

Issue and Program List

Station Call Letters: KSMY

For quarter ending: SEPTEMBER 2021

Section I: Issues

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

1. California Department of Pesticide Regulation
2. Proyecto Esperanza
3. Child Development Resources
4. Police Department
5. Mexican Consulate

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 (California Department of Pesticide Regulation)

- (a) Program or PSA series Title: California Department of Pesticide Regulation, Alex Cardenas

Date(s) and time(s) of broadcast: July 11th, 2021 (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: Alex Cardenas from California Department of Pesticide Regulation informs the community about protection and entertainment for Farm worker

2. Issue No.2 (Proyecto Esperanza)

(a) Program or PSA series Title: Proyecto Esperanza, Elvia Hernandez

Date(s) and time(s) of broadcast: July 25, 2021 (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:
Elvia Hernandez from Proyecto Esperanza informs the community about the organization and what they are doing to provide the Covid-19 vaccine to the community.

3. Issue No.3 (Child Development Resources)

(a) Program or PSA series Title: Child Development Resources, Luis Guereca

Date(s) and time(s) of broadcast: August 1st, 2020 (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: Luis Guereca from Child Development resources informed the community that everyone over 12 years can receive the vaccine free of charge. Also, he informed that kids under 12 years old are still not eligible for the vaccine.

4. Issue No.4 (Police Department)

(a) Program or PSA series Title: Police Department, Detective Ernan Jauregui

Date(s) and time(s) of broadcast: August 29, 2021 (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:
Detective Ernan Jauregui came to talk to the community about sexual/prostitution situations and also about labor situations.



312 E. Mill Street Suite 302
Santa Maria, CA 93454
Phone: 805.928.9796

ASCERTAINMENT FORM

Organization:
Representative:
Title:
Signature:

California Dept of Pesticide Regulation
ALEX CADENAS
Outreach & Education Specialist
[Handwritten Signature]

Meiners

Problems & Issues facing our community

- Proteger a los trabajadores del campo de los Pesticidas y como proteger a sus familias
- Ofrecer entrenamientos a los trabajadores

Date Recorded: July 9th, 2021
To be aired on: July 11th, 2021



312 E. Mill Street Suite 302
Santa Maria, CA 93454
Phone: 805.928.9796

ASCERTAINMENT FORM

Organization: Proyecto Esperanza 805-276-7671
Representative: Elvia Hernandez
Title: Coordinadora del Proyecto
Signature: Elvia Hernandez

Problems & Issues facing our community

vacuna

Presentación del Programa y Promoviendo
la Vacuna en las instalaciones de la
Iglesia.

Hablando un poco de los prejuicios sobre
la vacuna.

Date Recorded: 7/22/21
To be aired on: 7/25/21



312 E. Mill Street Suite 302
Santa Maria, CA 93454
Phone: 805.928.9796

ASCERTAINMENT FORM

Organization: CHILD DEVELOPMENT RESOURCES
Representative: LUIS GUERRECA
Title: COORDINADOR DE ALCANCE COMUNITARIO (Community Outreach Coordinator)
Signature: [Handwritten Signature]

Problems & Issues facing our community

ES EN ESTE MOMENTO, CUALQUIER PERSONA MAYOR
DE 12 AÑOS PUEDE RECIBER LA VACUNA
TOTALMENTE GRATUITA.

EN ESTE MOMENTO, LA VACUNA NO ESTA
DISPONIBLE PARA NIÑOS MENORES DE 12 AÑOS.

Date Recorded: 7/29/21
To be aired on: 8/1/21



312 E. Mill Street Suite 302
Santa Maria, CA 93454
Phone: 805.928.9796

ASCERTAINMENT FORM

Organization: ERNAN JAUREGUT Police Department
Representative: DETECTIVE
Title: _____
Signature: [Signature]

Problems & Issues facing our community

TRATA DE PERSONA.
TRATA SEXUAL / PROSTITUTION
TRATA LABORAL


[Handwritten signature]
8/26/21


Date Recorded: 8/26/21
To be aired on: 8/29/21

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Phone: 805.928.9796

ASCERTAINMENT FORM

Organization: Mex Consulate
Representative: Evaldes Del Moral
Title: Consul of Mexico
Signature: 

