

Issue and Program List

Station Call Letters: KSMY

For quarter ending: December 2018

Section I: Issues

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

1. Causa (2)
2. The Central Coast Autism
3. Santa Maria Police Department
4. Child Protection Center
5. Ser Jobs

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 (Causa)

(a) Program or PSA series Title: Causa, Joana Barrera

Date(s) and time(s) of broadcast: October 14, 2018 (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:
Joana Barrera informs the community about the march against guns.

(b) Program or PSA series Title: Causa, Jonathan Alvarez

Date(s) and time(s) of broadcast: November 18, 2018 (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:
Jonathan Sanchez, Deputy Consul informed the community about
DACA and mobile services they have.

2. Issue No.2 (The Central Coast Autism)

(a) Program or PSA series Title: The Central Coast Autism

Date(s) and time(s) of broadcast: October 28, 2018 (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: The
representative for the central coast autism Spectrum informs the
community about the Autism walk and awareness.

3. Issue No.3 (Santa Maria Police Department)

(a) Program or PSA series Title: Santa Maria Police Department, Sgt. Eligio Lara

Date(s) and time(s) of broadcast: November 11, 2018 (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:
Sgt. Eligio Lara talked about the police academy that is offered to the
community and where to find more information. Philosophy classes
are also offered.

4. Issue No.4 (Child Protection Center)

(a) Program or PSA series Title: Child Protection Center, Bibiana Zamora

Date(s) and time(s) of broadcast: November 25, 2018 (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 from Child Protection Center informs the community about the help they serve survivor of sexual assault and their family members completely free and confidential.

5. Issue No.5 (Ser Jobs)

(a) Program or PSA series Title: Ser Jobs, Gina Lagunas

Date(s) and time(s) of broadcast: December 2, 2018 (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 Lagunas talks about the services that SER—Job offer to the Latino community. They offer classes for field workers to get their GED. Classes are Spanish and free.

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.

② Taller de Ciudadania

Date Recorded: 10/10/18
 To be aired on: 10/14/18



Traffic & Production Order

Date Wednesday, October 10, 2018

All Orders Must Include an End Date

Order # _____

Advertiser IN HOUSE PSA

Production Fee _____

New Order Revision

Spot Title CAUSA Traffic Manager _____ Market _____ Station _____ Cart # _____ Start _____ End _____

AE _____

AE Email _____

of Commercials :60 _____ :30 _____ :20 _____ :15 _____

LIVE _____ Other pgr

Spec Spot YES _____ NO _____

Translation Needed YES _____ NO _____

Talent Request _____

Male _____ Female _____

Sound Effects _____

Delivery Type Script/Tag _____ In House _____ mp3 _____

DG Fast Channel _____ Filmcore _____ Email _____

First Spin _____ Sling Spot _____ CD _____

Yousendit _____ SendSpace _____ Other _____

Web Link/ FTP Site _____

Block Programming _____ Start Time _____

1/2 Hr _____ 1 Hr _____ Other _____

TV Shoot Information _____

Shoot Date _____ Shoot Time _____

Address _____ City _____

Client Approval _____

Contact Name _____ Contact Phone _____

Client Email _____

Date Needed _____ Time Needed _____

RP	Market	Station	Cart #	Start	End
Radio Lazer Network					
OS	Bakersfield	KEAL-FM			
RM	El Centro	KSSB-FM			
JO	Fresno	KAAT-FM/ KMEN-FM			
JO	Merced	KMZR-FM			
RM	Modesto	KBBU-FM			
OS	Oxnard-Ventura	KXLM-FM			
OS	Oxnard-Ventura	KXLM-FM			
OS	Oxnard-Ventura	KXLM-FM			
KM	Salinas	KXSM-FM			
JR	San Bernardino	KAEH-FM			
JR	San Bernardino	KXSB-FM			
KH	San Jose	KXZM-FM			
CS	San Luis Obispo	KLUN-FM		10/14/2018	10/14/2018
JR	Santa Barbara	KZER-AM			
CS	Santa Maria	KLMM-FM		10/14/2018	10/14/2018
CS	Santa Rosa	KSRT-FM			
OS	Victor Valley	KIQQ-FM/ KIQQ-AM			
JO	Visalia-Tulare	KMQA-FM			
La Mejor Network					
OS	Bakersfield	KXTT-FM/ KBQF-FM			
OS	Oxnard-Ventura	KLJR-FM			
JO	Merced	KGAM-FM			
RP	Reno	KNEZ-FM			
KM	Salinas/ Monterey	KSGZ-FM			
OS	San Bernardino	KXRS-FM			
CS	Santa Maria/ Lompoc	KSMY-FM		10/14/2018	10/14/2018
CS	Santa Rosa	KJOR-FM			
OS	Victor Valley	KBTW-FM			
JO	Fresno	KTNS-FM			
OS	Oxnard-Ventura	KOXR-FM/AM			
RP	Reno	KFOY-AM			
KH	Salinas/ Monterey	KMLY-FM			
OS	San Bernardino	KCAL-AM			
CS	Santa Maria	KSBQ-FM/AM		10/14/2019	10/14/2019
RP	Reno	KWNZ-FM			
RM	Sacramento	KLMG-FM/ KBAA-FM			
SM	Sacramento	KSTV-LP			

