



Quarterly Programs and Issues Report

4th Quarter 2021 38.2

October 1, 2021 to December 31, 2021

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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, 2021 to December 31, 2021

PUBLIC SERVICE ANNOUNCEMENTS: ECONOMY AND FIGHT AGAINST POVERTY

October 1, 2021 to December 31, 2021

La Caridad 60 second spot, aired
Approximately 50 times, ROS, October 1, 2021 to December 31, 2021
Youth contributing to the country's poverty. By foundation for a better life

Graduacion Jocelyn 15, 30, 60 second spots, aired
Approximately 70 times, ROS, October 1, 2021 to December 31, 2021
Program inviting people to obtain a GED to improve their future. By the Ad Council.

Feeding America 15 second spot, aired
Approximately 60 times, ROS, October 1, 2021 to December 31, 2021
Food banks are helping more than ever to those affected by COVID-19, encouraging others to contribute to your community by donating. By the Ad Council

PUBLIC SERVICE ANNOUNCEMENTS: PUBLIC SAFETY

October 1, 2021 to December 31, 2021

Desastres 15, 30 second spot, aired
Approximately 80 times, ROS, October 1, 2021 to December 31, 2021
Natural disasters can happen at any time, create an emergency plan. By the Ad Council

Smokey Bear 30 second spot, aired
Approximately 50 times, ROS, October 1, 2021 to December 31, 2021
Prevent forest fires by being cautious. By the Ad Council

CarSeats 30, 60 second spot, aired
Approximately 70 times, ROS, October 1, 2021 to December 31, 2021
Choose a car seat based on the child's age. Texas Dept. of Transportation

Cinturon Batalla 15, 30 second spot, aired
Approximately 55 times, ROS, October 1, 2021 to December 31, 2021

Everybody buckles up before driving. Texas Department of Transportation

Continuation: Public Safety October 1, 2021 to December 31, 2021

Manejar Borracho 10, 15, 30, 60 second spot, aired
Approximately 55 times, ROS, October 1, 2021 to December 31, 2021
Don't drink and drive. By the U.S. department of transportation

Safer Car- Sillas Vida 30, 60 second spot, aired
Approximately 44 times, ROS, October 1, 2021 to December 31, 2021
Save your child's life by choosing the right car seat based on the child's age.
By the ad council

TextThomas 30 second spot, aired
Approximately 66 times, ROS, October 1, 2021 to December 31, 2021
Don't text and drive. By NHTSA Ad Council

PUBLIC SERVICE ANNOUNCEMENTS: DRUGS & ALCOHOL ABUSE October 1, 2021 to December 31, 2021

Fumadora 30 second spot, aired
Approximately 65 times, ROS, October 1, 2021 to December 31, 2021
Early detection of diseases caused by smoking addiction. American Lung Association

Truth Joe 30 second spot, aired
Approximately 45 times, ROS, October 1, 2021 to December 31, 2021
Painkillers abuse can lead to a strong addiction. By the National Drug Control Policy

PUBLIC SERVICE ANNOUNCEMENTS: HEALTH October 1, 2021 to December 31, 2021

Autismo Camion 30 second spot, aired
Approximately 65 times, ROS, October 1, 2021 to December 31, 2021

Identify the signs of autism. By the ad council

Autismo Cumpleaños 15, 30 second spot, aired
Approximately 40 times, ROS, October 1, 2021 to December 31, 2021
Identify the signs of autism. By the ad council

Alzheimer Mario Veronica 30 second spot, aired
Approximately 40 times, ROS, October 1, 2021 to December 31, 2021
If you notice something different with your memory, it could be alzheimers,
speak up about it. By the ad council.

Deficit de Atencion 30, 60 second spot, aired
Approximately 52 times, ROS, October 1, 2021 to December 31, 2021
When you see what they see, you understand. By the Ad Council

Pediatry 30 second spot, aired
Approximately 60 times, ROS, October 1, 2021 to December 31, 2021
What kids drink is important. American Academy of Pediatrics

Pre-diabetes 10, 15, 30, 60 second spot, aired
Approximately 70 times, ROS, October 1, 2021 to December 31, 2021
Anyone can have pre-diabetes. By the Ad Council

Presion Alta 30 second spot, aired
Approximately 35 times, ROS, October 1, 2021 to December 31, 2021
High blood pressure can lead to a stroke, take precautions to avoid high
blood pressure. By the Ad Council

COVID-19 15, 30, 60 second spot, aired
Approximately 67 times, ROS, October 1, 2021 to December 31, 2021
How to prevent COVID-19. By National Association of Broadcasters

INFO Vacuna 15, 30, 60 second spot, aired
Approximately 56 times, ROS, October 1, 2021 to December 31, 2021
Obtain more information about the new COVID-19 vaccine. By the Ad
Council

Fight Against COVID-19 15, 30 second spot, aired
Approximately 45 times, ROS, October 1, 2021 to December 31, 2021
Don't stop using a mask to prevent the spread of COVID.

