

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

1st QUARTER 2016
(January 1st through March 31st)

ISSUES OF CONCERN TO LAUGHLIN, NV

ADDRESSED DURING 1st QUARTER 2016

KMCC

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| 1. Nutrition, Food and Healthy Living | Information about food safety and & health services |
| 2. Community Service | Information about community services from a variety of local and national community service agencies |
| 3. Animal Conservation | Information about conservation of animals who are an endangered species. |
| 4. Digital Safety | Information and advice about internet safety |
| 5. Elder Associations; Financial Advocacy | Information and advocacy of education, financial and elderly associations |

ISSUES OF CONCERN TO LAUGHLIN, NV
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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 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 for more information in Spanish.

ISSUE: COMMUNITY SERVICE AND SAFETY

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.

Pasa La Prueba Community Event

March 5th, 2016. Held at the Eastern Indoor Swapmeet, 1560 N. Eastern Ave., LV, NV 89101. In conjunction with The Libre Initiative. Information session to educated the community about how to apply for a driver authorization card in the state of Nevada. Over 100 people attended.

Latin Chamber of Commerce Monthly Luncheon

February luncheon. Chris Roman, board member, attended on behalf of the station. He heard and commented on the issues in the community that affects business and the community. Members have opportunities to network and resolve issues with other colleagues in the business community and unite it.

Kenny Guinn Center of Policy Studies

Chris Roman, board member, attended on behalf of the station. He review thoughts and brought his insight of the Hispanic Community to how they play a critical role in Nevada politics. He attended meetings in January, February and March.

United Way of Nevada

Chris Roman, board member, attended the February meeting on behalf of the station. He heard and commented on the issues facing children of the community. He proposed his though of how to resolve those issues that affect the community.

Mexican Patriotic Committee

Chris Roman, President and CEO, attended on behalf of the station. He gave his thoughts on events that would be beneficial to the Hispanic community. He offered the support of the station for any event that they hold. He attended the January, February and March meetings.

ISSUE: ANIMAL CONSERVATION

96 Elephants

30-Second Announcement

This campaign emphasizes the importance of elephant conservation. This message aired throughout the broadcast day, approximately 30 times during the reporting period.

ISSUE: DIGITAL SAFETY

TodosConectadosAhora.org

(2)15-Second Announcements

This campaign encourages adults to connect online and meet new people. Messages in this campaign aired throughout the broadcast day, approximately 25 times during this reporting period.

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.