Rotation: **100%** (if less than 100%, see below)

Product: _____

Est. #: _____ ISCI Code: _____

Spot Title/ ISCI CODE	Cart #	Length	Rotation	Station(s)	Start Date	End Date
CAUSA		30min		KLUN, KLMM, KSMY, KSBQ	10/14/2018	10/14/2018

Special Instructions

30 minute program recorded in studio

Please allow 48 hours for quality Production

Production Department Use Only	Traffic Department Use Only
Date Completed _____	Date Completed _____
Producer _____	Traffic Director _____
Traffic Managers RP- Rosa Pena rosap@lazerbroadcasting.com OS-Oscar Sandavol oscar@lazerbroadcasting.com SM-Sylvia Martinez smartinez@lazerbroadcasting.com KH-Kim Herrera kherrera@lazerbroadcasting.com RM-Rebeca Marquez rmarquez@lazerbroadcasting.com JR-Jennifer Ortega jeortega@lazerbroadcasting.com CS-Cynthia Salcido csalcido@lazerbroadcasting.com JR-Jorge Rios jrrios@lazerbroadcasting.com	



312 E Mill St., Ste #302
Santa Maria, CA 93454
Phone: 805-928-9796 Fax 928-4896

ASCERTAINMENT FORM

Organization: _____
Representative: The Central Coast Autism Spectrum
Title: 18th Annual Event
Signature: [Handwritten Signature] / Non-Profit

Problems & Issues facing our community

Brief description of what they are talking in the program

Autism walk & Awareness & gala

Date Recorded: 10/24/18
To be aired on: 10/25/18



Traffic & Production Order

Date Tuesday, October 23, 2018

All Orders Must Include an End Date

Order # _____

Advertiser IN HOUSE PSA

Production Fee _____

New Order Revision

Spot Title The Central Coast Austism

Traffic Manager	Market	Station	Cart #	Start	End
-----------------	--------	---------	--------	-------	-----

AE _____

AE Email _____

of Commercials :60 _____ :30 _____ :20 _____ :15 _____

LIVE _____ Other pgr _____

Spec Spot YES _____ NO _____

Translation Needed YES _____ NO _____

Talent Request _____

Male _____ Female _____

Sound Effects _____

Delivery Type Script/Tag _____ In House _____ mp3 _____

DG Fast Channel _____ Filmcore _____ Email _____

First Spin _____ Sling Spot _____ CD _____

Yousendit _____ SendSpace _____ Other _____

Web Link/ FTP Site _____

Block Programming _____ Start Time _____

1/2 Hr _____ 1 Hr _____ Other _____

TV Shoot Information _____

Shoot Date _____ Shoot Time _____

Address _____ City _____

Client Approval	
Contact Name _____	Contact Phone _____
Client Email _____	
Date Needed _____	Time Needed _____

RP	Station	Cart #	Start	End
Radio Lazer Network				
OS	Bakersfield KEAL-FM			
RM	El Centro KSSB-FM			
JO	Fresno KAAAT-FM/ KMEN-FM			
JO	Merced KMZR-FM			
RM	Modesto KBBU-FM			
OS	Oxnard-Ventura KXLM-FM			
OS	Oxnard-Ventura KXLM-FM			
OS	Oxnard-Ventura KXLM-FM			
KM	Salinas KXSM-FM			
JR	San Bernardino KAEH-FM			
JR	San Bernardino KXSB-FM			
KH	San Jose KXZM-FM			
CS	San Luis Obispo KLUN-FM		10/28/2018	10/28/2018
JR	Santa Barbara KZER-AM			
CS	Santa Maria KLMM-FM		10/28/2018	10/28/2018
CS	Santa Rosa KSRT-FM			
OS	Victor Valley KIQQ-FM/ KIQQ-AM			
JO	Visalia-Tulare KMQA-FM			
La Mejor Network				
OS	Bakersfield KXTT-FM/ KBQF-FM			
OS	Oxnard-Ventura KLJR-FM			
JO	Merced KGAM-FM			
RP	Reno KNEZ-FM			
KM	Salinas/ Monterey KSGZ-FM			
OS	San Bernardino KXRS-FM			
CS	Santa Maria/ Lompoc KSMY-FM		10/28/2018	10/28/2018
CS	Santa Rosa KJOR-FM			
OS	Victor Valley KBTW-FM			
JO	Fresno KTNS-FM			
OS	Oxnard-Ventura KOXR-FM/AM			
RP	Reno KFOY-AM			
KH	Salinas/ Monterey KMLY-FM			
OS	San Bernardino KCAL-AM			
CS	Santa Maria KSBQ-FM/AM		10/28/2018	10/28/2018
RP	Reno KWVZ-FM			
RM	Sacramento KLMG-FM/ KBAA-FM			
SM	Sacramento KSTV-LP			