PUBLIC SERVICE ANNOUNCEMENTS: SOCIAL ISSUES & FAMILY MATTERS **October 1, 2021 to December 31, 2021**

Descubre Bosques 15, 30, 60 second spot, aired
Approximately 65 times, ROS, October 1, 2021 to December 31, 2021
Discover forests near you to get away from stress and have some time in
peace with your family. By US Forest Service Ad Council

Adopt US Kids 15, 30 second spot, aired
Approximately 37 times, ROS, October 1, 2021 to December 31, 2021
Don't need to be a perfect father to adopt. By adopt U.S. kids

Cambio de Roles 30, 60 second spot aired
Approximately 80 times, ROS, October 1, 2021 to December 31, 2021
Roles change without noticing, obtain more information on how to take
better care of those who took care of you. By AARP

Color Esperanza 90 seconds spot, aired
Approximately 25 times, ROS, October 1, 2021 to December 31, 2021
Hope, pass it on. By foundation for a better life

Colaboracion- Equipo 60 seconds spot, aired
Approximately 30 times, ROS, October 1, 2021 to December 31, 2021
Collaboration, pass it on. By foundation for a better life

Comparte Amor 60 seconds spot, aired
Approximately 20 times, ROS, October 1, 2021 to December 31, 2021
Love, pass it on. By foundation for a better life

Se Buen Papa 15, 30 second spot, aired
Approximately 50 times, ROS, October 1, 2021 to December 31, 2021
A moment can make the difference. By the Ad Council

Compasion-Taxi 30 seconds spot, aired
Approximately 25 times, ROS, October 1, 2021 to December 31, 2021
Compassion, pass it on. By foundation for a better life

El Futbol 30 seconds spot, aired
Approximately 25 times, ROS, October 1, 2021 to December 31, 2021
Opportunity, pass it on. By foundation for a better life

El Bateador 60 seconds spot, aired
Approximately 30 times, ROS, October 1, 2021 to December 31, 2021
Trust, pass it on. By foundation for a better life

Continuation: Social Issues October 1, 2021 to December 31, 2021

Crosswalk 30 seconds spot, aired
Approximately 24 times, ROS, October 1, 2021 to December 31, 2021
Civility, pass it on. By foundations of a better life

El Cemento 30 seconds spot, aired
Approximately 20
times, ROS, October 1, 2021 to December 31, 2021
Patience, pass it on. By foundation for a better life

Deli 30 seconds spot, aired
Approximately 26 times, ROS, October 1, 2021 to December 31, 2021
Gratitude, pass it on. By foundation for a better life

Rocket 30 seconds spot, aired
Approximately 29 times, ROS, October 1, 2021 to December 31, 2021
Perseverance, pass it on. By foundation for a better life

Biker 60 seconds spot, aired
Approximately 20 times, ROS, October 1, 2021 to December 31, 2021
Thankfulness, pass it on. By foundation for a better life

El Hogar 60 seconds spot, aired
Approximately 30 times, ROS, October 1, 2021 to December 31, 2021
Family, pass it on. By foundation for a better life

El Mundo 90 seconds spot, aired
Approximately 40 times, ROS, October 1, 2021 to December 31, 2021
Beauty of the world, pass it on. By foundation for a better life

Bread 60 seconds spot, aired
Approximately 45 times, ROS, October 1, 2021 to December 31, 2021
Generosity, pass it on. By foundation for a better life

Cafeteria 60 second spot, aired
Approximately 50 times, ROS, October 1, 2021 to December 31, 2021
Do your part, pass it on. By foundation for a better life

Los Boletos 60 second spot, aired
Approximately 55 times, ROS, October 1, 2021 to December 31, 2021
Honesty, pass it on. By foundation for a better life

Baseball 30 second spot, aired
Approximately 45 times, ROS, October 1, 2021 to December 31, 2021
Friendship, pass it on. By foundation for a better life

Concert 60 second spot, aired
Approximately 35 times, ROS, October 1, 2021 to December 31, 2021
Inspiration, pass it on. By foundation for a better life

