

Issue and Program List

Station Call Letters: KSMY

For quarter ending: March 2019

Section I: Issues

During the preceding quarter, the following were the 5-10 issues of concern in the station's service area:

1. Ser-Jobs for Progress (2)
2. North County Rape Crisis & Children protection Center
3. SMBSD (2)
4. Santa Maria Bonita School District
5. CAUSA

Section II: Responsive Programs

During the preceding quarter, the following program and announcements were broadcast in response to the list issues listed above:

1. Issue No 1 (Ser-Jobs for Progress)

(a) Program or PSA series Title: Ser-Jobs for Progress, Gina Loginas

Date(s) and time(s) of broadcast: January 13, 2019 (8:00am- 8:30am)

Duration of program or announcement: 30 min.

Source of material: Produced by Station

Summary of content, including names of hosts and guests, if any: Gina is here to remind the community about all the programs that they offer for adult education.

(b) Program or PSA series Title: Ser-Jobs for Progress, Gina Loginas

Date(s) and time(s) of broadcast: February 10, 2019 (8:00am- 8:30am)

Duration of program or announcement: 30 min.

Source of material: Produced by Station

Summary of content, including names of hosts and guests, if any: Gina from ser-jobs is letting the community know that many people from the community are not High School graduates and she is informing them how important it is to continue with their education.

2. Issue No.2 (North County Rape Crisis & Children protection Center)

(a) Program or PSA series Title: North County Rape Crisis & Children protection Center, Bibiana Zamora

Date(s) and time(s) of broadcast: January 20, 2019 (8:00am- 8:30am)

Duration of program or announcement: 30 min.

Source of material: Produced by Station

Summary of content, including names of hosts and guests, if any: Bibiana Zamora informed the community that at NCRCCPC they serve survivors of sexual assault and their family members completely free and confidential.

3. Issue No.3 (SMBSD)

(a) Program or PSA series Title: SMBSD, Vangelis Garcia

Date(s) and time(s) of broadcast: February 3, 2019 (8:00am- 8:30am)

Duration of program or announcement: 30 min.

Source of material: Produced by Station

Summary of content, including names of hosts and guests, if any: Vangelis from SMBSD is inviting parents to participate in their parents and community member survey.

(b) Program or PSA series Title: SMBSD, Vangelis Garcia

Date(s) and time(s) of broadcast: March 24, 2019 (8:00am- 8:30am)

Duration of program or announcement: 30 min.

Source of material: Produced by Station

Summary of content, including names of hosts and guests, if any:
SMBSD is inviting parents to participate in 2019 LCAP survey to share their opinions.

4. Issue No.4 (Santa Maria Bonita School District)

(a) Program or PSA series Title: Santa Maria Bonita School District ,

Date(s) and time(s) of broadcast: March 3, 2019 (8:00am- 8:30am)

Duration of program or announcement: 30 min.

Source of material: Produced by Station

Summary of content, including names of hosts and guests, if any:
Santa Maria Bonita School District is reaching out to parents and community members inviting them to participate in the survey that was sent out.

5. Issue No.5 (CAUSA)

(a) Program or PSA series Title: CAUSA, Joanna Barrera

Date(s) and time(s) of broadcast: March 10, 2019 (8:00am- 8:30am)

Duration of program or announcement: 30 min.

Source of material: Produced by Station

Summary of content, including names of hosts and guests, if any:
Joanna Barrera CAUSA's community organizer is inviting the community to a march against guns and violence.



200 South A Street Suite #400
Oxnard, CA 93030
Phone: 805-240-2070 Fax 240-5960

ASCERTAINMENT FORM

Organization: SER-JOBS FOR PROGRESS INC.
Representative: Gina Lagunas
Title: Specialist Placement - Recruiter.
Signature: [Handwritten Signature]

Problems & Issues facing our community

Reminder to our community to know more about our programs for Adult Education.

Date Recorded: 01-08-19
To be aired on: 01-13-19



200 South A Street Suite #400
Oxnard, CA 93030
Phone: 805-240-2070 Fax 240-5960

ASCERTAINMENT FORM

Organization: North County Rape Crisis & Child Protection Center
Representative: Bibiana Zamora
Title: Bilingual Outreach
Signature: Bibiana Zamora

Problems & Issues facing our community

At NCRCCPC we serve survivors of
sexual assault & their family members
complete free & confidential.
services include: counseling, 24
hr hotline, advocacy, accompaniment,
and educational programming.

