



## Quarterly Programs and Issues Report

1st Quarter 2012 38.1  
January 1, 2012 to March 31, 2012

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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

## 1. VIOLENCE

### El Amor de Dios y Tu

Aired: Jan 10, 2012 9:30 PM to 10:00 PM 30 minutes

### Subject: Our neighbor is violence

Pastor, Bennie Salinas and Pastor Fernandez from the New Mexico Baptist Convention discussed gang violence in the small towns around the city. They discussed the terror that is rampant in those towns.

### Unidos En El Amor de Cristo

Aired: January 9, 11:30 AM to 12:30 PM 60-  
2012 11:30 PM to 12:30 AM minute

### Subject:

Pastor, Toni Estrada interviewed congregation members who have lost relatives in the cartel ears in Ciudad Juarez, Mexico. They shared that although they live in Las Cruces, NM., they have also been affected by the feuding factions.

### Unidos En El Amor de Cristo

Aired: Jan 11, 2012 11:30 AM to 12:30 PM 60-  
11:30 PM to 12:30 AM minute

### Subject:

Pastor, Emilio Fernandez talked about living under circumstances that make it very difficult for children to go to school and be bullied by peers.

### Orando por Nuestra Comunidad

Airs: Monday 12:30 PM to 1:00 PM 30  
Trough 12:30 AM to 1:00 AM Minutes  
Friday From January 1, to  
March 31, 2012

### Oracion por Cd. Juarez

Every weekday an average of 20 pastors per week come together and unite in prayer for our sister city Cd. Juarez, the most violent city in the world. The pastors and their guests pray for the government, the families, schools, businesses, churches, hospitals and all other entities of the city that has suffered violence in the city. The pastors who participate are from all the surrounding area including Las Cruces, NM and from El Paso as well as from Cd. Juarez.

## **PUBLIC SERVICE ANNOUNCEMENTS**

Public service announcements pertaining to violence, including domestic violence. These PSA'S are provided by different branches of government as well as entities from the public sector.

Crime Stoppers Two approx. 60 second spots (English and Spanish), aired ROS 4 or 5 times each day, throughout January, February and March.

Subject: To inform the public of local criminals wanted by the police. Spots are new each week.

Teen Dating Violence Spot aired ROS approximately 83 times ROS, throughout January, February and March.

Subject: To educate teens about dating dangers, and the proper way to treat each other.

Keira Knightly Domestic Violence Spot aired ROS approximately 79 times ROS throughout January, February and March.

Subject: To inform men and women that domestic violence is unacceptable, and there is help for the abused, and penalties for the abuser.



### III. WEATHER CHANGES ENVIRONMENTAL DAMAGE

For Better, For Worse, For Keeps

Aired: Tuesday 8:00 PM 60-minute

A panel of experts discussed the environmental affects that are still being felt after the earthquake in Japan and the tsunami that followed.

Decisión Point

Aired: 2-15-12 6:30 PM 30-minute

Holly Cobb addressed the soft winter that El Paso has enjoyed all season.

Unidos En El Amor de Cristo

Aired: 3-6-12 11:30 AM 60-minute  
11:30 PM

Pastor Chito Aguilar addressed the need for alternative fuel sources that can cut down and perhaps eliminate the contamination that a city of even a small population suffers.

Decisión Point

Aired: 2-22-12 6:30 PM 30-minute

Holly Cobb and guests discussed the need of more parks and the sustainment of natural resources during the growth of cities.

Unidos En El Amor de Cristo

Aired: 3-13-12 11:30 AM 60-minute  
11:30 PM

Pastor, Leo Rivera and Ernie Rodarte discussed the change in driving habits of individuals due to the high cost of fuel.

Decisión Point

Aired: 3-7-12 6:30 PM 30-minute

Holly Cobb and guests addressed the high incidence of allergies that people must endure during the season of spring.