Received


Problems & Issues facing our community

- Covid 19 , Vaccination
- Immigration

Date Recorded: 9/8/21
To be aired on: 9/12/21

PSA Quarterly List

Station Call Letters: KSMY
For quarter ending: September 2021

Community issue: Traffic Congestion

1. USDA-Consejos 4 de Julio
2. Smoky Bear Wildfire Prevention
3. Help Children with Disabilities and Limited Resources
4. Anxiety
5. Help Families Discover Local Parks & Forests
6. America faces growing drug use

Responsive programming:

(1) Public service announcement, July 1st, 2021- July 4, 2021: various times: PSA informs the community about everything that has to do with security for the 4th of July weekend. USDA.

(2) Public service announcement, July 12, 2021- July 25, 2021: various times: PSA informs the community about Wildfire prevention. Ad Council.

(3) Public service announcement, August 2nd 2021-August 15, 2021: various times: PSA informs the community about help for children with disabilities and limited resources. Constant Contact.

(4) Public service announcement, August 16, 2021- August 29th, 2021: various times: PSA is about Anxiety and what we need to do. SAMHSA.

(5) Public service announcement, September 6, 2021-September 12, 2021: various times: PSA is regarding helping families discover Local Parks & Forests. Ad Council.

(6) Public service announcement, September 13, 2021-September 26, 2021: various times: PSA is regarding America faces growing drug use. Constant Contact.



Brenda Madera <bmadera@lazerbroadcasting.com>

Fwd: 30/6: Consejos de seguridad alimentaria del USDA 4 de julio y respuestas a preguntas comunes sobre la parrilla -

1 message

Alicia Miranda <amiranda@lazerbroadcasting.com>
To: Brenda Madera <bmadera@lazerbroadcasting.com>

Thu, Jun 24, 2021 at 10:12 AM

FYI. This could be good to get PSA's

Alicia Miranda
Corporate Controller
Lazer Broadcasting Corporation
200 S. A Street, Suite 400
Oxnard, CA 93030
Phone: (805) 240-2070
Fax: (805) 240-5960

amiranda@lazerbroadcasting.com

----- Forwarded message -----

From: **Virginia Gamboa** <gamboa@teamsubjectmatter.com>

Date: Thu, Jun 24, 2021 at 3:00 AM

Subject: 30/6: Consejos de seguridad alimentaria del USDA 4 de julio y respuestas a preguntas comunes sobre la parrilla

To: <aliciahm@radiolazer.com>

Buenos días,

Tengo un segmento de entrevista divertido e informativo el 4 de julio que quería proponer a usted y a su equipo.

El miércoles 30 de junio tendré expertos en seguridad alimentaria del USDA disponibles para entrevistas EN VIVO o grabadas para hablar sobre todo lo relacionado con la seguridad alimentaria del 4 de julio. Mientras millones de estadounidenses se dirigen a picnics, asisten a barbacoas y encienden la parrilla ese día y durante todo el verano, el Departamento de Agricultura de los Estados Unidos (USDA) está ayudando a los maestros asadores experimentados, los asadores primerizos y cualquier otra persona que prepare comida este verano a conservar la comida. La seguridad es lo más importante.

El miércoles 30 de junio, los expertos en seguridad alimentaria del USDA están disponibles todo el día para discutir los cuatro pasos para mantener los alimentos seguros (limpiar, separar, cocinar y enfriar) este 4 de julio y durante todo el verano, así como para responder preguntas comunes sobre la parrilla como:

· ¿Es el color un indicador confiable de seguridad y cocción?

- ¿Qué debo hacer con los productos congelados que están precocidos o pre-dorados?
¿Qué significan frases como "Cocine y sirva", "Listo para cocinar" y "Listo para horno"?
- ¿Cómo debo manipular las carnes ablandadas mecánicamente a las que se les han agregado adobos?
- ¿Cuándo y cómo debo usar un termómetro para alimentos? ¿A qué temperaturas debo cocinar hamburguesas y salchichas?
- ¿Qué es la Zona de Peligro y cómo la evito?
- ¿Qué necesito para mantener las cosas limpias antes, durante y después de la preparación de alimentos?
- ¿Dónde puedo obtener más información sobre seguridad alimentaria?

