



## Quarterly Programs and Issues Report

4th Quarter 2013 38.2

October 1, 2013 to December 31, 2013

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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

## **I. ECONOMY/POVERTY/TAXES**

Unidos en el Amor de Cristo      10-15-2014

Weekdays:      11:30 AM to 12:30 PM

Jerry Escalante and Dr. Roger Gonzalez discussed the high taxes in El Paso as opposed to the taxes in other areas of the southwest. The property taxes in Dona Ana County which is directly adjacent to El Paso are approximately 60% lower than in El Paso. This has caused some people whose income is at below poverty levels to lose their homes.

Unidos en el Amor de Cristo      10-17-2014

Weekdays:      11:30 AM to 12:30 PM

Pastor Antonio Galvan has a rehabilitation center in Juarez, Mexico and deals with people that are picked up off the streets when it is very cold and run the risk of even death. The people that stay at his shelter are indigents that do not have any source of income and pastor Galvan has to find the means of feeding and sheltering these people.

Unidos en el Amor de Cristo      11-08-2014

Weekdays:      11:30 AM to 12:30 PM

Pastor, Omayra Layton from Las Cruces, New Mexico, which is in Dona County. Dona Ana County has been declared one of the poorest counties in the nation and members of their congregation are among the poorest of the county and the church makes every effort to help these families with food, clothing or any other items of primary needs.

Unidos en el Amor de Cristo      12-9-2014  
Weekdays:      11:30 AM to 12:30 PM

Pastor, David Haro and Gabriel Gonzalez discussed the state of the economy in our southwest area. They emphasized the news reports that have been given during this holiday season how the sales of most stores have been at a low in comparison to other years. They shared their personal situations and told how their spending habits had been diminished for lack of funds in this economy. Mr. Gonzalez suggested to viewers that we should all try and make the best of these situations and although the lack of funds made for a dismal holiday season, we should not let this mar our time with family.

## **Public Service Announcements: Economy, Poverty, Taxes.**

Economic and Social Council. One minute spot, aired approximately 80 times ROS, in October, November & December.

Poverty in America. One minute spot, aired approximately 62 times ROS, in October, November & December.

Fundacion Para Vida Mejor. - One minute spot, aired approximately 72 times ROS, in October, November & December.

Make Poverty History One minute spot, aired approximately 60 times ROS, in October, November & December.

Energy Access One minute spot, aired approximately 64 times ROS, in October, November & December.

Local Social Services and Agency List 1: Two minute spots that aired approximately 164 times ROS, during October, November & December. Provides names addresses and phone numbers of various support agencies such as City Tax Office, Regional Food Banks as well as Economic Assistance

## **2. JOBS & UNEMPLOYMENT**

Unidos en el Amor de Cristo      10-9-2014

Weekdays:      11:30 AM to 12:30 PM

Pastor Saul Moreno from Chaparral, New Mexico and Pastor Raul Padilla from Canutillo, Texas discussed the joblessness in both towns and how the people who live in those communities on many occasions have to leave to other cities and leave their families behind while they seek employment elsewhere. They also talked about how on some cases, the head of household does not return to their homes and eventually even stop sending money to meet the families needs.

Unidos en el Amor de Cristo      10-25-2014

Weekdays:      11:30 AM to 12:30 PM

Pastor Tencha Carmona shared how her husband remained unemployed for 26 months and how after his unemployment had run out she had to get another job to make ends meet. Pastor Carmona discussed how Mr. Carmona felt about the fact that even though he was seeking employment, he was not able to obtain it that caused strife and contention in the home. Both were very grateful that Mr. Carmona was able to find employment and relieve her of the second job.

Unidos en el Amor de Cristo      11-4-2014

Weekdays:      11:30 AM to 12:30 PM

Pastor Alberto Weber and Luis Ortiz discussed having to close his small business due to the lack of skilled employees. His small business is a cabinet shop that produced custom made cabinets for kitchens and other domestic needs. Mr. Ortiz had to close his business after a number of clients returned custom made cabinets because the work was not acceptable. He attributed it to the employees that were not qualified to do the work.

## Public Service Announcements: Jobs & Unemployment

Veteran Retraining Assistance Program One minute spot,  
aired approximately 74 times ROS, in October, November & December.

Ad Council – Workforce America One minute spot,  
aired approximately 86 times ROS, in October, November & December.

U.S. Government Jobs One minute spot,  
aired approximately 68 times ROS, in October, November & December.

Texas Workforce Commission One minute spot,  
aired approximately 82 times ROS, in October, November & December.

Local Social Services and Agency List 1: Two minute spots that aired approximately 186 times ROS, during October, November & December. Provides names addresses and phone numbers of various support agencies such as: Texas Workforce Commission, Project Bravo as well as Economic Assistance Agencies.

### **3. EDUCATION / SCHOOLS / TEACHERS / STUDENTS.**

Unidos en el Amor de Cristo      12-2-2014

Weekdays:      11:30 AM to 12:30 PM

David Ruiz & Jorge Valdez discussed the major differences between the public school system and private schools. They pointed out that public schools have an average of 32 students in class while public schools usually have 13 to 16 per class. They also talked about the different curriculums that each system uses and how the difference may affect students when applying to universities.