Rotation: **100%** (if less than 100%, see below)

Product: _____

Est. #: _____ ISCI Code: _____

Spot Title/ ISCI CODE	Cart #	Length	Rotation	Station(s)	Start Date	End Date
The Central Coast Austism		30min		KLUN, KLMM, KSMY, KSBQ	10/28/2018	10/28/2018

Special Instructions _____

30 minute program recorded in studio

Please allow 48 hours for quality Production

Production Department Use Only		Traffic Department Use Only	
Date Completed _____	Producer _____	Date Completed _____	Traffic Director _____
Traffic Managers RP- Rosa Pena rosap@lazerbroadcasting.com OS-Oscar Sandavol oscar@lazerbroadcasting.com KH-Kim Herrera kherrera@lazerbroadcasting.com RM-Rebeca Marquez rmarquez@lazerbroadcasting.com CS-Cynthla Salcido csalcido@lazerbroadcasting.com JR-Jorge Rios jrrios@lazerbroadcasting.com		SM-Sylvia Martinez smartinez@lazerbroadcasting.com JR-Jennifer Ortega jeortega@lazerbroadcasting.com	



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

ASCERTAINMENT FORM

Organization: Santa Maria Police Department
Representative: Sgt. Eligio Lara
Title: Academia Para La Comunidad
Signature: _____

Problems & Issues facing our community

Public Safety - Sgt. Lara habla sobre la
Academia para la comunidad que promueve una
oportunidad para nuestra comunidad tan
diversa de aprender la filosofia, metodos,
procedimientos y estructura del Dep. de Policia.

Date Recorded: _____

To be aired on: _____

11/12/18

11/12/18



Traffic & Production Order

Date Wednesday, November 07, 2018

All Orders Must Include an End Date

Advertiser IN HOUSE PSA

Order # _____

Production Fee _____

New Order Revision

Spot Title Santa Maria Police Department

AE _____

AE Email _____

of Commercials :60 _____ :30 _____ :20 _____ :15 _____

LIVE _____ Other pgr _____

Spec Spot YES _____ NO _____

Translation Needed YES _____ NO _____

Talent Request _____

Male _____ Female _____

Sound Effects _____

Delivery Type Script/Tag _____ In House _____ mp3 _____

DG Fast Channel _____ Filmcore _____ Email _____

First Spin _____ Sling Spot _____ CD _____

Yousendit _____ SendSpace _____ Other _____

Web Link/ FTP Site _____

Block Programming _____ Start Time _____

1/2 Hr _____ 1 Hr _____ Other _____

TV Shoot Information _____

Shoot Date _____ Shoot Time _____

Address _____ City _____

Client Approval _____

Contact Name _____ Contact Phone _____

Client Email _____

Date Needed _____ Time Needed _____

RP	Market	Station	Cart #	Start	End
Radio Lazer Network					
OS	Bakersfield	KEAL-FM			
RM	El Centro	KSSB-FM			
JO	Fresno	KAAT-FM/ KMEN-FM			
JO	Merced	KMZR-FM			
RM	Modesto	KBBU-FM			
OS	Oxnard-Ventura	KXLM-FM			
OS	Oxnard-Ventura	KXLM-FM			
OS	Oxnard-Ventura	KXLM-FM			
KM	Salinas	KXSM-FM			
JR	San Bernardino	KAEH-FM			
JR	San Bernardino	KXSB-FM			
KH	San Jose	KXZM-FM			
CS	San Luis Obispo	KLUN-FM		11/11/2018	11/11/2018
JR	Santa Barbara	KZER-AM			
CS	Santa Maria	KLMM-FM		11/11/2018	11/11/2018
CS	Santa Rosa	KSRT-FM			
OS	Victor Valley	KIQQ-FM/ KIQQ-AM			
JO	Visalia-Tulare	KMQA-FM			
La Mejor Network					
OS	Bakersfield	KXTT-FM/ KBQF-FM			
OS	Oxnard-Ventura	KLJR-FM			
JO	Merced	KGAM-FM			
RP	Reno	KNEZ-FM			
KM	Salinas/ Monterey	KSGZ-FM			
OS	San Bernardino	KXRS-FM			
CS	Santa Maria/ Lompoc	KSMY-FM		11/11/2018	11/11/2018
CS	Santa Rosa	KJOR-FM			
OS	Victor Valley	KBTW-FM			
JO	Fresno	KTNS-FM			
OS	Oxnard-Ventura	KOXR-FM/AM			
RP	Reno	KFOY-AM			
KH	Salinas/ Monterey	KMLY-FM			
OS	San Bernardino	KCAL-AM			
CS	Santa Maria	KSBQ-FM/AM		11/11/2018	11/11/2018
RP	Reno	KWNZ-FM			
RM	Sacramento	KLMG-FM/ KBAA-FM			
SM	Sacramento	KSTV-LP			