Por favor, avíseme si desea programar un horario para una entrevista y con gusto lo pondré en el programa.

Saludos

Virginia
571-432-6195

El USDA ofrece consejos de seguridad alimentaria para el 4 de julio a los profesionales y principiantes de la parrilla

Respuestas a preguntas comunes sobre la parrilla, los cuatro pasos para la seguridad alimentaria, cuándo y cómo usar un termómetro para alimentos y cómo evitar la zona de peligro

Los expertos en seguridad alimentaria del USDA están disponibles para entrevistas EN VIVO el miércoles 30 de junio de 7 AM A 12:00 PM ET y el jueves 1 de julio de 6 AM to 12:00 PM ET

Mientras millones de estadounidenses se dirigen a picnics, asisten a barbacoas y encienden la parrilla este 4 de julio y durante todo el verano, el Departamento de Agricultura de los Estados Unidos (USDA) está ayudando a los consumidores a aprender cómo protegerse con los cuatro pasos para la seguridad alimentaria y las respuestas comunes. preguntas sobre la parrilla.

Los CDC estiman que las enfermedades transmitidas por alimentos provocan que aproximadamente 48 millones de personas se enfermen, 128,000 hospitalizaciones y 3,000 muertes en los Estados Unidos. Anualmente, y desafortunadamente las tasas de enfermedades transmitidas por alimentos tienden a aumentar durante los meses de verano. Tanto los expertos en asadores experimentados como los asadores principiantes deben tener en cuenta los cuatro pasos para la seguridad alimentaria: limpiar, separar, cocinar y enfriar.

Limpiar: si está asando a la parrilla y comiendo al aire libre, averigüe si hay una fuente de agua limpia. De lo contrario, lleve agua para la preparación y limpieza de alimentos, o empaque paños limpios, toallitas húmedas a base de alcohol y desinfectante de manos que contenga al menos 60% de alcohol para limpiar superficies y manos.

Separar: mantenga las carnes crudas separadas de otros alimentos, como frutas y verduras, para evitar la contaminación cruzada.

Cocinar: Confirme que los alimentos estén cocidos a una temperatura interna mínima segura usando siempre un termómetro para alimentos.

Enfriar: asegúrese de que su hielera esté completamente equipada con hielo o paquetes de gel congelado para ayudar a mantener fríos los alimentos perecederos. Empaque las bebidas en una hielera y los alimentos perecederos en otra hielera. Las bacterias crecen rápidamente en la "Zona de peligro" entre 40 F y 140 F. No deje la comida afuera por más de dos horas, o una hora si hace más de 90 F afuera. Al servir alimentos, es importante recordar mantener calientes los alimentos calientes y fríos los alimentos fríos.

Los expertos en seguridad alimentaria del USDA están disponibles para discutir los cuatro pasos para mantener los alimentos seguros este 4 de julio y durante todo el verano, así como para responder preguntas comunes sobre la parrilla, tales como:

- ¿Es el color un indicador confiable de seguridad y cocción?
- ¿Qué debo hacer con los productos congelados que están precocidos o dorados? ¿Qué significan frases como "Cocine y sirva", "Listo para cocinar" y "Listo para horno"?
- ¿Cómo debo manipular las carnes ablandadas mecánicamente a las que se les han agregado adobos?
- ¿Cuándo y cómo debo usar un termómetro para alimentos? ¿A qué temperaturas debo cocinar hamburguesas y salchichas?
- ¿Qué es la Zona de Peligro y cómo la evito?
- ¿Qué necesito para mantener las cosas limpias antes, durante y después de la preparación de alimentos?
- ¿Dónde puedo obtener más información sobre seguridad alimentaria?

Para cualquier pregunta sobre la seguridad alimentaria durante el verano, se alienta a los estadounidenses a llamar a la línea directa de carne y aves de corral del USDA al 1-888-MPHotline (1-888-674-6854) o chatear en vivo en ask.usda.gov de 10 a.m. a 6 p.m. Hora del Este, de lunes a viernes.