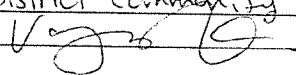
Date Recorded: 1/16/19
To be aired on: 1/20/19



LAZER BROADCASTING

200 South A Street Suite #400
 Oxnard, CA 93030
 Phone: 805-240-2070 Fax 240-5960

ASCERTAINMENT FORM

Organization: SMBSD
 Representative: Vangelis Garcia
 Title: District Community Liaison -
 Signature: 

Problems & Issues facing our community

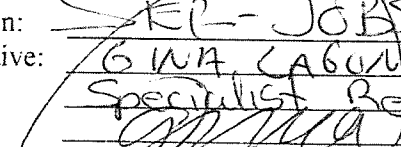
Inviting parents to participate in our Parent and
Community member Survey.

Date Recorded: 1/30/19.
 To be aired on: 2/3/19.

LAZER  BROADCASTING

200 South A Street Suite #400
Oxnard, CA 93030
Phone: 805-240-2070 Fax 240-5960

ASCERTAINMENT FORM

Organization: SEK - JOBS FOR PROGRESSIVE
Representative: GINA CABUYAS
Title: Specialist Recruiter - Placement
Signature: 

Problems & Issues facing our community

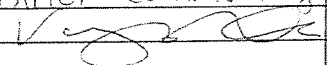
Our Community is not Graduate from High school. we talk about the important to continue the Education.

Date Recorded: 2-6-19
To be aired on: 2-10-19



200 South A Street Suite #400
Oxnard, CA 93030
Phone: 805-240-2070 Fax 240-5960

ASCERTAINMENT FORM

Organization: Santa Maria Benita School District
Representative: Vangelis Garcia
Title: District Community Liaison
Signature: 

Problems & Issues facing our community

I was here to share information about the LCAP
Survey the Santa Maria Benita School District is
sending to Parents and Community Members of
Santa Maria inviting them to participate in the
Survey or to come to the District Office were we
can help them take the Survey.

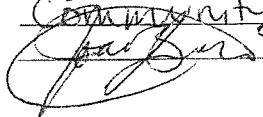
Date Recorded: 2-27-19
To be aired on: 3-3-19

2:36 PM
Friday

LAZER BROADCASTING

200 South A Street Suite #400
Oxnard, CA 93030
Phone: 805-240-2070 Fax 240-5960

ASCERTAINMENT FORM

Organization: AVSA (805) 720-1459
Representative: Joana Barrera
Title: Community Organizer
Signature: 

Problems & Issues facing our community

① Marcha para nuestras vidas contra las
armas y la violencia. Marzo 23 Sabado

② Taller de Ciudadania Domingo Marzo 24

Date Recorded: March 7th 2019
To be aired on: March 10th 2019



200 South A Street Suite #400
Oxnard, CA 93030
Phone: 805-240-2070 Fax 240-5960

ASCERTAINMENT FORM

Organization: SMBSD
Representative: Vangelis Garcia
Title: District Community Liaison
Signature: [Handwritten Signature]

Problems & Issues facing our community

Inviting parents to participate in our 2019 LCAP Survey
to share their opinions in this important matter.

Date Recorded: 3/20/19
To be aired on: 3/24/19

PSA Quarterly List

Station Call Letters: KSMY
For quarter ending: March 2019

Community issue: Traffic Congestion

1. Conciencia sobre los antibioticos
2. AARP Foundation
3. Reaching our Potential
4. Faterhood involvement
5. Heart Valve Disease Awareness

Responsive programming:

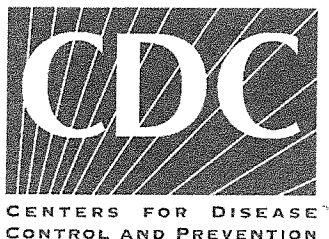
(1) Public service announcement, January 1st, 2019-January 15, 2019: various times: PSA informs the community about antibiotic awareness. CDC.

(2) Public service announcement, January 16, 2019- January 27, 2019: various times: According to the Centers for disease control and prevention more than one of four adults, 65 and older, falls each year, and many of these falls result in serious injuries. AARP Foundation.

(3) Public service announcement, January 28, 2019-February 14, 2019: various times: PSA informs the community how YMCA focuses on strengthening communities –with programs and resources designed to nurture the potential of every child and teen, improve the nation’s health and wellbeing. The YMCA.

(4) Public service announcement, February 15, 2019-March 2nd , 2019: various times: Kids that spend time with their dads grow up to be smarter and more successful . Ad Council.

(5) Public service announcement, March 4, 2019- March 29 , 2019: various times: Heart Valve encourages listeners to visit the doctor and ask about heart valve disease. Heart Valve Voice US.



Estimado director/directora de Servicio Público:

Le escribo para solicitar que transmita un anuncio de servicio público de los Centros para el Control y la Prevención de Enfermedades (CDC) titulado "La herramienta correcta", que educa al público sobre la importancia de usar antibióticos solamente cuando sean necesarios. Los antibióticos son el instrumento más poderoso que tenemos para luchar contra afecciones potencialmente mortales, como la septicemia y la neumonía. Han sido instrumentales para combatir infecciones que en otros tiempos eran mortales o debilitantes, y han salvado un sinnúmero de vidas.

