A KID, for guidance on a wide range of issues affecting teens

This PSA ran from 7/1/13 until 9/30/13 as follows:

Monday thru Friday – 7:15 PM

KYST 920 AM – City of Texas City Emergency Management

Emergency Siren System PSA

The following is a public service announcement for the City of Texas City:

The Emergency Siren System of Texas City alerts the City of Texas City and the City of La Marque to possible dangers, including, but not limited to, chemical spills, accidental chemical release, or weather related situations. An emergency siren will alternate between a high and low frequency. When this siren is heard take the following steps:

- Go indoors
- Shut all windows and doors
- Turn off the air conditioning
- Turn on the radio to 530 AM or TV to cable channel 16. You may also want to tune in to any major Houston area television station for updates
- Stay off the telephone. In certain emergencies relevant information maybe be relayed to you over the telephone

A siren with a continuous single frequency tone is given when the emergency has been resolved. Siren tests are performed every Wednesday at noon. Do not confuse these tests as an actual emergency. For more information contact the Texas City Emergency Management Office at (409) 643-5840 or visit www.texas-city-tx.org and click on Emergency Management. You can also follow the “Texas City Emergency Management” page on Facebook for relevant information and notifications.

The preceding information was composed and translated by KYST 920 AM using information from the Texas City Emergency Management website.

Spanish Translation:

El siguiente es un anuncio de servicio público para la ciudad de Texas City:

El sistema de sirenas de emergencia de Texas City alerta a la ciudad de Texas City y la ciudad de La Marque sobre posibles peligros, incluyendo, pero no limitado a, derrames químicos, emisiones químicas accidentales o situaciones relacionadas con el clima. Una sirena de emergencia se alternará entre una frecuencia alta y baja. Cuando esta sirena se escuche tome las siguientes medidas:

Vaya Adentro

Cierre todas las ventanas y puertas

Apague el acondicionador de aire

-Sintonice la radio en 530 AM o el TV en el canal de cable 16. También puede sintonizar cualquier estación de televisión más importante del área de Houston para las actualizaciones

–Mantenga el teléfono desocupado. En ciertas emergencias la información tal vez se le retransmita través del teléfono

Una sirena con un tono de frecuencia continua se da cuando la emergencia ha sido resuelta. Pruebas de sirenas se llevan a cabo todos los miércoles al mediodía. No hay que confundir estas pruebas como una emergencia real. Para obtener más información, comuníquese con la Oficina de Emergencias de Texas City Management al (409) 643-5840 o visite www.texas-ciudad-tx.org y haga clic en Administración de Emergencias. También puede seguir el "Texas City Emergency Management" a través del Facebook para obtener información relevante y notificaciones.

Esta información fue extraída y traducida por KYST 920 AM con información de la página web del Texas City Emergency Management.