Rotation: **100%** (if less than 100%, see below)

Product: _____

Est. #: _____ ISCI Code: _____

Spot Title/ ISCI CODE	Cart #	Length	Rotation	Station(s)	Start Date	End Date
Santa Maria Police Department		30min		KLUN, KLMM, KSMY, KSBQ	11/11/2018	11/11/2018

Special Instructions 30 minute program recorded in studio

Please allow 48 hours for quality Production

Production Department Use Only	Traffic Department Use Only
Date Completed _____	Date Completed _____
Producer _____	Traffic Director _____
Traffic Managers	
RP- Rosa Pena rosap@lazerbroadcasting.com	OS-Oscar Sandavol oscar@lazerbroadcasting.com
KH-Kim Herrera kherrera@lazerbroadcasting.com	RM-Rebeca Marquez rmarquez@lazerbroadcasting.com
CS-Cynthia Salcido csalcido@lazerbroadcasting.com	JR-Jorge Rios jrrios@lazerbroadcasting.com
	SM-Sylvia Martinez smartinez@lazerbroadcasting.com
	JR-Jennifer Ortega jeortega@lazerbroadcasting.com



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: 11/21/18
To be aired on: 11/25/2018



Traffic & Production Order

Date Monday, November 19, 2018

All Orders Must Include an End Date

Order # _____

Advertiser IN HOUSE PSA

Production Fee _____

New Order Revision

Spot Title Child Protection Center

Traffic Manager	Market	Station	Cart #	Start	End
-----------------	--------	---------	--------	-------	-----

AE _____

AE Email _____

of Commercials :60 _____ :30 _____ :20 _____ :15 _____

LIVE _____ Other pgr _____

Spec Spot YES _____ NO _____

Translation Needed YES _____ NO _____

Talent Request _____

Male _____ Female _____

Sound Effects _____

Delivery Type Script/Tag _____ In House _____ mp3 _____

DG Fast Channel _____ Filmcore _____ Email _____

First Spin _____ Sling Spot _____ CD _____

Yousendit _____ SendSpace _____ Other _____

Web Link/ FTP Site _____

Block Programming _____ Start Time _____

1/2 Hr _____ 1 Hr _____ Other _____

TV Shoot Information _____

Shoot Date _____ Shoot Time _____

Address _____ City _____

Client Approval	
Contact Name _____	Contact Phone _____
Client Email _____	
Date Needed _____	Time Needed _____

RP	Market	Station	Cart #	Start	End
Radio Lazer Network					
OS	Bakersfield	KEAL-FM			
RM	El Centro	KSSB-FM			
JO	Fresno	KAAT-FM/ KMEN-FM			
JO	Merced	KMZR-FM			
RM	Modesto	KBBU-FM			
OS	Oxnard-Ventura	KXLM-FM			
OS	Oxnard-Ventura	KXLM-FM			
OS	Oxnard-Ventura	KXLM-FM			
KM	Salinas	KXSM-FM			
JR	San Bernardino	KAEH-FM			
JR	San Bernardino	KXSB-FM			
KH	San Jose	KXZM-FM			
CS	San Luis Obispo	KLUN-FM		11/25/2018	11/25/2018
JR	Santa Barbara	KZER-AM			
CS	Santa Maria	KLMM-FM		11/25/2018	11/25/2018
CS	Santa Rosa	KSRT-FM			
OS	Victor Valley	KIQQ-FM/ KIQQ-AM			
JO	Visalia-Tulare	KMQA-FM			
La Mejor Network					
OS	Bakersfield	KXTT-FM/ KBQF-FM			
OS	Oxnard-Ventura	KLJR-FM			
JO	Merced	KGAM-FM			
RP	Reno	KNEZ-FM			
KM	Salinas/ Monterey	KSGZ-FM			
OS	San Bernardino	KXRS-FM			
CS	Santa Maria/ Lompoc	KSMY-FM		11/25/2018	11/25/2018
CS	Santa Rosa	KJOR-FM			
OS	Victor Valley	KBTW-FM			
JD	Fresno	KTNS-FM			
OS	Oxnard-Ventura	KOXR-FM/AM			
RP	Reno	KFOY-AM			
KH	Salinas/ Monterey	KMLY-FM			
OS	San Bernardino	KCAL-AM			
CS	Santa Maria	KSBQ-FM/AM		11/25/2018	11/25/2018
RP	Reno	KWNZ-FM			
RM	Sacramento	KLMG-FM/ KBAA-FM			
SM	Sacramento	KSTV-LP			

Rotation: 100% (if less than 100%, see below)

Product: _____

Est. #: _____ ISCI Code: _____

Spot Title/ ISCI CODE	Cart #	Length	Rotation	Station(s)	Start Date	End Date
Child Protection Center		30min		KLUN, KLMM, KSMY, KSBQ	11/25/2018	11/25/2018

