



Quarterly Programs and Issues Report

4th Quarter 2017 38.2

October 1, 2017 to December 31, 2017

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This report shows the programming aired on KSCE addressing those issues and problems significant to El Paso's public.

The following information is given within each issue's heading:

Title of Program

Length of Program

Number of Airings This Quarter

Subject Addressed in the Program

PSAs from October 1, 2017 to December 31, 2017

PUBLIC SERVICE ANNOUNCEMENTS: ECONOMY AND FIGHT AGAINST POVERTY **October 1, 2017 to December 31, 2017**

Americorps 15, 30, 60 second spots, aired
Approximately 100 times, ROS, October 1, 2017 to December 31, 2017
Program inviting people to help in their community. By the National community service.

Banco de Alimentos 30 second spot, aired
Approximately 45 times, ROS, October 1, 2017 to December 31, 2017
Food Banks available to people in need. By the Ad Council

Coast Guard 30 second spot, aired
Approximately 20 times, ROS, October 1, 2017 to December 31, 2017
I train with the best. By Coast Guard

Hipoteca Vivienda 60 second spot, aired
Approximately 60 times, ROS, October 1, 2017 to December 31, 2017
Aid available to all people who are in mortgage trouble. By the Ad Council

IRS-Freefile 15, 30 seconds spots, aired
Approximately 90 times, ROS, October 1, 2017 to December 31, 2017
Free Tax support. By irs.org

Marine Corps 60 second spot, aired
Approximately 35 times, ROS, October 1, 2017 to December 31, 2017
The few, the proud. By marines.com

Marine-For Country 30, 60 second spots, aired
Approximately 55 times, ROS, October 1, 2017 to December 31, 2017
The few, the proud. By marines.com

Marines-Pride of Nation 30 second spots, aired
Approximately 20 times, ROS, October 1, 2017 to December 31, 2017
The few, the proud. By marines.com

National Guard-Fire 15, 30 second spots, aired
Approximately 45 times, ROS, October 1, 2017 to December 31, 2017
In case of fire in nature. By national guard

National Guard-Flood 15, 30 second spots, aired
Approximately 45 times, ROS, October 1, 2017 to December 31, 2017
In case of flood. By national guard

National Guard 30 second spots, aired
Approximately 65 times, ROS, October 1, 2017 to December 31, 2017
Basic training. By national guard

Pride Marines 60 second spots, aired
Approximately 15 times, ROS, October 1, 2017 to December 31, 2017
The few, the proud. By marines.com

SS Don Francisco 30 second spot, aired
Approximately 50 times, ROS, October 1, 2017 to December 31, 2017
Social security benefits available online. By segurosocial.gov

World Vision 30, 60 second spot, aired
Approximately 55 times, ROS, October 1, 2017 to December 31, 2017
Help feed the poor in Africa. By World Vision

PUBLIC SERVICE ANNOUNCEMENTS: EDUCATION
October 1, 2017 to December 31, 2017

Clases GED 30 second spot, aired
Approximately 35 times, ROS, October 1, 2017 to December 31, 2017
Obtain your GED diploma. By the ad council

PUBLIC SERVICE ANNOUNCEMENTS: HEALTH ISSUES
October 1, 2017 to December 31, 2017

Career Day 30, 60 second spot, aired
Approximately 50 times, ROS, October 1, 2017 to December 31, 2017
This is my dad, I am proud of him. By department of veteran affairs

Por Que 30 second spot, aired
Approximately 40 times, ROS, October 1, 2017 to December 31, 2017
Equal opportunities for all. By EPA

Walk Away From No 30 second spot, aired
Approximately 20 times, ROS, October 1, 2017 to December 31, 2017
Nothing is impossible. By Kessler foundation

**PUBLIC SERVICE ANNOUNCEMENTS: PUBLIC SAFETY
October 1, 2017 to December 31, 2017**

Buckle Right 30 second spot, aired
Approximately 70 times, ROS, October 1, 2017 to December 31, 2017
Buckle up your kids. By the Texas department of transportation

Garage 30 second spot, aired
Approximately 60 times, ROS, October 1, 2017 to December 31, 2017
Drive safely. By the Texas department of transportation

Manejar Borracho 10, 30 second spot, aired
Approximately 90 times, ROS, October 1, 2017 to December 31, 2017
Don't drink and drive. By the U.S. department of transportation

Safer Car- Choques 30, 60 second spot, aired
Approximately 25 times, ROS, October 1, 2017 to December 31, 2017
Be alert at all times. By the ad council

Safer Car- Niños 30 second spot, aired
Approximately 40 times, ROS, October 1, 2017 to December 31, 2017
Keep your kids safe. By the ad council

