



## Quarterly Programs and Issues Report

2nd Quarter 2017 38.3  
April 1, 2017 to June 30, 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

KSCE has concluded from viewers in our broadcast area that the following issues are concerning our community:

**OUR ECONOMY AND THE FIGHT AGAINST POVERTY**  
**SOCIAL ISSUES AND FAMILY MATTERS**  
**DRUG AND ALCOHOL ABUSE**  
**HEALTH ISSUES**  
**PUBLIC SAFETY**  
**CRIME**  
**BULLYING**  
**VETERANS CONCERNS**  
**ENVIRONMENTAL CONCERNS**  
**EDUCATION**

## 1. OUR ECONOMY AND THE FIGHT AGAINST POVERTY

### "Americorps"

This PSA shows someone searching for ways to make a difference. Americorps.gov is advertised.

*This is a 15, 30, and 60 second PSA which aired 32 Times ROS in April and 54 Times ROS in May and 40 Times ROS in June*

### "Nurses"

This PSA shows information on many different types of nurses and what they do. CertifiedNurses.org is advertised.

*This is a 30 and 60 second PSA which aired 63 Times ROS in April and 95 Times ROS in May and 89 Times ROS in June*

### "Doctors Without Borders"

This PSA shows the work of Doctors Without Borders. DoctorsWithoutBorders.org is advertised.

*This is a 15, 30, and 60 second PSA which aired 62 Times ROS in April and 93 Times ROS in May and 83 Times ROS in June*

### "Selective Service"

This PSA shows information on how to register for Selective Service. SSS.gov is advertised.

*This is a 30 second PSA which aired 32 Times ROS in April and 57 Times ROS in May and 55 Times ROS in June*

### "Easiest Chore"

This PSA shows a young man doing various chores. SSS.gov is advertised and a voiceover encourages young men to register for selective service.

*This is a 30 second PSA which aired 22 Times ROS in April and 35 Times ROS in May and 24 Times ROS in June*

### "American Marines"

This PSA shows the important work of the Marines. Marines.com is advertised.

*This is a 30 and 60 second PSA which aired 15 Times ROS in April and 31 Times ROS in May and 27 Times ROS in June*

### "Show Your Smile"

This PSA informs viewers about the orthodontist profession. MyLifeMySmile.org is advertised from the American Association of Orthodontists.

*This is a 15, 30, and 60 second PSA which aired 78 Times ROS in April and 104 Times ROS in May and 108 Times ROS in June*

### "Side By Side"

This PSA shows different friends and relatives standing by one another and encouraging the viewer to take a stand and help the veterans that they know. The Veterans Crisis Line is advertised.

*This is a 15, 30, and 60 second PSA which aired 33 Times ROS in April and 65 Times ROS in May and 48 Times ROS in June*

**"Career Day"**

This PSA shows a little girl at school who introduces her father on career day as a war hero and now directs ambulances. Vocational Rehab For Veterans is Advertised.

*This is a 30, and 60 second PSA which aired 16 Times ROS in April and 29 Times ROS in May and 30 Times ROS in June*

**"Disability Employment"**

This PSA explains that youth with disabilities should expect to grow up and succeed.

WhatCanYouDoCampaign.org is advertised.

*This is a 30, and 60 second PSA which aired 36 Times ROS in April and 42 Times ROS in May and 52 Times ROS in June*

**"Marines"**

A sergeant in the Marines expresses how he had PTSD and asked for help. RealWarriors.net is advertised.

*This is a 30 second PSA which aired 10 Times ROS in April and 14 Times ROS in May and 12 Times ROS in June*

**"Rolling Up Sleeves"**

Veterans discuss how Vocational Rehab helped them enter a career after their service. Vocational Rehabilitation is advertised.

*This is a 30, and 60 second PSA which aired 9 Times ROS in April and 14 Times ROS in May and 12 Times ROS in June*

**"Score Mentor"**

Different independent and small business owners discuss how SCORE helped them make their dreams possible. Score.org is advertised for a free business mentor.