Special Instructions _____

30 minute program recorded in studio

Please allow 48 hours for quality Production

Production Department Use Only		Traffic Department Use Only	
Date Completed _____	Producer _____	Date Completed _____	Traffic Director _____
Traffic Managers RP- Rosa Pena rosap@lazerbroadcasting.com KH- Kim Herrera kherrera@lazerbroadcasting.com CS- Cynthia Salcido csalcido@lazerbroadcasting.com		OS- Oscar Sandavol oscar@lazerbroadcasting.com RM- Rebeca Marquez rmarquez@lazerbroadcasting.com JR- Jorge Rios jrlos@lazerbroadcasting.com	
SM- Sylvia Martinez smartinez@lazerbroadcasting.com JR- Jennifer Ortega jeortega@lazerbroadcasting.com			



312 E Mill St., Ste #302
Santa Maria, CA 93454
Phone: 805-928-9796 Fax 928-4896

ASCERTAINMENT FORM

Organization: Ser-Jobs
Representative: Gina Lagunas
Title: Recruiter - Placement
Signature: [Handwritten Signature]

Problems & Issues facing our community

Brief description of what they are talking in the program

About the services that SER-Job
offer to the Latino community

We offer classes for field workers
to get the GED.

The classes are in Spanish and free.

Date Recorded: 11/28/18

To be aired on: 12/2/18



Traffic & Production Order

Date Thursday, November 29, 2018

All Orders Must Include an End Date

Advertiser IN HOUSE PSA

Order # _____

Production Fee _____

New Order Revision

Spot Title	Ser-Jobs	Traffic Manager	Market	Station	Cart #	Start	End
------------	----------	-----------------	--------	---------	--------	-------	-----

AE _____

AE Email _____

of Commercials :60 _____ :30 _____ :20 _____ :15 _____

LIVE _____ Other pgr _____

Spec Spot YES _____ NO _____

Translation Needed YES _____ NO _____

Talent Request _____

Male _____ Female _____

Sound Effects _____

Delivery Type Script/Tag _____ In House _____ mp3 _____

DG Fast Channel _____ Filmcore _____ Email _____

First Spin _____ Sling Spot _____ CD _____

Yousendit _____ SendSpace _____ Other _____

Web Link/ FTP Site _____

Block Programming _____ Start Time _____

1/2 Hr _____ 1 Hr _____ Other _____

TV Shoot Information _____

Shoot Date _____ Shoot Time _____

Address _____ City _____

Client Approval	
Contact Name _____	Contact Phone _____
Client Email _____	
Date Needed _____	Time Needed _____

RP	Market	Station	Cart #	Start	End
Radio Lazer Network					
OS	Bakersfield	KEAL-FM			
RM	El Centro	KSSB-FM			
JO	Fresno	KAAT-FM/ KMEN-FM			
JO	Merced	KMZR-FM			
RM	Modesto	KBBU-FM			
OS	Oxnard-Ventura	KXLM-FM			
OS	Oxnard-Ventura	KXLM-FM			
OS	Oxnard-Ventura	KXLM-FM			
KM	Salinas	KXSM-FM			
JR	San Bernardino	KAEH-FM			
JR	San Bernardino	KXSB-FM			
KH	San Jose	KXZM-FM			
CS	San Luis Obispo	KLUN-FM		12/2/2018	12/2/2018
JR	Santa Barbara	KZER-AM			
CS	Santa Maria	KLMM-FM		12/2/2018	12/2/2018
CS	Santa Rosa	KSRT-FM			
OS	Victor Valley	KIQQ-FM/ KIQQ-AM			
JO	Visalia-Tulare	KMQA-FM			
La Mejor Network					
OS	Bakersfield	KXTT-FM/ KBQF-FM			
OS	Oxnard-Ventura	KLJR-FM			
JO	Merced	KGAM-FM			
RP	Reno	KNEZ-FM			
KM	Salinas/ Monterey	KSGZ-FM			
OS	San Bernardino	KXRS-FM			
CS	Santa Maria/ Lompoc	KSMY-FM		12/2/2018	12/2/2018
CS	Santa Rosa	KJOR-FM			
OS	Victor Valley	KBTW-FM			
JO	Fresno	KTNS-FM			
OS	Oxnard-Ventura	KOXR-FM/AM			
RP	Reno	KFOY-AM			
KH	Salinas/ Monterey	KMLY-FM			
OS	San Bernardino	KCAL-AM			
CS	Santa Maria	KSBQ-FM/AM		12/2/2018	12/2/2018
RP	Reno	KWNZ-FM			
RM	Sacramento	KLMG-FM/ KBAA-FM			
SM	Sacramento	KSTV-LP			

Rotation: **100%** (if less than 100%, see below)

Product: _____

Est. #: _____ ISCI Code: _____

Spot Title/ ISCI CODE	Cart #	Length	Rotation	Station(s)	Start Date	End Date
Ser-Job		30min		KLUN, KLMM, KSMY, KSBQ	12/2/2018	12/2/2018