PUBLIC SERVICE ANNOUNCEMENTS: CRIME
October 1, 2017 to December 31, 2017

Fabrica De Pelotas 30 second spot, aired
Approximately 40 times, ROS, October 1, 2017 to December 31, 2017
Child labor ad by UNICEF

Reporta El Graffiti 30 second spot, aired
Approximately 20 times, ROS, October 1, 2017 to December 31, 2017
Graffiti is illegal. By El Paso police department

PUBLIC SERVICE ANNOUNCEMENTS: DRUGS & ALCOHOL ABUSE
October 1, 2017 to December 31, 2017

En Control 15, 30 second spot, aired
Approximately 140 times, ROS, October 1, 2017 to December 31, 2017
Give a positive meaning to life. Department of health of the U.S.

Jovenes Drug Free 15, 30 second spot, aired
Approximately 65 times, ROS, October 1, 2017 to December 31, 2017
When yelling becomes silence. By the department of state health services

Jovenes Drug Free 2 15, 30 second spot, aired
Approximately 55 times, ROS, October 1, 2017 to December 31, 2017
When yelling becomes silence. By the department of state health services

Perderlo Todo-Borracho 30 second spot, aired
Approximately 15 times, ROS, October 1, 2017 to December 31, 2017
Addictions can make you lose it all. U.S. department of Transportation

PUBLIC SERVICE ANNOUNCEMENTS: HEALTH
October 1, 2017 to December 31, 2017

Asma 30 second spot, aired
Approximately 70 times, ROS, October 1, 2017 to December 31, 2017
One asthma attack could be enough. By the ad council

Asma Musical Aspira 60 second spot, aired
Approximately 70 times, ROS, October 1, 2017 to December 31, 2017
Vacuum the floors to prevent asthma. By the ad council

Asma Musical Moo 60 second spot, aired
Approximately 20 times, ROS October 1, 2017 to December 31, 2017
Remove mold to prevent asthma. By the ad council

Autismo 15, 30 second spot, aired
Approximately 70 times, ROS, October 1, 2017 to December 31, 2017
The odds of having autism. By the ad council

Cancer – Mi Historia 30, 60 second spot, aired
Approximately 15 times, ROS, October 1, 2017 to December 31, 2017
My story and how I fought cancer. U.S. department of health

Cancer-Yo Tuve 30, 60 second spot, aired
Approximately 15 times, ROS, October 1, 2017 to December 31, 2017
I had cancer. By the U.S. department of health

Cepillar Dientes-Decoracion 15, 30 seconds spot, aired
Approximately 25 times, ROS, October 1, 2017 to December 31, 2017
It only takes two minutes. By the ad council

Cepillar Dientes-Elmo 30 second spot, aired
Approximately 25 times, ROS, October 1, 2017 to December 31, 2017
How to brush teeth. By the ad council

Cepillar Dientes Ratones 60 second spot, aired
Approximately 30 times, ROS, October 1, 2017 to December 31, 2017
You can do a lot in two minutes. By the ad council

Gripe 30 second spot, aired
Approximately 55 times, ROS, October 1, 2017 to December 31, 2017
Vaccinate against H1N1. By the Texas department of health

Lavar Alimentos 30 second spot, aired
Approximately 40 times, ROS, October 1, 2017 to December 31, 2017
Wash all food before cooking. By the Ad council

Continuation: Health

October 1, 2017 to December 31, 2017

Magular Degeneracion 30, 60 second spot, aired
Approximately 30 times, ROS, October 1, 2017 to December 31, 2017
Symptoms and prevention of magular degeneration. By ahaf.org

Medicare Hoy 30 second spot, aired
Approximately 40 times, ROS, October 1, 2017 to December 31, 2017
Protect your loved ones. By united healthcare

Plomo Bebes 30 second spot, aired
Approximately 25 times, ROS, October 1, 2017 to December 31, 2017
Protect your children form lead. By the EPA

Separar Alimentos 30 second spot, aired
Approximately 35 times, ROS, October 1, 2017 to December 31, 2017
Always store separately all food. By the ad council.