Unidos en el Amor de Cristo      12-11-2014

Weekdays:      11:30 AM to 12:30 PM

Jerry Escalante interviewed Alfredo Sanchez, a counselor that had been working with the El Paso Independent School system for 16 years. He commented on how the system had changed radically since the arrest and eventual incarceration of the former superintendent. The firing of several public school officials also caused a number of problems for students who fell victims to the shenanigans that were taking place. Mr. Sanchez stated that some of these students, who had been dismissed, had now been re-instated.



**Public Service Announcements: Education / Schools / Teachers.**

National Arts Public Awareness Campaign                      One minute spot,  
aired approximately 78 times ROS, in October, November & December.

Ad Council – Bilingual Education                                      One minute spot,  
aired approximately 68 times ROS, in October, November & December.

Education through Science      One minute spot, aired approximately 70  
times ROS, in October, November & December.

Ad Council – “Stay in School”    One minute spot,  
aired approximately 72 times ROS, in October, November & December.

Local Social Services and Agency List 1: Two minute spots that aired  
approximately 147 times ROS, during October, November & December.  
Provides names addresses and phone numbers of various support  
agencies such as The Ad Council, Education for a Drug Free America as  
well as Council on Continuing Education.

#### **4. GOVERNMENT CORRUPTION / POOR LEADERSHIP**

Unidos en el Amor de Cristo      10-8-2014

Weekdays:      11:30 AM to 12:30 PM

Pastor Tovar talked about the ongoing activities that took place in the community of Sunland Park, NM where the FBI and other governmental agencies went into city hall and seized all the records and even arrested some of the employees. It was also discussed that it was very unfortunate that this was not an isolated case but rather something that something that is happening throughout the southwest. The same has happened in Canutillo, Texas as well as other communities in our region such as Clint and other towns.

Unidos en el Amor de Cristo      12-16-2014

Weekdays:      11:30 AM to 12:30 PM

Pastor Jorge Valdez and David Ruiz discussed the distrust that public officials have brought upon themselves to their constituents and the personal legal problems that some of these individuals are now facing with some of them having to face time in prison as well as other sentences such as probation. Some of the politicians have been charged with felonies and receive harsher sentences.

## **5. VIOLENCE: BORDER & CD. JUAREZ**

Unidos en el Amor de Cristo      11-14-2014

Weekdays:      11:30 AM to 12:30 PM

Pastor Jose Antonio Galvan talked about the ongoing violence that has been lived in Juarez since 2007 and how at times it seems to subside but then it starts up again. Businesses have reopened in Juarez and the numbers of daily murders has gone down but there is still a marked violence in the city. One of the greatest fears of the city's citizens, is the number of kidnappings for ransom that occur daily.

Unidos en el Amor de Cristo      12-16-2014

Weekdays:      11:30 AM to 12:30 PM

Pastor David Haro pastors a church in El Paso and one in Juarez, Mexico. Since all the violence has erupted in Juarez, pastor Haro has had to close the church in Juarez due to extortionists who have demanded money in lieu of burning down the church building. His calls to the authorities have produced no relief.

## **Public Service Announcements: Violence**

Ad Council – “Stop The Violence” One minute spot,  
aired approximately 62 times ROS, in October, November & December.

Crime Stoppers One minute spot,  
aired approximately 64 times ROS, in October, November & December.

Family Matters One minute spot,  
aired approximately 86 times ROS, in October, November & December.

Local Social Services and Agency List 1: Two minute spots that aired  
approximately 147 times ROS, during October, November & December.  
Provides names addresses and phone numbers of various support  
agencies such as area churches that offer counseling services and prayer  
requests.

## **6. DRUG & ALCOHOL ABUSE**

Unidos en el Amor de Cristo      10-16-2014

Weekdays:      11:30 AM to 12:30 PM

Pastor Juan Gonzalez who oversees a drug and alcohol rehab center shared with viewers how the incidence of drug and alcohol abuse has increased among younger people. He claimed that the average age started at 16 years of age but that it is now at a rate of 14 years of age. Due to the current laws, treatment is more difficult to obtain because of age limitations and therefore leaving some abusers untreated.

## Public Service Announcements: Drugs and Alcohol Abuse

National Institute on Drug Abuse                      One minute spot,  
aired approximately 82 times ROS, in October, November & December.

D.A.R.E. One minute spot,  
aired approximately 76 times ROS, in October, November & December.

Foundation for a Drug FreeWorld One minute spot,  
aired approximately 78 times ROS, in October, November & December.

Council for a Drug Free America One minute spot,  
aired approximately 76 times ROS, in October, November & December.

Local Area Church List: Two minute spots that aired approximately 234 times ROS, during October, November & December.

Provides names addresses and phone numbers of various support agencies. These are area churches that offer counseling services and prayer requests.

## **Public Service Announcements: Immigration**

USCIS Education and Awareness Campaign                      One minute spot,  
aired approximately 78 times ROS, in October, November & December.

Jump Off the Bridge    One minute spot,  
aired approximately 64 times ROS, in October, November & December.

Immigrant Integration    One minute spot,  
aired approximately 72 times ROS, in October, November & December.

The Immigration Law    One minute spot,  
aired approximately 64 times ROS, in October, November & December.

Local Area Church List: Two minute spots that aired approximately 276  
times ROS, during October, November & December.

Provides names addresses and phone numbers of various support  
agencies. These are area churches that offer counseling services and  
prayer requests.