Special Instructions

30 minute program recorded in studio

Please allow 48 hours for quality Production

Production Department Use Only		Traffic Department Use Only	
Date Completed _____	Producer _____	Date Completed _____	Traffic Director _____
Traffic Managers RP- Rosa Pena rosap@lazerbroadcasting.com OS-Oscar Sandavol oscar@rlazerbroadcasting.com KH-Kim Herrera kherrera@lazerbroadcasting.com RM-Rebeca Marquez rmarquez@lazerbroadcasting.com CS-Cynthia Salcido csalcido@lazerbroadcasting.com JR-Jorge Rios jrrios@lazerbroadcasting.com SM-Sylvia Martinez smartinez@lazerbroadcasting.com JR-Jennifer Ortega jeortega@lazerbroadcasting.com			



312 E Mill St., Ste #302
Santa Maria, CA 93454
Phone: 805-928-9796 Fax 928-4896

ASCERTAINMENT FORM

Organization: LAUSA
Representative: Joana Barreira
Title: Community Organizer
Signature: [Signature]

Problems & Issues facing our community

Brief description of what they are talking in the program

free citizenship workshop
for legal permanent residents
to become citizens.

Date Recorded: 12 / 11 / 18
To be aired on: 12 / 16 / 2018

KSMY · KLMM KSBG
KLUN



Traffic & Production Order

Date Thursday, December 13, 2018

All Orders Must Include an End Date

Advertiser IN HOUSE PSA

Order # _____

New Order Revision

Production Fee _____

Spot Title CAUSA

AE _____

AE Email _____

of Commercials :60 _____ :30 _____ :20 _____ :15 _____

LIVE _____ Other pgr _____

Spec Spot YES _____ NO _____

Translation Needed YES _____ NO _____

Talent Request _____

Male _____ Female _____

Sound Effects _____

Delivery Type Script/Tag _____ In House _____ mp3 _____

DG Fast Channel _____ Filmcore _____ Email _____

First Spin _____ Sling Spot _____ CD _____

Yousendit _____ SendSpace _____ Other _____

Web Link/ FTP Site _____

Block Programming _____ Start Time _____

1/2 Hr _____ 1 Hr _____ Other _____

TV Shoot Information _____

Shoot Date _____ Shoot Time _____

Address _____ City _____

Client Approval	
Contact Name _____	Contact Phone _____
Client Email _____	
Date Needed _____	Time Needed _____

Traffic Manager	Market	Station	Cart #	Start	End
RP	Radio Lazer Network				
OS	Bakersfield	KEAL-FM			
RM	El Centro	KSSB-FM			
JO	Fresno	KAAT-FM/ KMEN-FM			
JO	Merced	KMZR-FM			
RM	Modesto	KBBU-FM			
OS	Oxnard-Ventura	KXLM-FM			
OS	Oxnard-Ventura	KXLM-FM			
OS	Oxnard-Ventura	KXLM-FM			
KM	Salinas	KXSM-FM			
JR	San Bernardino	KAEH-FM			
JR	San Bernardino	KXSB-FM			
KH	San Jose	KXZM-FM			
CS	San Luis Obispo	KLUN-FM		12/16/2018	12/16/2018
JR	Santa Barbara	KZER-AM			
CS	Santa Maria	KLMM-FM		12/16/2018	12/16/2018
CS	Santa Rosa	KSRT-FM			
OS	Victor Valley	KIQQ-FM/ KIQQ-AM			
JO	Visalia-Tulare	KMQA-FM			
RP	La Mejor Network				
OS	Bakersfield	KXTT-FM/ KBQF-FM			
OS	Oxnard-Ventura	KLJR-FM			
JO	Merced	KGAM-FM			
RP	Reno	KNEZ-FM			
KM	Salinas/ Monterey	KSGZ-FM			
OS	San Bernardino	KXRS-FM			
CS	Santa Maria/ Lompoc	KSMY-FM		12/16/2018	12/16/2018
CS	Santa Rosa	KJOR-FM			
OS	Victor Valley	KBTW-FM			
JO	Fresno	KTNS-FM			
OS	Oxnard-Ventura	KOXR-FM/AM			
RP	Reno	KFOY-AM			
KH	Salinas/ Monterey	KMLY-FM			
OS	San Bernardino	KCAL-AM			
CS	Santa Maria	KSBO-FM/AM		12/16/2018	12/16/2018
RP	Reno	KWNZ-FM			
RM	Sacramento	KLMG-FM/ KBAA-FM			
SM	Sacramento	KSTV-LP			

Rotation: **100%** (if less than 100%, see below)

Product: _____

Est. #: _____ ISCI Code: _____

Spot Title/ ISCI CODE	Cart #	Length	Rotation	Station(s)	Start Date	End Date
CAUSA		30min		KLUN, KLMM, KSMY, KSBQ	12/16/2018	12/16/2018

Special Instructions _____

30 minute program recorded in studio

Please allow 48 hours for quality Production

Production Department Use Only	Traffic Department Use Only
Date Completed _____	Date Completed _____

PSA Quarterly List

Station Call Letters: KSMY
For quarter ending: September 2018

Community issue: Traffic Congestion

1. Lung Cancer Screening
2. Communities in Schools
3. Child Car Safety
4. National Pest Management Association
5. Department of the Air Force

Responsive programming:

(1) Public service announcement, October 1st, 2018-October 14th, 2018: various times: Lung Cancer Screening; PSA states lung cancer is the #1 cancer killer of women and men. Extreme Reach.