Para programar una entrevista, comuníquese con Virginia Gamboa al 571-432-6195

Las entrevistas son por cortesía del USDA.

Subject Matter | 1201 New York Avenue NW, Suite 900, Washington, DC 20005

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Sent by gamboa@teamsourcematter.com



Brenda Madera <bmadera@lazerbroadcasting.com>

Fwd: Smokey Bear Wildfire Prevention PSAs

1 message

Elizabeth Plascencia <lizp@lazerbroadcasting.com>
To: Brenda Madera <bmadera@lazerbroadcasting.com>

Fri, Mar 26, 2021 at 8:41 AM

Elizabeth Plascencia
LAZER BROADCASTING CORP
200 So. A Street, 4th Floor
Oxnard, CA 93030

Begin forwarded message:

From: Sarah Kayson <skayson@adcouncil.org>
Date: March 26, 2021 at 4:49:58 AM PDT
To:
Subject: Smokey Bear Wildfire Prevention PSAs
Reply-To: skayson@adcouncil.org

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Nearly 9 out of 10 wildfires nationwide are caused by humans and could have been prevented.

Run new PSAs that bring Smokey

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Lengths: :60/:30

Languages: English, Spanish

Bear's iconic wildfire prevention message to life to encourage people to protect the lands they love by preventing wildfires.



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Social Security Administration

Help for Children with Disabilities and Limited Resources



Supplemental Security Income can change lives. Please help inform your listeners that financial assistance is available for people with low or no income.

Please download and begin airing these broadcast-quality PSAs today.

Extreme Reach

[Click Here](#)

NAB Public Service

[Click Here](#)

PSA Digital

[Click Here](#)

Financial help is available for parents or caregivers with low or no income who care for a child with a physical or mental disability or who are blind.

The Supplemental Security Income (SS) programs provides monthly cash payments to help meet a child's or teenager's basic needs for things like food, clothing, a place to live or disability-related needs. It's money that can make a meaningful difference.

We need your help to make sure that more people know about this important financial support, especially during the COVID-19 pandemic. Thank you in advance for airing our "The Life of a Child" PSAs (available in English and Spanish).

Please download and air these broadcast-quality PSAs today.

The Life of a Child-800 :60

La vida de un niño-800 :60

The Life of a Child-800 :30

La vida de un niño-800 :30



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and tomorrow

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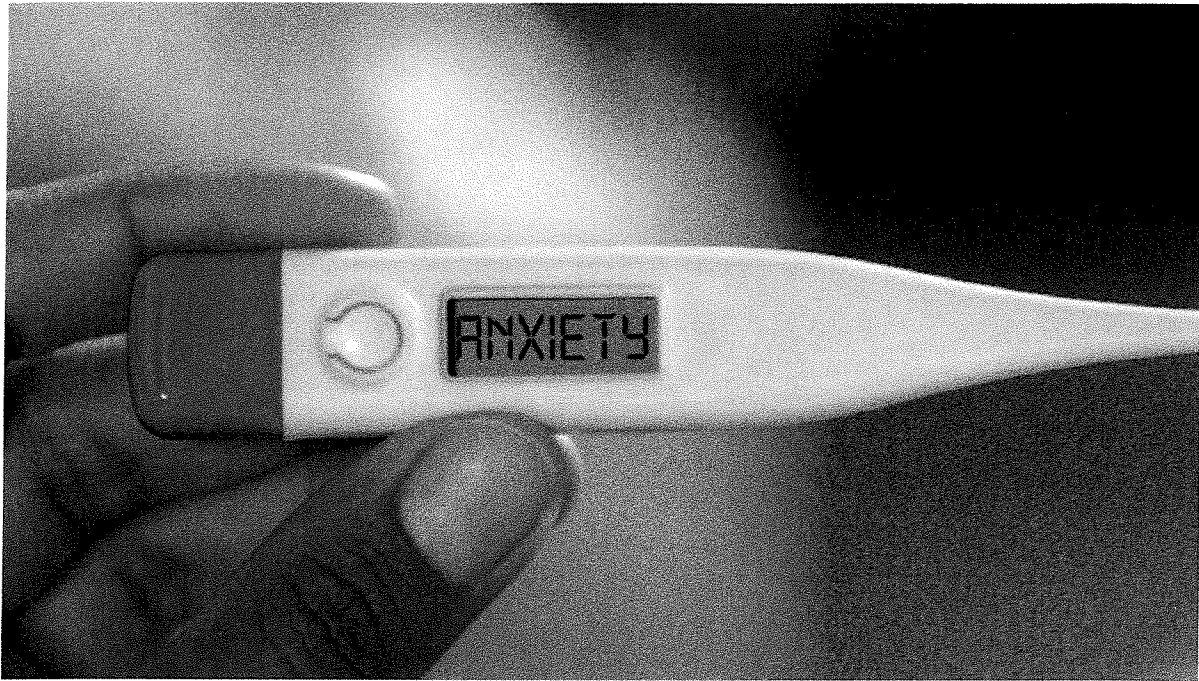
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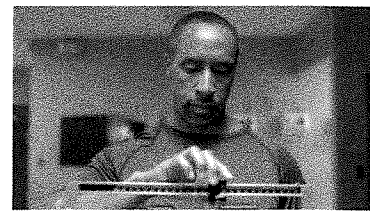
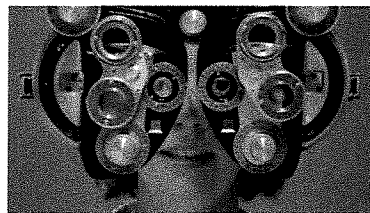