Saint Jude 15, 30, 60 second spots, aired
Approximately 90 times, ROS, October 1, 2017 to December 31, 2017
Saint Jude helps all children with cancer. By saint Jude research hospital

Virus Sika 30 second spot, aired
Approximately 80 times, ROS, October 1, 2017 to December 31, 2017
How to prevent sika virus. By VOA noticias

Virus Sika-Plaza Sesamo 30 second spot, aired
Approximately 80 times, ROS, October 1, 2017 to December 31, 2017
Kids help prevent sika virus. By VOA noticias

**PUBLIC SERVICE ANNOUNCEMENTS: SOCIAL ISSUES &
FAMILY MATTERS October 1, 2017 to December 31, 2017**

Adopcion Galletas 30 second spot, aired
Approximately 45 times, ROS, October 1, 2017 to December 31, 2017
Don't need to be a perfect father. By adopt U.S. kids

Auto 10, 15, 20, 30, 60 seconds spot, aired
Approximately 35 times, ROS, October 1, 2017 to December 31, 2017
Patience, pass it on. By foundation for a better life

Autobus 10, 15, 20, 30 seconds spot, aired
Approximately 45 times, ROS, October 1, 2017 to December 31, 2017
Goodness, pass it on. By foundation for a better life

CASA Elena 30 seconds spot, aired
Approximately 35 times, ROS, October 1, 2017 to December 31, 2017
Meeting kids in hardship. By Texas casa

Character 45 second spot, aired
Approximately 35 times, ROS, October 1, 2017 to December 31, 2017
Personality. pass it on. By foundation for a better life

Color Esperanza 60, 90 seconds spot, aired
Approximately 20 times, ROS, October 1, 2017 to December 31, 2017
Hope, pass it on. By foundation for a better life

Comparte Amor 30, 60 seconds spot, aired
Approximately 25 times, ROS October 1, 2017 to December 31, 2017
Love, pass it on. By foundation for a better life

Compassion-Taxi 10, 30 seconds spot, aired
Approximately 35 times, ROS, October 1, 2017 to December 31, 2017
Compassion, pass it on. By foundation for a better life

Compromiso Veterans 15, 30, 60 seconds spot, aired
Approximately 25 times, ROS, October 1, 2017 to December 31, 2017
Veterans committed. By veteranscrisisline.net

Con Alas 30, 60 seconds spot, aired
Approximately 15 times, ROS, October 1, 2017 to December 31, 2017
Live life, pass it on. By foundation for a better life

**Continuation: Social Issues & Family Matters
October 1, 2017 to December 31, 2017**

El Futbol 10, 15, 20, 30 seconds spot, aired
Approximately 20 times, ROS, October 1, 2017 to December 31, 2017
Opportunity, pass it on. By foundation for a better life

El Bateador 10, 15, 20, 30, 60 seconds spot, aired
Approximately 20 times, ROS, October 1, 2017 to December 31, 2017
Trust, pass it on. By foundation for a better life

El Boxeador 60 seconds spot, aired
Approximately 45 times, ROS, October 1, 2017 to December 31, 2017
Help kids get out of crime. By Campana de la comunicacion

El Cemento 10, 15, 20, 30 seconds spot, aired
Approximately 40 times, ROS, October 1, 2017 to December 31, 2017
Patience, pass it on. By foundation for a better life

El Restaurante 10, 15, 20, 30 seconds spot, aired
Approximately 15 times, ROS, October 1, 2017 to December 31, 2017
Gratitude, pass it on. By foundation for a better life

El Cohete 10, 15, 20, 30 seconds spot, aired
Approximately 30 times, ROS, October 1, 2017 to December 31, 2017
Perseverance, pass it on. By foundation for a better life

El Hogar 30, 60 seconds spot, aired
Approximately 20 times, ROS, October 1, 2017 to December 31, 2017
Family, pass it on. By foundation for a better life

El Mundo 30, 60, 90 seconds spot, aired
Approximately 35 times, ROS, October 1, 2017 to December 31, 2017
Beauty of the world, pass it on. By foundation for a better life

El Pan 10, 15, 20, 30 seconds spot, aired
Approximately 50 times, ROS, October 1, 2017 to December 31, 2017
Generosity, pass it on. By foundation for a better life

**Continuation: Social Issues & Family Matters
October 1, 2017 to December 31, 2017**

Generosidad-Comida 30 second spot, aired
Approximately 50 times, ROS, October 1, 2017 to December 31, 2017
Generosity, pass it on. By foundation for a better life

Honestidad Tickets 60 second spot, aired
Approximately 25 times, ROS, October 1, 2017 to December 31, 2017
Honesty, pass it on. By foundation for a better life

La Amistad - Baseball 30 second spot, aired
Approximately 15 times, ROS, October 1, 2017 to December 31, 2017
Friendship, pass it on. By foundation for a better life

La Cortesia 45 second spot, aired
Approximately 35 times, ROS, October 1, 2017 to December 31, 2017
Courtesy, pass it on. By foundation for a better life

La Imaginacion 30, 60 second spots, aired
Approximately 40 times, ROS, October 1, 2017 to December 31, 2017
Imagination, pass it on. By foundation for a better life

