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. <u>Issue No 1</u> (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. <u>Issue No.2 (The Central Coast Autism)</u>

(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. <u>Issue No.3</u> (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. <u>Issue No.4</u> (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. <u>Issue No.5</u> (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



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

ASCERTAINMENT FORM

Organization: Representative:

Title:

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Traffic & Production Order

Wednesday, October 10, 2018

Date

Order# All Orders Must Include an End Date **Production Fee** Advertiser IN HOUSE PSA Revision x New Order **Spot Title** CAUSA Traffic Manager | Market Station Cart # Start End Radio Lazer Network ΑE RP KEAL-FM OS Bakersfield **AE Email** KSSB-FM RM El Centro KAAT-FM/ KMEN-FM JO Fresno # of Commercials :60 ___ :30 ___ :20 ___ :15 ___ JO Merced KMZR-FM RM Modesto KBBU-FM LIVE ____ Other pgr KXLM-FM OS Oxnard-Ventura KXI M-FM OS Oxnard-Ventura YES ____ NO ____ Spec Spot OS Oxnard-Ventura KXLM-FM KXSM-FM KM Salinas **Translation Needed** YES NO KAEH-FM San Bernardino KXSB-FM San Bernardino **Talent Request** KXZM-FM KH San Jose CS San Luis Obispo KLUN-FM 10/14/2018 10/14/2018 KZER-AM Male _____ Female ____ JR Santa Barbara KLMM-FM 10/14/2018 10/14/2018 CS Santa Maria **Sound Effects** KSRT-FM cs Santa Rosa KIQQ-FM/ KIQQ-AM OS Victor Valley **Delivery Type** Script/Tag In House KMQA-FM mp3 JO Visalia-Tulare La Mejor Network RP DG Fast Channel Filmcore Email KXTT-FM/ KBQF-FM OS Bakersfield KLJR-FM OS Oxnard-Ventura First Spin Sling Spot CD 10 Merced KGAM-FM KNEZ-FM RP Reno Yousendit SendSpace Other____ KSGZ-FM KM | Salinas/ Monterey KXRS-FM OS San Bernardino 10/14/2018 10/14/2018 Web Link/ FTP Site KSMY-FM CS Santa Maria/ Lompoc CS Santa Rosa KIOR-FM **Block Programming** Start Time KBTW-FM OS Victor Valley KTNS-FM JO Fresno 1/2 Hr 1 Hr Other OS Oxnard-Ventura KOXR-FM/AM KFOY-AM RP Reno **TV Shoot Information** KMLY-FM KH | Salinas/ Monterey Shoot Date Shoot Time OS San Bernardino KCAL-AM KSBQ-FM/AM 10/14/2019 10/14/2019 CS Santa Maria Address City KWNZ-FM RP Reno KLMG-FM/ KBAA-FM Client Approval RM Sacramento Contact Name Contact Phone KSTV-LP SM Sacramento Rotation: 100% (if less than 100%, see below) Client Email Product: Est. #: ISCI Code: Time Needed Date Needed Length Rotation Station(s) Spot Title/ ISCI CODE Cart # 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* Traffic Department Use Only **Production Department Use Only** Date Completed Date Completed

Traffic Managers

RP- Rosa Pena rosap@lazerbroadcasting.com KH-Kim Herrera kherrera@lazerbroadcasting.com CS-Cynthia Salcido csalcido@lazerbroadcasting.com

Producer

OS-Oscar Sandavol oscar@rlazerbroadcasting.com RM-Rebeca Marquez rmarquez@lazerbroadcasting.com JR-Jorge Rios jrios@lazerbroadcasting.com SM-Sylvia Martinez smartinez@lazerbroadcasting.com JR-Jennifer Ortega jeortega@lazerbroadcasting.com

Traffic Director



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

ASCERTAINMENT FORM

Organization: Representative:

Title:
Signature:

Problems & Issues facing our community											
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Traffic & Production Order

Tuesday, October 23, 2018

Date

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RM-Rebeca Marquez rmarquez@lazerbroadcasting.com JR-Jorge Rios Jrios@lazerbroadcasting.com

CS-Cynthla Salcido csalcido@lazerbroadcasting.com



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

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Organization: Representative: Title: Signature:	Santa Maria Police Department Soft Fligio Lara Academia Fona La Communidael
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Traffic & Production Order

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Traffic Managers RP- Rosa Pena rosap@la			OS-Oscar Sanda					Sylvia Martinez smartinez@la					



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

ASCERTAINMENT FORM	Ž.
Organization: Nos Un County Pape (nisis # Cen Representative: Bibicula Zampsa. Title: Bilingual Gutreach Signature: Bibano Zamora	vtechon der
Problems & Issues facing our community	
It NORCOPC WE serve survivors of sexual assault & their tamily member complete fire & confidential. femilies include: counseling, 24 like hoteline, advocaces, accompanies and educational programme	
Date Recorded: $\frac{11/21/18}{25/2018}$	



Monday, November 19, 2018 Date

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Traffic Managers RP- Rosa Pena rosap@	lazerbroadcastins	g.com OS-0	Scar Sanda	vol oscar@r	lazerbroado	castin	g.com SM-	Sylvia Martinez smartinez@la	zerbroadcasting.co	m	
KH-Kim Herrera kherre	ra@lazerbroadca	sting.com RM-	Rebeca Mai	quez rmarq	uez@lazerb	oroade	-	lennifer Ortega jeortega@laze			}
CS-Cynthia Salcido csal	cido@lazerbroad	casting.com JR-J	orge Rios jr	los@lazerbr	roadcasting.	.com					.]



