

**ISSUES-PROGRAMS REPORT  
FOR  
STATION KMCC-TV LAUGHLIN, NV**

**2<sup>nd</sup> QUARTER 2016  
(April 1<sup>st</sup> through June 30<sup>th</sup>)**

**ISSUES OF CONCERN TO LAUGHLIN, NV**

**ADDRESSED DURING 2<sup>nd</sup> QUARTER 2016**

**KMCC**

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| <b>1. Nutrition, Food and Healthy Living</b>     | Information about food safety and & health services  |
| <b>2. Community Service</b>                      | Information about community services from a variety of local and national community service agencies |
| <b>3. Elder Associations; Financial Advocacy</b> | Information and advocacy of education, financial and elderly associations                            |

**ISSUES OF CONCERN TO LAUGHLIN, NV**  
**ADDRESSED DURING 1<sup>st</sup> QUARTER 2016**  
**KMCC, LAUGHLIN, NV**

**ISSUE: NUTRITION, FOOD and HEALTHY LIVING**

**Sober Mom and Healthier Babies**

30-Second Announcement

This animated announcement is to educate the community of the problem of drug and alcohol abuse by pregnant women. Presented in Spanish, it is a montage of a pregnant woman with objects of abuse; it changes with arm reaching out for the pregnant woman and other positive images. Then offers a website and phone number where one can turn for information. This message aired approximately 38 times during the quarter.

**Keeping Food Properly Cooled**

15-Second Announcements

The goal of this campaign is to teach food storage safety techniques. Presented in Spanish, and produced by FoodSafety.gov, the gateway to food safety information provided by government agencies, the message provides instruction on the importance of keeping certain foods cooled and how to cool foods in storage before cooking. Messages aired throughout the broadcast day, approximately 30 times during this reporting period.

**Food Safety**

15-Second Announcement

(2)30-Second Announcements

The goal of this campaign is to teach food handling safety techniques. Presented in Spanish, and produced by FoodSafety.gov, the gateway to food safety information provided by government agencies, the message warns of cross contamination of certain foods and provides instruction on the importance of keeping certain foods separated during storage and cooking, using different cutting utensils in preparing chicken and carrots, for example. Messages aired throughout the broadcast day, approximately 25 times during this reporting period.

## **Feeding America “Somos Juntos” Spanish Campaign**

These informational spots feature the “Somos Juntos” campaign to fight hunger. These spots feature the origin of how the production of food is supplied to food distribution centers for the needy. The campaign educates community and directs it to [feedingamerica.org](http://feedingamerica.org) website for further information or to donate.

### 30-Second Announcement

#### *Grocer*

This spot begins with a grocery employee choosing produce to be transported to a food warehouse where workers move produce into trucks. It ends with a food distribution center for needy families. Spots end with families receiving much needed food products.

### 30-Second Announcement

#### *Farmer*

This spot is similar to the previous one in the campaign. It begins with a farmer, planting and working in his farm. He packages produce and his workers put it into trucks where it is shipped to a warehouse. There we see workers move food products into a farmer’s market setting. Families receive much needed food products in a system set up by farmers.

## **“Do I Have Pre-Diabetes” Spanish “Podria Tener Pre-Diabetes” Campaign**

#### *Busy Mom*

### 30-second and 60-Second Announcements

This highlights the importance of diabetes awareness in individuals. It educates the community on the dangers of diabetes and the aversion of the disease through education. The spot features a doctor in his office with a patient. The patient is in denial because she is active throughout the day. The doctor assures her she has the symptoms of pre-diabetes and instructs her to better her life habits to avert the disease. Information of the American Diabetes Association is focused at the end of the spots.

## **Immunize Nevada**

### 30-Second Announcement

The spot educates the community to immunize their children at an early age. It features animation of various viruses in a playful fashion along with a mother calling a doctor to make an appointment. At the end it lists the website [immunizenevada.org](http://immunizenevada.org) for more information in Spanish.

### **Mental Health Condition #Stigmafree**

30-Second Announcement

This spot informs to change the rhetoric of mental health in the community at large. Actress Mayim Bialik is featured and urges the community to seek information on mental health to change attitudes and stereotypes of it. Local organizations are featured at the end where more information on mental health can be found.

### **Mental Health Month Promotion**

30-Second Announcement

This message promotes Mental Health Month by promoting the opportunity to seek help for those who suffer from depression. The spot shows a person suffering from depression but is helped by other people. It ends with a number where anyone could call for help.