Dance 60 second spot, aired
Approximately 25 times, ROS, October 1, 2021 to December 31, 2021
Live your life, pass it on. By foundation for a better life

Continuation: Social Issues **October 1, 2021 to December 31, 2021**

La Imaginacion 90 second spots, aired
Approximately 30 times, ROS, October 1, 2021 to December 31, 2021
Imagination, pass it on. By foundation for a better life

Light 60 second spots, aired
Approximately 25 times, ROS, October 1, 2021 to December 31, 2021
Set the example, pass it on. By foundation for a better life

Let Them In 30 second spots, aired
Approximately 25 times, ROS, October 1, 2021 to December 31, 2021
Kindness, pass it on. By foundation for a better life

Dishes 90 second spots, aired
Approximately 25 times, ROS, October 1, 2021 to December 31, 2021
Communication, pass it on. By foundation for a better life

Llegar a Ti 90 second spots, aired
Approximately 30 times, ROS, October 1, 2021 to December 31, 2021
Power of love, pass it on. By foundation for a better life

Pelota Perdida 60 second spots, aired
Approximately 45 times, ROS, October 1, 2021 to December 31, 2021
Correct decision, pass it on. By foundation for a better life

Heroes 60 second spots, aired
Approximately 50 times, ROS, October 1, 2021 to December 31, 2021
Mark the difference, pass it on. By foundation for a better life

Race 60 second spots, aired
Approximately 40 times, ROS, October 1, 2021 to December 31, 2021
Include others, pass it on. By foundation for a better life

Quinceanera 60 second spots, aired
Approximately 40 times, ROS, October 1, 2021 to December 31, 2021
Friendship, pass it on. By foundation for a better life

Continuation: Social Issues **October 1, 2021 to December 31, 2021**

Breakaway 90 second spot, aired
Approximately 25 times, ROS, October 1, 2021 to December 31, 2021
Follow your dreams, pass it on. By foundation for a better life

Umpire 90 second spot, aired
Approximately 25 times, ROS, October 1, 2021 to December 31, 2021
Service to others, pass it on. By foundation for a better life

Hope 90 second spot, aired
Approximately 30 times, ROS, October 1, 2021 to December 31, 2021
Hope, pass it on. By foundation for a better life

Siempre

90 second spot, aired

Approximately 35 times, ROS, October 1, 2021 to December 31, 2021

Devotion, pass it on. By foundation for a better life

Te recuerdas

90 second spot, aired

Approximately 25 times, ROS, October 1, 2021 to December 31, 2021

Remembrance, pass it on. By foundation for a better life

The Wall

90 second spot, aired

Approximately 40 times, ROS, October 1, 2021 to December 31, 2021

Work hard, pass it on. By foundation for a better life

ADDICTION IN SPANISH**October 1, 2021 to December 31, 2021****Vida Dura****Pastor: Omar Morillo****11/22/2021****Monday****Airs****2:30 pm to 3:00 pm****Subject: Addictions**

Two people share their testimonies about their addiction to drugs and alcohol and how their lives were affected by it. Both testimonies express their traumas and what led them to these addictions. They encourage the public to speak up on their addictions and ask for help before it ruins their lives.

Borrón Y Cuenta Nueva**Host: Alexis Villar****12/15/2021****Wednesday****Airs****10:00 am to 11:00 am****Subject: Addiction in Teenagers**

Adults share their experience with an addiction they struggled with during their teenage years. Specialist share some tips and ways to identify if your son or daughter is struggling with this problem. Statistics show that this is a struggle that's very common during this stage of life. Specialist share the different ways addiction to drugs or alcohol can affect you negatively.

Tiempo Real

Host: Doriany Sanchez

11/15/2021

Monday

Airs

3:30 pm to 4:00 pm

Subject: Gambling

This gambling addiction is usually born when there's a deeper problem within one self. One of the main reasons people start gambling is the lack of affection. Usually people try to fill in the void they have with gambling. This addiction can bring social and psychological problems, and can eventually affect those around you. Host and specialist give some tips to prevent this addiction.

HEALTH IN SPANISH

October 1, 2021 to December 31, 2021

Revista Mujer

Host: Maggie Aguilar

12/08/2021

Wednesday

Airs

6:30 am to 7:00 am

Subject: Diabetes

Diabetes is becoming the predominating disease in middle to lower class households and has affected thousands of families. Aguilar and specialist elaborate on the symptoms, how to diagnose this disease, how to prevent it, and what treatments exists. They give some recommendations on how to live a healthier lifestyle.