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

ASCERTAINMENT FORM

Organization:	Ser-Jobs.	
Representative:	Gineralianunas	
Title:	Becauter - Pacement	
Signature:	11501110	
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Problems & Issues facing our community

Brief description of what they are talking in the program
About the services that SER-Joh
offer to the lating comments
We offer classes for field workers
to get the GED.
The classer are in spanish and free
\cdot
Date Recorded: 11/28/18
To be aired on: 12//2 18



CS-Cynthia Salcido csalcido@lazerbroadcasting.com

JR-Jorge Rios jrios@lazerbroadcasting.com

Traffic & Production Order

Thursday, November 29, 2018

Order# All Orders Must Include an End Date **Advertiser IN HOUSE PSA Production Fee** New Order Revision **Spot Title** Traffic Manager | Market Station Cart # Start End ΑE Radio Lazer Network RP KEAL-FM OS Bakersfield **AE Email** KSSB-FM RM El Centro KAAT-FM/ KMEN-FM JO Fresno # of Commercials :60 ____ :30 ____ :20 ___ :15 ___ KMZR-FM JO Merced RM Modesto KBBU-FM LIVE Other pgr KXLM-FM OS Oxnard-Ventura KXLM-FM OS Oxnard-Ventura NO ____ Spec Spot YES ____ OS Oxnard-Ventura KXLM-FM KXSM-FM KM Salinas **Translation Needed** YES NO San Bernardino KAEH-FM KXSB-FM JR San Bernardino **Talent Request** KXZM-FM KH San Jose KLUN-FM 12/2/2018 12/2/2018 CS San Luis Obispo Male _____ Female ____ KZER-AM JR Santa Barbara KLMM-FM 12/2/2018 12/2/2018 CS Santa Maria **Sound Effects** KSRT-FM CS Santa Rosa KIQQ-FM/ KIQQ-AM OS Victor Valley **Delivery Type** Script/Tag In House KMQA-FM mp3 JO Visalia-Tulare La Mejor Network RP DG Fast Channel Filmcore OS Bakersfield KXTT-FM/ KBQF-FM Email KUR-FM OS Oxnard-Ventura First Spin Sling Spot CD JO Merced KGAM-FM RP Reno KNEZ-FM Yousendit SendSpace Other ____ KSGZ-FM KM | Salinas/ Monterey KXRS-FM OS San Bernardino Web Link/ FTP Site 12/2/2018 12/2/2018 CS Santa Maria/ Lompoc KSMY-FM KJOR-FM CS Santa Rosa Start Time **Block Programming** OS Victor Valley KBTW-FM KTNS-FM 10 Fresno 1/2 Hr 1 Hr Other KOXR-FM/AM OS Oxnard-Ventura KFOY-AM RP Reno TV Shoot Information KMLY-FM KH | Salinas / Monterey Shoot Date Shoot Time OS San Bernardino KCAL-AM KSBQ-FM/AM 12/2/2018 12/2/2018 CS Santa Maria Address City KWNZ-FM RP Reno Client Approval KLMG-FM/ KBAA-FM RM Sacramento Contact Name Contact Phone SM Sacramento KSTV-LP Rotation: 100% (if less than 100%, see below) Client Email Product: ISCI Code: Est. #: Time Needed Date Needed Spot Title/ ISCI CODE Cart # Length Rotation Station(s) Start Date End Date KLUN,KLMM,KSMY,KSBQ 12/2/2018 12/2/2018 Ser-Job 30min **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 Traffic Director Producer **Traffic Managers** RP- Rosa Pena rosap@lazerbroadcasting.com OS-Oscar Sandavol oscar@rlazerbroadcasting.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



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

ASCERTAINMENT FORM

Organization: Representative:

Title:

Signature:	- Granton
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Date Recorded: To be aired on:	12/11/18
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Date Completed

Traffic & Production Order

Thursday, December 13, 2018

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**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.

<u>Log in</u> 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



# 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/

Down Mayor

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

Thank you in advance for your generous media support.

Sincerely,

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.

 $\underline{\text{Log in}}$  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



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 <u>no end date for use</u> 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; <a href="mailto:hmule@c360m.com">hmule@c360m.com</a>). 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

AUDIT

Director, Division of Vector-Borne Diseases

Centers for Disease Control and Prevention

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# 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: <a href="mailto:sthomas@c360m.com">sthomas@c360m.com</a>; 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