La Luz 30, 60 second spots, aired
Approximately 30 times, ROS, October 1, 2017 to December 31, 2017
Set the example, pass it on. By foundation for a better life

La Puerta 10, 15, 20, 30 second spots, aired
Approximately 20 times, ROS, October 1, 2017 to December 31, 2017
Kindness, pass it on. By foundation for a better life

La Rutina 30, 60, 90 second spots, aired
Approximately 50 times, ROS, October 1, 2017 to December 31, 2017
Communication, pass it on. By foundation for a better life

Llegar a Ti 30, 60 second spots, aired
Approximately 35 times, ROS, October 1, 2017 to December 31, 2017
Power of love, pass it on. By foundation for a better life

**Continuation: Social Issues and Family Matters
October 1, 2017 to December 31, 2017**

Pelota Perdida 10, 15, 20, 30, 60 second spots, aired
Approximately 40 times, ROS, October 1, 2017 to December 31, 2017
Correct decision, pass it on. By foundation for a better life

Pinata 10, 15, 20, 30 second spots, aired
Approximately 35 times, ROS, October 1, 2017 to December 31, 2017
Sharing, pass it on. By foundation for a better life

Protect Your Everyday 30, 60 second spots, aired
Approximately 40 times, ROS, October 1, 2017 to December 31, 2017
Be always alert. By department of homeland security

Puedes Volar 30, 60 second spots, aired
Approximately 15 times, ROS, October 1, 2017 to December 31, 2017
Follow your dreams, pass it on. By foundation for a better life

Quinceanera 15, 30, 60 second spots, aired
Approximately 30 times, ROS, October 1, 2017 to December 31, 2017
Friendship, pass it on. By foundation for a better life

Que Te Gustaria Ver 20, 30, 60 second spots, aired
Approximately 70 times, ROS, October 1, 2017 to December 31, 2017
What would you like to see? By seeabettertommorrow.org

Regulated Child Care 30 second spots, aired
Approximately 15 times, ROS, October 1, 2017 to December 31, 2017
Unsafe daycare services. By noesteascuras.org

Regulated Child Care 2 30 second spots, aired
Approximately 30 times, ROS, October 1, 2017 to December 31, 2017
Don't blindfold yourself. By noesteascuras.org

Siempre Aqui 30, 60, 90 second spot, aired
Approximately 20 times, ROS, October 1, 2017 to December 31, 2017
Devotion, pass it on. By foundation for a better life

**Continuation: Social Issues and Family Matters
October 1, 2017 to December 31, 2017**

Stand Up TV (Keep my TV) 30 second spot, aired
Approximately 35 times, ROS, October 1, 2017 to December 31, 2017
Tell congress how you feel about public TV. By keepmytv.org

Tienda de Musica 30, 60, second spots, aired
Approximately 20 times, ROS, October 1, 2017 to December 31, 2017
Honesty, pass it on. By foundation for a better life

Todo es Posible 10, 15, 20, 30, 60 second spots, aired
Approximately 45 times, ROS, October 1, 2017 to December 31, 2017
Friendship, pass it on. By foundation for a better life

**PUBLIC SERVICE ANNOUNCEMENTS: VETERANS CONCERNS
October 1, 2017 to December 31, 2017**

Veteranos ACT 15, 30, 60 second spots, aired
Approximately 55 times, ROS October 1, 2017 to December 31, 2017
One action can make all the difference. By U.S. department of veteran affairs

Veteranos Crisis 15, 30, 60 second spots, aired
Approximately 35 times, ROS, October 1, 2017 to December 31, 2017
Veterans in mental crisis. By U.S. department of veteran affairs

Veteranos Mickiela 15, 30, 60 second spots, aired
Approximately 90 times, ROS, October 1, 2017 to December 31, 2017
Homeless veterans. By U.S. department of veteran affairs

**PUBLIC SERVICE ANNOUNCEMENTS: ENVIRONMENTAL
CONCERNS October 1, 2017 to December 31, 2017**

Cualquier Cosa 90 seconds spot, aired
Approximately 25 times, ROS, October 1, 2017 to December 31, 2017
Anything can help. By earth communications office

De Pesca 30 seconds spot, aired
Approximately 45 times, ROS, October 1, 2017 to December 31, 2017
Fishing license. By vamosapescar.org

El Bosque 30 second spot, aired
Approximately 30 times, ROS, October 1, 2017 to December 31, 2017
The forest is near you. By ad council

Questionario Radon 30, 60 seconds spot, aired
Approximately 20 times, ROS, October 1, 2017 to December 31, 2017
There could be radon in your home. By the EPA