*This is a 30, and 60 second PSA which aired 27 Times ROS in April and 48 Times ROS in May and 44 Times ROS in June*

**2. EDUCATION****"Boys Town Your Life Your Choice"**

This PSA offers hope to those who feel forgotten in school. YourLifeYourVoice.org is advertised .

*This is a 15, 20, 30, and 60 second PSA which aired 18 Times ROS in April and 30 Times ROS in May and 28 Times ROS in June*

**"Boys Town Teens"**

This PSA shows different teenagers at school and other settings. The Boys Town National Hotline is advertised.

*This is a 15, 20, 30, and 60 second PSA which aired 13 Times ROS in April and 15 Times ROS in May and 17 Times ROS in June*

**"College"**

This PSA shows a young woman heading off to college who turns around before she leaves and thanks her father for everything he has done for her. Values.com is advertised and the voiceover states "Gratitude...Pass It On."

*This is a 30 and 45 second PSA which aired 13 Times ROS in April and 15 Times ROS in May and 17 Times ROS in June*

**"Lightning"**

This PSA shows a young man looking at a lightning bolt and a group of youth working on an experiment. 4-H.org is advertised and a voiceover states "This is the largest youth organization in America, committed to fostering one million new scientist and engineers of tomorrow."

*This is a 15, 30, and 60 second PSA which aired 76 Times ROS in April and 126 Times ROS in May and 113 Times ROS in June*

**3. SOCIAL ISSUES AND FAMILY MATTERS****"Ballet Values"**

This PSA shows a little girl grabbing her suitcase for the grand prize trophy of a ballet competition she is on her way to. Foundation For A Better Life is advertised and the voiceover states "Confidence..Pass It On."

*This is a 10, 15, 20, and 30 second PSA which aired 15 Times ROS in April and 21 Times ROS in May and 16 Times ROS in June*

**3. "Change World Values"**

This PSA shows people helping one another. Foundation For A Better Life is advertised and the voiceover states "Make a Difference..Pass It On."

*This is a 30 and 60 second PSA which aired 10 Times ROS in April and 16 Times ROS in May and 14 Times ROS in June*

**"Dishes Values"**

This PSA shows a couple ignoring one another over a phone until the woman places the phone in dishwasher and they finally spend time together. Foundation For A Better Life is advertised and the screen shows "Listen..Pass It On."

*This is a 30, 60, and 90 second PSA which aired 16 Times ROS in April and 21 Times ROS in May and 18 Times ROS in June*

**"Generosity Values"**

This PSA shows a young boy gathering canned good on his school bus and giving it to the local shelter. Foundation For A Better Life is advertised and a voiceover states "Generosity..Pass It On."

*This is a 5, 10, 15, 20, and 30 second PSA which aired 21 Times ROS in April and 31 Times ROS in May and 21 Times ROS in June*

**"Pinata Values"**

This PSA shows a pinata spilling candy, a little boy gets no candy but a little girl shares with him. Foundation For A Better Life is advertised and the voiceover states "Sharing..Pass It On."

*This is a 10, 15, 30, and 45 second PSA which aired 12 Times ROS in April and 19 Times ROS in May and 18 Times ROS in June*

**"Sports Values"**

This PSA shows a young boy practicing sports with his mom, then the boy singing in a choir at a concert performance a song honoring moms. Foundation For A Better Life is advertised and the voiceover states "Appreciation..Pass It On."

*This is a 20 and 30 second PSA which aired 10 Times ROS in April and 19 Times ROS in May and 16 Times ROS in June*

**"Concert Values"**

This PSA shows a young boy sneaking on a concert stage and playing a piano, instead of getting mad the real pianist lets him finish and encourages him and play with him .Foundation For A Better Life is advertised and the voiceover states "Encouragement..Pass It On."

*This is a 30 and 60 second PSA which aired 12 Times ROS in April and 19 Times ROS in May and 17 Times ROS in June*

**"Dance Values"**

This PSA shows people in various stages of life doing their best and enjoying family. Foundation For A Better Life is advertised and the voiceover states "Live Life..Pass It On."