Mental illness is a growing crisis in the U.S. And too many people think they can sort out their mental health concerns on their own. Figuring out a diagnosis and developing a treatment plan takes professional guidance. And the sooner the better.



Your listeners need to know that getting help for mental health concerns can start with SAMHSA's National Helpline—available 24/7 and for free.

But it takes airtime to help get someone to make that call. Please give a minute to help us get this important message out. Thank you.



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ENGLISH

Can't Be Seen :60 SARM0236000
Can't Be Seen :30 SARM0237000
Can't Be Seen :20 SARM0238000

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Can't Be Seen :60 SARM0239000
Can't Be Seen :30 SARM0240000
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Brenda Madera <bmadera@lazerbroadcasting.com>

Fwd: New PSAs Help Families Discover Local Parks & Forests

1 message

Elizabeth Plascencia <lizp@lazerbroadcasting.com>
To: Brenda Madera <bmadera@lazerbroadcasting.com>

Wed, Jun 30, 2021 at 10:01 AM

Elizabeth Plascencia
Corporate Director of Operations

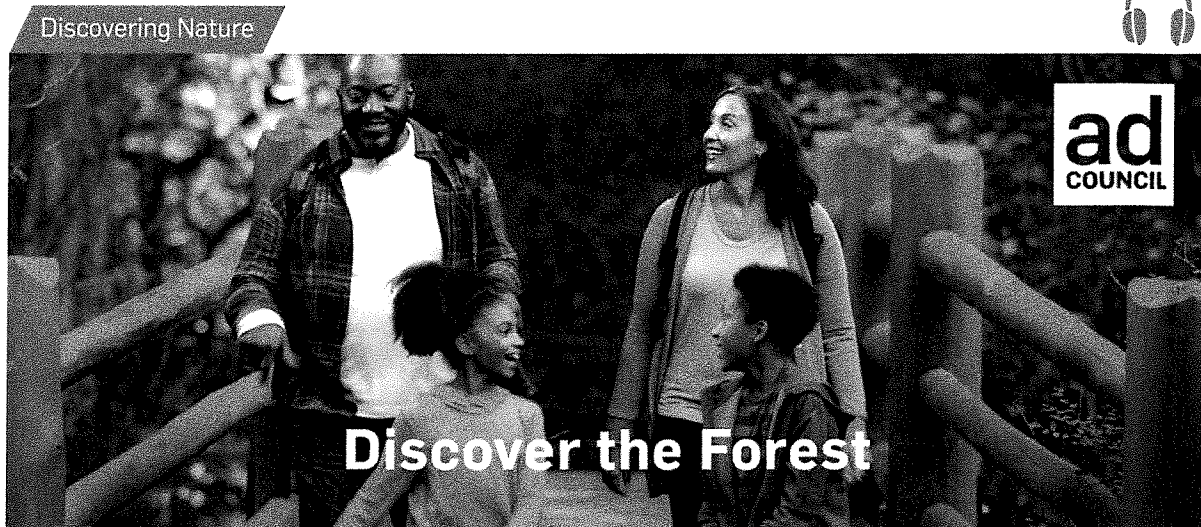
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200 South A St. 4th Flr. | Oxnard CA, 93030
Office: (805) 240-2070 | Fax: (805) 240-5960
www.LazerBroadcasting.com