Questionario Radon 2 30, 60 seconds spot, aired
Approximately 15 times, ROS, October 1, 2017 to December 31, 2017
There could be radon in your home. By the EPA

Radon Bebes 60 seconds spot, aired
Approximately 20 times, ROS, October 1, 2017 to December 31, 2017
Radon could affect your children. By the EPA

Radon En Casa 30, 60 seconds spot, aired
Approximately 15 times, ROS, October 1, 2017 to December 31, 2017
There could be radon in your home. By the EPA

DRUGS AND ALCOHOL IN SPANISH

October 1, 2017 to December 31, 2017

Vida Dura

Pastor: Omar Morillo

10/26/2017

Thursday

Airs

10:30 pm to 11:00 pm

Subject: Addictions

Morillo goes over three different stories where men and women have been victims of an addiction to either drugs or alcohol. The stories portray the causes of these individuals to fall into their addiction as well as the consequences.

Controversia

Host: Caleb Quispe, Rolando Salazar

12/01/2017

Friday

Airs

5:00 pm to 6:00 pm

Subject: Alcoholism

A panel of young men and women along with host Caleb Quispe and expert Rolando Salazar discuss myths and facts about the consumption of alcohol. They describe the difference between an occasional drinker and an alcoholic. They also talk about the causes that may lead a person to have these problems.

HEALTH IN SPANISH

October 1, 2017 to December 31, 2017

Bienestar

Host: Natalia Arguello

10/27/2017

Friday

Airs

2:00 pm to 2:30 pm

Subject: Depuration

Host Natalia Arguello gives the audience recipes and advice on how to cleanse the body for a better health in general. Arguello introduces different fruits and vegetables that can help in the depuration process.

Borron Y Cuenta Nueva

Host: Pablo Lopez, Anibal Romero

11/01/2017

Wednesday

Airs

10:00 am to 11:00 am

Subject: Sleep

Psiquiatrists Pablo Lopez and Anibal Romero talk about the benefits of sleeping well. Both hosts analyze responses from the audience in regards to sleeping habits to give the best recommendations for a good healthy rest.

Entre Nosotras

Host: Maggie Aguilar and Gabriela Castillo

12/13/2017

Wednesday

Airs

6:00 am to 7:00 am

Subject: Water and Lactation

Airs

1:30 pm to 2:30 pm

Maggie Aguilar along with different experts approaches the importance of drinking water during the lactation period for women. She also goes on giving a few tips that can help relax the body for those moms who are breastfeeding through massage therapy.

SOCIAL ISSUES AND FAMILY MATTERS IN SPANISH
October 1, 2017 to December 31, 2017

Emprendedoras

Host: Dr Ana Lidia Zapico

10/31/2017

Tuesday

Airs

6:00 pm to 6:30 pm

Subject: Relationships between Parents and Children

Dr Zapico along with a panel discusses the importance of a united family with good communication. They explain the need for parents to maintain a relationship with their children in order to have a functional family.

Tiempo Real

Pastor: Doriany Sanchez

10/31/2017

Tuesday

Airs

6:30 am to 7:00 am

Subject: Benefits of Laughing

Airs

2:00 pm to 2:30 pm

Are there any health benefits of laughing? Doriany Sanchez interviews different experts in order to find the answer to this question and others related to this human reaction.

Controversia

Host: Caleb Quispe, Guillermo Serrano

10/31/2017

Friday

Airs

5:00 pm to 6:00 pm

Subject: Illegal Products

The consumption of products of forged brands and how that is a very common practice is discussed in this episode by the panel and the host Caleb Quispe. They talk about how some products are illicit and yet people buy them on a daily basis.

La Vida Ahora

Host: Guillermo Serrano

11/16/2017

Thursday

Airs

10:00 pm to 10:30 pm

Subject: Hear and Listen

Guillermo Serrano talks about how some people can hear, but they don't really listen to what is happening around them.

Controversia**Host: Caleb Quispe, Italo Pino****11/17/2017****Friday****Airs****5:00 pm to 6:00 pm****Subject: First Impressions**

Mr Quispe along with expert Italo Pino, talks about why a first impression is so important in the human interaction. A panel of teenagers also contributes as they say what matters when meeting a person for the first time and how certain characteristics define if they like someone or not.

La Vida Ahora**Host: Guillermo Serrano****11/30/2017****Thursday****Airs****10:00 pm to 10:30 pm****Subject: Pleasure of Learning**

Guillermo Serrano explains the importance of always learning new things for the human brain. He talks about how a certain need of our nervous system to acquire new knowledge.