*This is a 30 and 60 second PSA which aired 9 Times ROS in April and 14 Times ROS in May and 12 Times ROS in June*

**"Wall"**

This PSA shows a father helping his children build a wall. Foundation For A Better Life is advertised and the voiceover states "Hard Work..Pass It On."

*This is a 60 and 90 second PSA which aired 6 Times ROS in April and 8 Times ROS in May and 9 Times ROS in June*

**"Top Shelf"**

This PSA shows an elderly woman reaching for an item on the top shelf at a grocery store. A man reaches to the top for her and hands her the item. Values.com is advertised with the voiceover stating "Helping... Pass it on."

*This is a 5, 10, 15, 20, 30, and 45 second PSA which aired 19 Times ROS in April and 25 Times ROS in May and 28 Times ROS in June -*

**"Greatest"**

This PSA shows a boy with a baseball bat declaring he is the greatest hitter in the world and subsequently not hitting any baseballs, he then declares he is the greatest pitcher in the world. Values.com is advertised and the voiceover states "Optimism...Pass It On."

*This is a 10, 15, 20, 30, 60 second PSA which aired 12 Times ROS in April and 15 Times ROS in May and 16 Times ROS in June*

**"Packages Values"**

This PSA shows an elderly woman who has her hands full and can't open the door. A man with a bunch of packages helps her by opening the door with his foot. Values.com is advertised and the voiceover states "Courtesy...Pass It On."

*This is a 10, 15, 20, 30, and 45 second PSA which aired 15 Times ROS in April and 26 Times ROS in May and 21 Times ROS in June*

### **"Finish Line Values"**

This PSA shows a man struggling to finish a race and finally making it past the finish line. Values.com is advertised and the voiceover states "Believe in Yourself...Pass it On."

*This is a 15, 20, 30, and 60 second PSA which aired 12 Times ROS in April and 17 Times ROS in May and 14 Times ROS in June*

### **"Guitar Hero"**

This PSA shows a boy with a guitar practicing badly. A kid comes in and tells him that it sounded awful and a woman tells him that it sounded a lot better than last week. Values.com is advertised and the voiceover states "Live Your Dreams...Pass It On."

*This is a 15, 20, 30, and 45 second PSA which aired 12 Times ROS in April and 25 Times ROS in May and 24 Times ROS in June*

### **"Hockey"**

This PSA shows a hockey player in full gear on the phone with his daughter singing "the itsy-bitsy spider." Values.com is advertised and the voiceover states "Love...Pass It On."

*This is a 15, 20, 30, 60, and 90 second PSA which aired 15 Times ROS in April and 19 Times ROS in May and 28 Times ROS in June*

### **"Parents"**

This PSA shows a father playing baseball with his son stating that his family was drifting apart until he found the connection. The Boys Town National Hotline is advertised.

*This is a 15, 20, 30, and 60 second PSA which aired 90 Times ROS in April and 84 Times ROS in May and 83 Times ROS in June*

### **"Reading Values"**

This PSA shows a grandfather reading to his grandson. Values.com is advertised and the voiceover states "Sharing...Pass It On."

*This is a 15, 20, and 30 second PSA which aired 9 Times ROS in April and 14 Times ROS in May and 12 Times ROS in June*

### **"Teens"**

This PSA encourages teens to have courage instead of remaining discouraged. YourLifeYourVoice.org is advertised.

*This is a 15, 20, 30, and 65 second PSA which aired 97 Times ROS in April and 118 Times ROS in May and 122 Times ROS in June.*

### **"Time Out"**

This PSA shows two adults arguing heatedly and a little girl states that they could use a time out. Values.com is advertised and the voiceover states "Civility...Pass It On."

*This is a 15, 20, 30, and 60 second PSA which aired 10 Times ROS in April and 15 Times ROS in May and 10 Times ROS in June.*

### **"Army Heart of Heroes"**

This PSA shows leaders of the US Army discussing mental disorders that can result from combat and the need to reach out for help. RealWarriors.net is advertised.