Bienestar

Host: Laris Treiyyer, Nacho Hernandez

12/13/2021

Monday

Airs

1:00 pm to 2:00 pm

Subject: Burnout Syndrome

Hosts Laris Treiyyer and Nacho Hernandez along with expert panel talk about the factors the drive you to experience burnout. Most of the time stress, work environment, and personal characteristics can lead you to experience this syndrome. They help you identify this issue if you're going through it, and how to fix it or prevent it.

Continuation: Health

October 1, 2021 to December 31, 2021

SOCIAL ISSUES AND FAMILY MATTERS IN SPANISH

October 1, 2021 to December 31, 2021

Bienestar

Host: Laris Treiye, Nacho Hernandez

11/15/2021

Monday

Airs

1:00 pm to 2:00 pm

Subject: Planned Parenthood

Planning a family comes with great responsibility. The couple has to plan when they want to have children, how many children they want, and the type of education they want to raise the children with. Host Laris Treiye and Nacho Hernandez interviews specialist to guide marriages through planned parenthood, they give the public professional and personal advice.

Solo Para Mujeres

Host: Alejandra Carnival, Gisela Sawin

11/23/2021

Tuesday

Airs

6:30 am to 7:00 am

Subject: Gender Violence

Host Alejandra Carnival And Gisela Sawin discuss the gender violence woman are suffering today. They help the public identify if they're being victims of of gender violence. They go over physical, psychological, sexual, and economic violence. Hosts encourage public to seek for help, and to educate future generations to prevent this.

Controversia

Host: Vanessa Montoya

11/26/2021

Friday

Airs

5:00 pm to 6:00 pm

Subject: Male Gender Violence

We live in a world where gender violence doesn't include the male gender. A panel of young men and women along with host Vanessa Montoya discuss male gender violence and how its looked down to. Females aren't the only ones that suffer from gender violence. Men often suffer this as well but are afraid or ashamed to speak up. The panel discuss why society has become so sexist and they try to help people understand that we need to view all humans as equal.

Borrón Y Cuenta Nueva

Host: Alexis Villar

11/24/2021

Wednesday

Airs

10:00 am to 11:00 am

Subject: Bullying

In this episode, Host Alexis Villar discusses with younger people their experience with bullying. He states that this has been a problem that has grown for the past 40 years. They help us identify different types of bullying and look for help if its affecting you. Host encourage people to treat others with respect.

Continuation: **Social Issues** **October 1, 2021 to December 31, 2021**

Biblia360

Host: Rodolfo Mejia, Beatriz Almeida,
Abel Cueto, Solange Cangre

12/28/2021

Friday **Airs** **5:00 pm to 6:00 pm**

Subject: Family Detachment

Panel of specialist discuss the important issue we're having today of family detachment and the factors that are causing it. Social media and technology has destroyed many families and has ruined emotional connection for many. Panel encourages parents to be emotionally present in the lives of their family members.

Public Safety

October 1, 2021 to December 31, 2021

Bienestar

Host: Laris Treiyyer, Nacho Hernandez

11/29/2021

Monday **Airs** **1:00 pm to 2:00 pm**

Subject: Occupational Health

Panel help us stay healthy physically and emotionally in the workplace. They teach us to place limits, separate personal life with professional life, and encourage rest to avoid health complications. They also encourage us have a balance in personal life, spend quality time with family and partner to avoid neglect in those areas. They offer some tips to help maintain an occupational health.

Economy

October 1, 2021 to December 31, 2021

Tiempo Real

Host: Doriany Sanchez

11/22/2021

Monday **Airs** **3:30 pm to 4:00 pm**

Subject: Economic Crisis Due To COVID

Host Doriany Sanchez speaks with several specialist and they discuss how

COVID-19 has affected the economy. Each specialist go over several tips on what to do if you're going through an economic struggle.

Education

October 1, 2021 to December 31, 2021

Revista Mujer

Host: Maggie Aguilar

11/17/2021

Wednesday

Airs

6:30 am to 7:00 am

Subject: Fun Learning

Aguilar discusses with specialist that fun learning can be more effective than regular learning. They give several tips of how to make learning more fun for children so they can develop a love for education.

Revista Mujer

Host: Maggie Aguilar

11/24/2021

Wednesday

Airs

6:30 am to 7:00 am

Subject: Tool for and Education Without Violence

Host Maggie Aguilar and specialist address the violence used for education purposes. They give different alternatives to avoid violence while trying to educate children. Not only physical but psychological violence has been used to force an education on someone, they help us understand that violence isn't the way to go if you're trying to educate someone.