(2) Public service announcement, October 15th, 2018- October 28th, 2018: various times: Communities in Schools. CIS does whatever it takes to keep kids in school and on path to success in school and life. Communities in Schools.

(3) Public service announcement, November 5th, 2018- November 18th, 2018: various times: Child Car Safety. Motor vehicles crashes are leading cause of the death for children under 13, PSA show parents how their love for their children extends to car safety. Extreme Reach.

(4) Public service announcement, November 26- December 10th, 2018: various times: National Pest Management Association. Public awareness and education are critically needed to help prevent encounters with the public health pest threats. National Pest Management Association

(5) Public service announcement, Little Flower Church December 24th, 2018- December 31st, 2018: various times: Department of the Air Force. Red, white and Blue Christmas. Department of the Air Force



November 29, 2018

Dear Traffic Manager:

The Ad Council has sent you **Lung Cancer Screening** PSAs digitally via **Extreme Reach**.

Even Former Smokers are at Risk for Lung Cancer

Lung cancer is the #1 cancer killer of men and women. Approximately 8 million people in the U.S. are at high risk for lung cancer and are eligible for the new lung cancer screening. If everyone at high risk were screened, 25,000 lives would be saved.

[Log in](#) to approve and download this important campaign message and show your support by running these PSAs in donated media space. Live Announcer Copy is also available following this notification.

Thank you.

The Ad Council
Lung Cancer Screening

Spot Name	Length	AD-ID	Expiration Date	Language
Next Step	:30	CNLS0039000	4/19/2019	English
Save Your Life	:30	CNLS0040000	4/19/2019	English
Next Step	:30	CNLS0056000	4/19/2019	Spanish
Save Your Life	:30	CNLS0057000	4/19/2019	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.



Lung Cancer Screening

Live Announcer Copy

:30 |

Are you a former smoker?

No matter how much you smoked, early detection of lung cancer screening could save you.

You stopped smoking, now start screening.

You could be saved by the scan with this new lung cancer screening.

Go to Saved by the Scan dot org for an easy quiz to see if you qualify.

Visit Saved by the Scan dot org.

Brought to you by the Ad Council and the American Lung Association.

:15 |

Are you a former smoker?

No matter how much you smoked, early detection of lung cancer screening could save you.

Go to Saved by the Scan dot org for an easy quiz to see if you qualify.

Visit Saved by the Scan dot org.

Brought to you by the Ad Council and the American Lung Association.

:10|

Are you a former smoker?

No matter how much you smoked, this new lung cancer screening could save you.

Go to Saved by the Scan dot org to learn more.

Visit Saved by the Scan dot org.

Brought to you by the Ad Council and the American Lung Association.



Dear PSA Director,

In your community, there are likely thousands of at-risk kids that face challenges at home and at school. But did you know that there is one organization singularly devoted to helping these students stay in school and graduate?

Throughout the country, Communities In Schools (CIS) works inside schools, one-on-one with students, in communities across the country to help them with basic needs like food, clothing and shelter as well as more complex issues like emotional counseling. As the name suggests, CIS marshals a *community of resources* to meet each student's needs and to have a brighter future.

Please preview and download this new CIS Radio PSA "Headcount" and learn how CIS does whatever it takes to keep kids in school and on a path to success in school and life.

By airing this PSA, you will be supporting Communities In Schools and helping it expand beyond the 1.57M students currently served.

Additional campaign information is available here:

http://www.causewaypsa.com/EPK/65007_CIS/

<http://www.causewaypsa.com/CIS/>

Your usage of our PSAs is very important to us. Please use this website to provide us with your PSA airing information: <http://radio2.causewaypsa.com/?p=C138508>

Thank you in advance for your generous media support.

Sincerely,

A handwritten signature in black ink that reads "Steve Majors".

Steve Majors
Vice President, Marketing & Communications
Communities In Schools



November 13, 2018

Dear Traffic Manager:

The Ad Council has sent you **Child Car Safety** PSAs digitally via **Extreme Reach**.

Make sure kids are safely secured in the car.

Motor vehicle crashes are a leading cause of death for children under 13. PSAs show parents how their love for their children extends to car safety. This means knowing the right seat for their child’s age and size - from rear-facing car seats, forward-facing car seats, boosters, all the way to seat belts - and that they are correctly buckled for every ride.

