

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

**4<sup>th</sup> QUARTER 2016**  
**(October 1<sup>st</sup> through December 31<sup>th</sup>)**

**ISSUES OF CONCERN TO LAUGHLIN, NV**

**ADDRESSED DURING 4<sup>th</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 4<sup>th</sup> QUARTER 2016**  
**KMCC, LAUGHLIN, NV**

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

**Chronic Disease: Ask the Candidates**

30-Second Announcement

This PSA informs the community of chronic diseases within the community and reminds them to inform the political sphere of it. The spot informs of the cost of chronic disease and rising health costs facing the American public. It asks the public to remind political leaders of the remedies and solutions to the problem needed to fight diseases.

**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**

(2) 30-Second Announcements

These two spots feature each information directed toward both children and adults. The footage in the spots for children has parents and children getting vaccinated for the flu season. The second spot has adults being ill with the flu and getting vaccinated. Both inform the public of the health risks having the flu can bring.

## **Mental Health Condition #Stigmfree**

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**

### **Cribs For Kids**

This 30-second spot warns parents of not sleeping with kids in adult beds, chairs or sofas. It strongly suggests for infants to sleep in cribs. If the public needs help it gives information at the end of the spot where they can contact state agencies with a phone number and website.

### **Girl Scouts' It's Never Too Late**

This 30 second spot exemplifies the achievements of what the Girl Scouts organization do in the community. It explains it is more than “camping or selling cookies” by showing positive images of young girls in activities within the community. To conclude it promotes itself for

### **Register to Vote**

30 – Second Announcement

This message has people from the community state the importance of voting. It focuses on the right to vote a citizen has. Specific insight on community issues and problems in the Las Vegas area. It concludes with the national prominence the state of Nevada is in within national elections.

### **La Oportunidad Expo Announcement**

30 – Second Announcement

La Oportunidad Expo is an annual exposition in Las Vegas that gives the community an opportunity to connect with the businesses and local social organizations. The day event has information for health concerns, free immunizations; food, games and entertainment for the entire family.

### **La Oportunidad Expo**

Attendance of Event

Staff of KMCC 34 attended La Oportunidad Expo on October 1<sup>st</sup>. Promotional materials were given out as well as information concerning the station’s programming and schedule.

### **Outside Las Vegas Foundation**

30-Second Announcement

This 30 second spot promotes “Get Outdoors Nevada Day”. The campaign promotes outdoor activities for the community and influences families to discover local parks. The spot informs of the activities for the entire family at local parks.

### **Boulevard Mall Job Fair 2016**

On October 22<sup>nd</sup>, KMCC 34 attended the Boulevard Mall Job Fair. KMCC informed interested parties of the communication and broadcast industry. Promotional materials were given out as well as information concerning the station’s programming and schedule.

## **Governor's Conference on Business 2016**

30-Second Announcement

This announcement informs the community of a statewide business conference. The conference has many workshops and opportunities to network if beginning a small business or making one grow. The conference is organized by the State of Nevada Department of Business and Industry.

## **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](http://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](http://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.