----- Forwarded message -----

From: **Ad Council PSAs** <psacentral@adcouncil.org>
Date: Wed, Jun 30, 2021 at 10:00 AM
Subject: New PSAs Help Families Discover Local Parks & Forests
To:

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Download important Ad Council PSAs today



Stories come to life at local parks and forests.

They're places full of wonder, where imagination thrives, stories

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Lengths: :60/:30/:15

Languages: English, Spanish

come to life, and memories are made. Run PSAs to encourage Hispanic and Black parents to make the forest part of their family's story by experiencing nature firsthand.



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Brenda Madera <bmosfera@lazerbroadcasting.com>

Fwd: New Radio PSAs – America faces growing drug use

1 message

Alicia Miranda <amiranda@lazerbroadcasting.com>
To: Brenda Madera <bmosfera@lazerbroadcasting.com>

Thu, Jun 17, 2021 at 9:48 AM

FYI.

Alicia Miranda
Corporate Controller
Lazer Broadcasting Corporation
200 S. A Street, Suite 400
Oxnard, CA 93030
Phone: (805) 240-2070
Fax: (805) 240-5960

amiranda@lazerbroadcasting.com

----- Forwarded message -----

From: **Goodwill Communications Inc.** <barbara@goodwillcommunications.com>
Date: Thu, Jun 17, 2021 at 4:30 AM
Subject: New Radio PSAs – America faces growing drug use
To: <aliciahm@radiolazer.com>

As America faces growing drug use, let's put help in the right hands.



What if you went to your hiding place, and found this? What would you do?

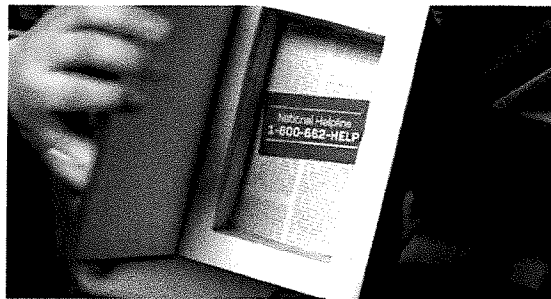
Drug use—including marijuana, cocaine, methamphetamine, as well as prescription drug misuse and illicit opioids—among adults is on the rise. The COVID-19 pandemic has contributed to increased drug use. But help is available. And close at hand.



The risks of drug use go beyond dependence and addiction—to injury, violence, long-term health problems, sleep and psychological issues, along with legal and family crises.



Your listeners need to know that help is available and surprisingly easy to access. Anyone can use Substance Abuse and Mental Health Services Administration (SAMHSA) resources to learn more and connect to 24-hour, free, and confidential treatment referral in English and Spanish.



But it takes the power of airtime to bring the message home. In the right hands, one number can change lives. Please give a minute of your time to help us get the word, and the number, out. Thank you.



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ENGLISH

Hiding Places :60 English (code SARM0212000)
Hiding Places :30 English (code SARM0213000)
Hiding Places :20 English (code SARM0214000)

SPANISH

Hiding Places :60 Spanish (code SARM0215000)
Hiding Places :30 Spanish (code SARM0216000)
Hiding Places :20 Spanish (code SARM0217000)

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9/30/21, 10:27 AM

radiolazer.com Mail - Fwd: New Radio PSAs – America faces growing drug use

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