#### IV. PATRIOTISM

Decisión Point

Subject:

Holly Cobb and other pastors talked about the importance of the family unit as being the pillars of a society and the importance of voting.

Decisión Point

Subject:

Aired: 3-28-12 6:30 PM 30-minute  
Holly Cobb interviewed former military officers who have maintained an active involvement in promoting patriotism and in particular the flag of the United States. June 14 is flag day and they wanted to insure that people were aware.

Decisión Point

Subject:

Aired: 2-15-12 6:30 PM 30-minute  
A panel of persons discussed the critical necessity of knowing political candidates and understanding their positions on the different issues that confront every citizen. Only then will a person vote with knowledge and affirmation.





## V. FAMILY

<u>Unidos En El Amor de Cristo</u>	Aired: 1-2-12	11:30 AM to 12:30 pm	60
<u>Subject: Order in Family Life</u>		11:30 PM to 12:30 am	minute
	Pastor, Vicente Estrada and his wife shared how this holiday season can only be truly enjoyed when the whole family can be together and participate in the festivities associated with the season./		
<u>Unidos En El Amor de Cristo</u>	Aired: 1-5-12	11:30 AM to 12:30 PM	60-
<u>Subject: The importance of a healthy diet in the family.</u>		11:30 PM to 12:30 AM	minute
	Pastor, Roberto Reyes and Jerry Escalante Discussed the importance of a family participation to support the needs and help find solutions for problems that arise when least expected.		
<u>Unidos En El Amor de Cristo</u>	Aired: 2-20-12	11:30 AM to 12:30 PM	60-
<u>Subject: Education</u>		11:30 PM to 12:30 AM	minute
	Dr. Hugo Mendez and a dietician discussed the importance of a well balanced meal program for the family. They stressed the significance of family participation in this endeavor.		

## **PUBLIC SERVICE ANNOUNCEMENT**

Local Support Agencies List Local two minute PSA that aired approximately 312 times, during January, February and March.

Subject: Phone numbers and addresses of various social agencies that offer help to the public in matters such as substance-abuse or medical help for the retired sector and other family needs.

VI EDUCATION / SCHOOL MATTERS

Unidos En El Amor de Cristo Aired: 1-24-12 11:30 AM to 12:30 PM 60  
 11:30 PM to 12:30 AM minute  
Subject: Self esteem in youths Pastor, Hector Ferrer and Pastor, Ernie Rodarte having first hand knowledge of school problems, they advised parents to be informed of their children's activities.

Unidos En El Amor de Cristo	Aired:	2-16-12	11:30 AM to 12:30 PM 11:30 PM to 12:30 AM	60 Minutes
Subject:	Jerry Escalante and Bob Cook talked about job opportunities in the southwest region but emphasized the need of a good education in order to secure employment that would provide a decent wage.			

## **PUBLIC SERVICE ANNOUNCEMENT**

Local Support Agencies List Local two minute PSA that aired approximately 312 times, during January, February and March.

Subject: Phone numbers and addresses of various social agencies that offer help to the public in matters such educational opportunities, learning help and other matters related to education issues.

IX SPIRITUAL NEEDS

English Language Programs:

<u>In Touch</u>	Aired: Sunday Tuesday	7:00am 1:00pm	60-minute
<u>First Baptist Tour</u>	Aired: Sunday	8:00am	60-minute
<u>Robert Schuller</u>	Aired: Sunday	9:00am	60-minute
<u>Believers Destiny</u>	Aired: Sunday	10:30am	30-minute
<u>Frazer Family Tour</u>	Aired: Sunday Monday	11:00am 1:00pm	60-minute
<u>Cornerstone</u>	Aired: Sunday Thursday	12:00pm 1:00pm	60-minute
<u>Turning Point</u>	Aired: Sunday	1:00pm	60-minute
<u>Love Worth Finding</u>	Aired: Sunday Friday	2:00pm 1:30pm	30-minute
<u>Winning Walk</u>	Aired: Sunday	2:30pm	30-minute
<u>Coral Ridge</u>	Aired: Sunday Friday	3:00pm 1:00pm	30-minute
<u>A. R. Bernard</u>	Aired: Sunday	3:30pm	30-minute
<u>Zola Levitt</u>	Aired: Sunday	4:30pm	30-minute
<u>Jewish Voice</u>	Aired: Sunday Tuesday Friday	5:00pm 7:30pm 8:30am	30-minute
<u>Mana Fest with Pery Stone</u>	Aired: Sunday Thursday	6:30pm 2:00am	30-minute
<u>Bible Concepts</u>	Aired: Thursday Monday	8:30am 1:30am	30-minute
<u>John Hagee Today</u>	Aired: Monday through Friday	6:30am	30-minute
<u>Word For Today</u>	Aired: Monday	7:00am	30-minute

		through Friday		
<u>Life Today</u>	Aired:	Monday through Friday	7:30am	30-minute
<u>Enjoying Everyday Life</u>	Aired:	Monday through Friday	8:00am	30-minute
<u>Precepts For Life</u>	Aired:	Monday	8:30am	30-minute
<u>Aspirina Women</u>	Aired:	Wednesday	8:30am	30-minute
<u>Quick Study</u>	Aired:	Monday through Friday	2:30pm	30-minute
<u>In His Steps</u>	Aired:	Monday	7:30pm	30-minute
<u>Jack Hayford</u>	Aired:	Sunday Tuesday	10:30pm 7:00pm	30-minute
<u>Gospel Restoration</u>	Aired:	Friday	7:00pm	30-minute

Spanish Language Programs:

<u>Unidos in El Amor de Cristo</u>	Aired:	Monday through Friday	11:30am 11:30pm	60-minute
<u>Orando Por Nuestra Comunidad</u>	Aired:	Monday through Friday	12:30pm 12:30am	30-minute
<u>El Pan de Vida</u>	Aired:	Wednesday	10:00pm	30-minute
<u>Palabra De Dios</u>	Aired:	Thursday	10:00pm	30-minute
<u>Vida Dura</u>	Aired:	Friday	10:00pm	30-minute
<u>La Gran Comision</u>	Aired:	Friday	10:30pm	30-minute
<u>Logos</u>	Aired:	Saturday	8:00pm	30-minute
<u>La Hora de Poder</u>	Aired:	Tuesday Saturday	8:30PM	60-minute
<u>El Amor de Dios y Tu</u>	Aired:	Saturday	9:30pm	30-minute

<u>El Amor Que Vale</u>	Aired:	Monday Saturday	10:00pm	30-minute
<u>La Voz</u>	Aired:	Saturday	10:30pm	30-minute
<u>Pescadores de Hombres</u>	Aired:	Wednesday Saturday	11:00pm	30-minute
<u>Operación Bendicion</u>	Aired:	Saturday	11:30pm	30-minute

#### Arabic Language Programs

<u>Renewing the Nations</u>	Aires:	Sunday	11:00pm	30-minute
<u>Diwaniya for Women</u>	Aires:	Saturday Sunday	3:30pm 11:30pm	30-minute
<u>Light for all Nations</u>	Aires:	Saturday Monday	4:00pm 12:00pm	30-minute
<u>Good News</u>	Aires:	Saturday Monday	4:30pm 12:30pm	30-minute
<u>Good Friends</u>	Aires:	Saturday Monday	3:00pm 1:00am	30-minute

X High Taxes

Unidos en el Amor de Cristo	Aired:	3-21-12	11:30 AM to 12:30 PM 11:30 PM to 12:30 AM	60 Minutes
Subject: The high cost of living.	With tax season upon us, Pastor, Leopoldo Rivera encouraged viewers to prepare and file taxes in a timely manner. Viewers were also encouraged to take advantage of tax preparers who offer free preparation.			