



## Quarterly Programs and Issues Report

4<sup>th</sup> Quarter 2017 38.2

**October 1, 2017 to December 31, 2017**

Submitted By: Julio Chavez

January 8, 2018

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 Bebés** 30 second spot, aired  
Approximately 25 times, ROS, October 1, 2017 to December 31, 2017  
Protect your children from 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 [seeabettertomorrow.org](http://seeabettertomorrow.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](http://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](http://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.