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
Child Car Safety

Spot Name	Length	AD-ID	Language
Hot Cross Buns	:30	CNCS0037000	English
Kiddie Music	:30	CNCS0038000	English
Bake	:15	CNCS0039000	English
Boy Band	:15	CNCS0040000	English
Sleep	:15	CNCS0041000	English
Wipe	:15	CNCS0042000	English
Hot Cross Buns	:30	CNCS0043000	Spanish
Kiddie Music	:30	CNCS0044000	Spanish
Bake	:15	CNCS0045000	Spanish
Boy Band	:15	CNCS0046000	Spanish
Sleep	:15	CNCS0047000	Spanish
Wipe	:15	CNCS0048000	Spanish

Spots Expire: 11/13/2019

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.



Dear Public Service Director,

When most of us think about pests, what comes to mind? Many people just consider them to be a nuisance, as in the case of those pesky mosquitoes whose bites cause itchy welts, or the termites that can wreak havoc in our homes. However, what we often don't realize is that common pests found in our homes and communities are vectors of serious diseases such as West Nile virus and Lyme disease, and can trigger asthma and allergy symptoms.

These illnesses can have a devastating toll on our health, daily life and productivity. Pests are often responsible for trips to the emergency room, hospitalizations, missed days at work and time spent away from loved ones. For the thousands who are impacted, these problems can have major financial implications and adversely affect family members, employers and co-workers. Pest-related illnesses can also have a big impact on the health and well-being of our children. According to the Centers for Disease Control and Prevention (CDC), asthma, which is often triggered by rodents and cockroaches, is a leading chronic illness among children and adolescents in the United States. This is also a leading cause of school absenteeism, which can result in kids having problems with their assignments, tests and grades.

Public awareness and education are critically needed to help prevent encounters with these public health pest threats. Your station can help educate your audience about the significant impact pests can have on our health by airing the new public service announcement (PSA), titled "**Sick Day**" (:30, :30). Using a variety of real-life scenarios, this PSA gives audiences important insights into all of the problems and losses that can result from having to take sick days due to a pest-related illness. The campaign is a joint effort from the National Pest Management Association (NPMA) and the CDC. The campaign has **no end date for use** and encourages audiences to learn more by visiting PestWorld.org.

The NPMA is a nonprofit organization committed to the protection of public health, food and property from the diseases and dangers posed by common household pests. The CDC is the nation's health protection agency, dedicated to protecting health and promoting quality of life through prevention and control of disease, injury, and disability.

Additional campaign information is available here:

http://c360m.com/EPK/36699_NPMA_Radio/

<http://www.c360m.com/PSAConnect/npma/>

Your usage of our PSAs is very important to us. Please use this website to provide us with your PSA airing information:

<http://psa.c360m.com/?p=M138452>.

If you have any questions, please contact our distribution representative, Holly Mulé (212-624-9196; hmule@c360m.com). As always, thank you in advance for your support of our public service campaigns.

Respectfully,

Cindy Mannes
Vice President of Public Affairs
National Pest Management Association

Lyle R. Petersen, MD, MPH
Director, Division of Vector-Borne Diseases
Centers for Disease Control and Prevention



**DEPARTMENT OF THE AIR FORCE
AIR FORCE RECRUITING SERVICE (AETC)**

Dear Public Service Director,

The Air Force has enjoyed a close relationship with the country music industry for more than three decades. Over the years entertainers have graciously provided support to give back to their fans and radio stations through our public service announcement (PSA) program.

For this package, we've selected PSAs from Lady Antebellum, Lee Ann Womack and Tracy Lawrence. They are positive and uplifting messages that show there's no challenge too great to overcome in realizing our dreams and goals. The PSAs are titled "**Working Together**" — Lady Antebellum (:30), "**Achieving Goals**" — Lee Ann Womack (:30) and "**Tough Choices**" — Tracy Lawrence (:30). There is no end date for use and they can be aired as soon and as often as you want.

Also, our annual "**Red, White and Air Force Blue Christmas**" radio special is available for your station's use. This year we take a look back at some of our favorite moments from past shows. The one-hour program features interviews and songs from Blake Shelton, Rascal Flatts, Reba McEntire, Lady Antebellum, Faith Hill, Leann Rimes, Darius Rucker, Lee Ann Womack and Willie Nelson.

We hope you'll add the show to your holiday programming schedule. It's fully produced and includes spot breaks and local avails. It's our gift to you and a way to say "thank you" for supporting the men and women proudly serving around the world.

Additional campaign information is available here:

http://www.c360m.com/EPK/36821_USAF_Radio/

<http://www.c360m.com/PSAConnect/usaf/>

Your usage of our PSAs is very important to us. Please use this website to provide us with your PSA airing information.

<http://psa.c360m.com/?p=D138434>

For any questions regarding the PSAs or holiday special, please contact our distribution representative, Shaliza Thomas, at Connect360 Multimedia (e-mail: stthomas@c360m.com; ph: 212-624-9187).

Thank you in advance for sharing these PSAs and holiday show.

Sincerely,

Timothy J. Hanson
Chief of Marketing
U.S. Air Force