Sin embargo, en los Estados Unidos se recetan muchos antibióticos innecesariamente. Los CDC estiman que, en los consultorios médicos y las salas de emergencia, se recetan cada año aproximadamente 47 millones de cursos de antibióticos para infecciones que no los necesitan, como los resfriados y la influenza, lo cual representa aproximadamente el 30 % de los antibióticos que se recetan. Esto pone a los pacientes en riesgo de daños por su uso innecesario y contribuye a la resistencia a los antibióticos, que es una de las amenazas más urgentes a la salud del público.

Los CDC crearon este anuncio de servicio al público como parte de su esfuerzo de educación nacional, *Tome Conciencia sobre los Antibióticos*, que tiene el objetivo de crear conciencia entre los proveedores de atención médica, los pacientes y sus familias sobre la resistencia a los antibióticos y la importancia de recetarlos y usarlos apropiadamente.

Todos cumplimos un papel para mejorar el uso de antibióticos para proteger a los pacientes y combatir la resistencia a los antibióticos. Espero que considere transmitir este importante anuncio de servicio público. Está dirigido a todas las audiencias y listo para ser transmitido de inmediato. Por favor, descargue el anuncio de servicio público para radio "La herramienta correcta" (de :30).

Para más información acerca de la campaña, visite:

www.causewaypsa.com/EPK/65013_AU_Radio_SPN/

www.causewaypsa.com/CDC/

Le pedimos que nos informe acerca del uso de los PSAs en su estación. Por favor de visitar este sitio de Internet para darnos los detalles acerca de las transmisiones de los PSAs:

<http://radio2.causewaypsa.com/?p=D138874>

Para obtener más información sobre el uso de antibióticos, visite cdc.gov/antibioticos.

Le agradezco su apoyo de antemano.

Atentamente,

Jessica Schindelar, MPH
Directora adjunta de Comunicación
División de Promoción de la Calidad de la Atención Médica (DHQP)
Centros para el Control y la Prevención de Enfermedades
ghq1@cdc.gov



February, 2019

Dear Public Service Director:

The numbers are staggering. According to the Centers for Disease Control and Prevention, more than one out of four adults, 65 and older, falls each year, and many of these falls result in serious injury. Each year, 2.8 million older people are treated in emergency rooms for fall-related injuries. As 10,000 baby boomers turn 65 every day, these numbers have the potential to become catastrophic.

In addition to the risk of injury, falls can dramatically affect a person's quality of life and make it harder to remain independent. AARP Foundation, the charitable affiliate of AARP, dedicated to providing resources and services and serving as an advocate for low-income older Americans, and UnitedHealthcare, an organization dedicated to the health and well-being of seniors, teamed up to take on this important issue.

They produced the enclosed Public Service Announcements (PSAs) to raise awareness and encourage older Americans to talk to their doctors about how they can prevent falls.

By airing these :30 and :60 PSAs, you can shine a light on a serious problem and empower seniors to live fuller lives.

For more information, please visit www.aarpfoundation.org or www.MedicareMadeClear.com/falls.

Thank you for your support of this important public service message. For questions or inquiries on an alternate format, please contact Julia Liu at psa@boombroadcast.com or (609) 748-7411.

Best,
Taylor Joseph
UnitedHealthcare Medicare & Retirement



FOR YOUTH DEVELOPMENT
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

REACHING OUR POTENTIAL

[CLICK HERE TO PREVIEW
OR DOWNLOAD THE PSAs](#)

We hope that you can support this very important YMCA campaign, please email tom.derreaux@plowsharegroup.com (PSA campaign manager) if you have any questions.

Also accessible on your Extreme Reach PSA Deliveries page:

One Number Different :30 (English) - ZPLW50230

Where You're Born :30 (English) - ZPLW50330

One Number Different :30 (Spanish) - ZPLW50430

Where You're Born :30 (Spanish) - ZPLW50530

DEAR PSA DIRECTOR,

The Y is now... as it has been for over 170 years... a place of possibility and promise for all. We passionately focus on strengthening communities, each year reaching millions of kids, adults, seniors and families - many living in underserved communities - with programs and resources designed to nurture the potential of every child and teen, improve the nation's health and wellbeing and encourage individuals to give back and support their neighbors. We can't do it alone though and many people still would be surprised to learn about the breadth of resources available to them through the Y - many of them free of charge. Please consider running one of our PSAs, and help us raise awareness of the many ways more people can get involved with the Y. Everything the Y does helps empower communities and the "us" who live in them to thrive. Everything the Y does helps build a better us.