### **ISSUE: COMMUNITY SERVICE AND SAFETY**

#### **Youth Career and Education Fair**

Community Fair

In conjunction with the Las Vegas Latin Chamber of Commerce and the Boulevard Mall, the station was represented by Ricardo Reyna and Valeri Reynolds. We provided information of employment opportunities, knowledge of career fields in broadcasting, and answered any questions the public presented. The attendance was close to 500 participants. PSA ran from 4/12-4/16 and a total of 86 spot ran on both KMCC and D-2.

#### **Community Congratulations**

30-Second Announcement

PSA which ran from 4-13 through 4-30, for Cox Communications, congratulating employees for their community service that totaled over 24,600 hours. Spot shows employees at community organizations and functions volunteering.

#### **Comite Patriotico Mexicano Cinco De Mayo Celebration**

30-Second Announcement

PSA which ran from 4-14 through 4-30. PSA informs community of annual cultural celebration from local community organization. Details of events and activities for all family are stated within the 30 second announcement. PSA ran for 112 times.

### **Grant a Gift Autism Awareness Fun Walk & Resource Fair**

30-Second Announcement

This spot promotes a community event. The Fun Walk & Resource Fair not only is an activity but also educates and promotes information about autism awareness month. It is also done to raise funds for autism research.

### **Utah Shakespeare Festival**

30 & 15-Second Announcement

In conjunction with Nevada Broadcasters Association, this spot promotes the annual Utah Shakespeare Festival. The community is given information about this cultural event. The location of the performances and the number of productions are given. Community is directed to bard.org website for more information.

### **UNLV Research Initiative**

30-Second Announcement

This 30 second announcement focuses on the research initiative at the University of Nevada, Las Vegas. It highlights many of the institution's facilities and achievements within the community and nationally.

### **Project 150**

30-Second Announcement

In conjunction with in conjunction with Smiles Today Dental. This was to bring awareness of hunger in the community through a camping event at Red Rock Canyon to benefit the Project 150 organization that supports homeless students in the Las Vegas Valley. The spot ran 30 times.

### **Spring Safety Fair**

30-Second

Produced and ran PSA spot for event held at the Boulevard Mall. In conjunction with the Southern Nevada Traffic Safety Coalition, made up of community entities such as LV Metro, Clark County Fire Department, etc. Free event for the community to gain knowledge on how to be safe in different situations. Ran from 5/10 to 5/14, with 75 spots that run on KMCC and D-2.

### **Grant-A-Gift Autism Family Solutions**

30-Second Announcement

This spot informs the cooperation of the Grant-A-Gift Foundation and the UNLV Center of Medicine for the opening of the "Family Center for Autism Solutions". The spot informs community of new center for education for the issue of Autism. It informs the community of the new website to get more information or to donate funds to the organization.

### **Project Road Block Drunk Driving Awareness**

30-Second Announcement

This spot has its protagonist through day's activities. He goes out and is too inebriated to drive. It reflects on the decisions one makes whether to drive under the influence or not. The protagonist thinks of the consequences and decides to call a cab for a ride. The PSA ends with information from the National Traffic Highway Association.

### **Nevada Ready.Gov Public School Awareness**

30-Second Announcement

This state campaign highlights the importance of public schools. Produced by United Way in cooperation with the Nevada Broadcasters Association. The spot states highlights students and promotes the Nevadaready.gov website which directs community for more information.

### **Fire Adapt Your Community**

30-Second Announcement

This campaign educates the community with information about forest and brush fires. Focus on fire prevention organizations and working with community is promoted in this animated announcement. The objective is to prepare neighborhoods against fires and prevent any damages to property. It directs community to livingwithfire.info website for more information.

### **FEMA Flood Smart**

30-Second Announcement

Flooding and protecting property is highlighted in this 30 second announcement. The animated piece has a house that is damaged by rain and flooding. A family rebuilds it afterward. The information projected is of flood risk and safety. It directs community to floodsmart.gov/always for more information.

## **ISSUE: ELDER ASSOCIATIONS, EDUCATION AND LOAN EDUCATION ADVOCACY**

### **Loan Scam Alert**

30-Second Announcement

This public service announcement raises the concern of loan scams that prey on older citizens. It offers information on financial information and action to prevent fraud.

### **AARP "Take Care of the One Who Took Care of You"**

(2) 30-Second Announcements

These two PSA's encompass the issue of the elderly. Both spots are divided showing the earlier generation at first then the younger generation in the second half with an older version of the former. The first entitled "Spoon" has a father at the table trying to make his young daughter eat. It ends with the daughter now mature, trying to make her father who is now elderly eat. With the same structure, the second has a mother with her young daughter drying her after taking a bath; it ends with the young daughter now mature along with her elderly mother.