The Y.™ For a better us.

Sincerely,

Valerie Waller

Senior Vice President & Chief Marketing Officer
YMCA of the USA



February 06, 2019

Dear Traffic Manager:

The Ad Council has sent you **Fatherhood Involvement** PSAs digitally via **Extreme Reach**.

Dad Jokes Rule.

Kids that spend time with their dads grow up to be smarter and more successful. Run endearing PSAs featuring children telling their favorite dad jokes to encourage dads to play an active, responsible role in their children's lives, because even the smallest moments can make the biggest difference.

Log in to approve and download this important campaign message and show your support by running these PSAs in donated media space. **Thank you.**

The Ad Council
Fatherhood Involvement

Spot Name	Length	AD-ID	Expiration Date	Language
Groan	:60	CNFI0453000	08/15/19	English
Moments	:60	CNFI0322000	06/09/19	English
Groan	:30	CNFI0454000	08/15/19	English
Guys' Night Out-Moment	:30	CNFI0334000	02/03/20	English
Moments	:30	CNFI0323000	06/09/19	English
Tea Pot-Moment	:30	CNFI0333000	02/03/20	English
Tickle Fight	:30	CNFI0324000	06/09/19	English
Moments-Spanish	:60	CNFI0325000	06/09/19	Spanish
Groan-Spanish	:30	CNFI0455000	08/15/19	Spanish
Moments-Spanish	:30	CNFI0326000	06/09/19	Spanish
Tickle Fight-Spanish	:30	CNFI0327000	06/09/19	Spanish

PLEASE NOTE: The attached material designates an expiration date for each PSA. Because of the SAG/AFTRA labor contracts and the agreement with the talent, the material cannot be aired after the expiration date. Airing the PSAs after the expiration date may subject the sponsor, agency, and possibly your organization and its principals to additional talent fees, penalties and damages; as well as legal action regarding claims of right by the relevant talent. All Rights within the PSAs are owned by the Advertising Council or the named Sponsors. Sale of sponsorship to any other party is prohibited. PSAs may only be placed in donated media, and may not be used in any manner that would imply an association with any commercial enterprise. You cannot, for example, exhibit the PSA with corporate logos appearing in conjunction with it. No cropping, editing or modifications are permissible.

Heart Valve Disease Awareness: Radio PSA in English and Spanish

Dear PSA Director:

As many as 11.6 million Americans are estimated to have heart valve disease (HVD)—a potentially disabling disease that can be deadly if untreated—yet 3 out of 4 Americans know little to nothing about the condition.

HVD involves damage to one or more of the heart's valves, which disrupts blood flow by not opening or closing properly. The seriousness of the disease, combined with the fact that symptoms are often difficult to detect or are dismissed as a normal part of getting older, make lack of awareness dangerous.

A 60-second radio PSA produced in English and Spanish by Heart Valve Voice US encourages listeners to visit a doctor and ask them to about heart valve disease if they have symptoms like shortness of breath, fainting, chest tightness and / or pain, fatigue, or abnormal heart rhythm sensations (irregular heart beat).

Heart Valve Voice US, a patient advocacy, nonprofit organization, provides patients with a united voice to improve health for people living with heart valve disease by advocating for early detection, meaningful support, and timely access to appropriate treatment for all people affected by heart valve disease. Heart Valve Voice works with people living with heart valve disease, clinicians and other experts, and other patient service and advocacy organizations to identify barriers to improving health for people living with valve disease and advocates for change to enhance health.

Thank you for working with us to continue to help raise awareness about heart valve disease and protect the lives of millions of Americans facing this deadly disease.

Marilyn Serafini
Executive Director
Heart Valve Voice US
HeartValveVoice-US.org



PSA Script:

Barb: Marie, is that you?

Marie: Oh hi Barb! How are you doing?

Barb: Better now, did you know we had a little health scare with Jeff?

Marie: Oh no, what happened?

Barb: Well, he had been short of breath and was really tired a lot of the time. He just thought he was getting old and was out of shape, but it turns out it was heart valve disease.

Marie: How did you figure it out?

Barb: He finally went to the doctor and she was able to listen to his heart and detected the problem. I didn't realize it, but heart valve disease is more common than you'd think. They were able to replace the valve and he's feeling so much better now.

Marie: I'm so glad to hear that!

VO: More than 5 million Americans are diagnosed with heart valve disease every year, but most people know nothing about the condition, and it can be deadly if untreated. That's why it's important to listen to your heart and ask your doctor if your symptoms may be due to heart valve disease, or if you are at high risk.

A message brought to you by Heart Valve Voice US. For more information about the symptoms and treatments for valve disease go to heartvalvevoice.org.