*This is a 30 second PSA which aired 10 Times ROS in April and 14 Times ROS in May and 12 Times ROS in June*

**"Army Reserve"**

This PSA shows a sergeant in the US Army discussing her psychological health and how she had PTSD. RealWarriors.net is advertised.

*This is a 30 second PSA which aired 9 Times ROS in April and 9 Times ROS in May and 12 Times ROS in June*

**"Army Strength"**

This PSA shows a Major in the US Army discussing his psychological health and how he had PTSD and suicidal thoughts. RealWarriors.net is advertised.

*This is a 30 second PSA which aired 9 Times ROS in April and 15 Times ROS in May and 12 Times ROS in June*

**"You Can Let Go"**

A woman is saying goodbye to her father. Values.com is advertised and a voiceover says "Everlasting Love...Pass it on".

*This is a 30 and 60 second PSA which aired 10 Times ROS in April and 16 Times ROS in May and 15 Times ROS in June*

**"Your Marriage"**

People are interviewed concerning marriage. ForYourMarriage.org is advertised.

*This is a 30 and 60 second PSA which aired 33 Times ROS in April and 70 Times ROS in May and 58 Times ROS in June*

**"College"**

This PSA shows a young woman heading off to college who turns around before she leaves and thanks her father for everything he has done for her. Values.com is advertised and the voiceover states "Gratitude...Pass It On."

*This is a 30 and 45 second PSA which aired 13 Times ROS in April and 27 Times ROS in May and 24 Times ROS in June*

**"Friendship"**

This PSA shows a Jewish man playing chess with a Muslim and a priest. Values.com is advertised and the voiceover states "Friendship...Pass it On."

*This is a 60 second PSA which aired 1 Times ROS in April and 4 Times ROS in May and 5 Times ROS in June*

**4. HEALTH ISSUES****"March of Dimes"**

This PSA shares on how March of dimes helps babies born premature and women reach full term pregnancies. March ForBabies.org is advertised.

*This is a 30 and 60 second PSA which aired 59 Times ROS in April and 79 Times ROS in May and 76 Times ROS in June*

**"B.E.D."**

This PSA shares what Binge Eating Disorder is. BingeEatingDisorder.com is advertised.

*This is a 30 and 60 second PSA which aired 59 Times ROS in April and 0 Times ROS in May and 102 Times ROS in June*

**"Hepatitis"**

This PSA shares on how to get a blood test for Hepatitis. [CDC.org/knowmorehepatitis](http://CDC.org/knowmorehepatitis) is advertised.

*This is a 30 and 60 second PSA which aired 29 Times ROS in April and 38 Times ROS in May and 37 Times ROS in June*

**"World Vision"**

This PSA shares on how June of dimes helps babies born premature and women reach full term pregnancies. [JuneForBabies.org](http://JuneForBabies.org) is advertised.

*This is a 30 and 60 second PSA which aired 23 Times ROS in April and 41 Times ROS in May and 40 Times ROS in June*

**"Disaster"**

This PSA shows how dollar donations are more effective than item or canned good donations. [CIDI.org](http://CIDI.org) is advertised.

*This is a 30 second PSA which aired 68 Times ROS in April and 91 Times ROS in May and 83 Times ROS in June*

**"Swim For MS"**

Four Time Olympic Gold Medalist Missy Franklin states that she is proud to represent the MSAA fundraiser Swim For MS. [SwimForMS.org](http://SwimForMS.org) is advertised.

*This is a 10 , 15, and 30 second PSA which aired 59 Times ROS in April and 80 Times ROS in May and 51 Times ROS in June*

**"Hands Full"**

This PSA shows how all states offer healthcare for low income families. [CHIPMedicaid.org](http://CHIPMedicaid.org) is advertised.

*This is a 30 second PSA which aired 43 Times ROS in April and 74 Times ROS in May and 77 Times ROS in June*

**"I Had"**

A group of women express how they came to know that they had Gynecologic Cancer. A Voiceover encourages women to ask their doctor about Gynecologic Cancer.

*This is a 30 and 60 second PSA which aired 30 Times ROS in April and 52 Times ROS in May and 68 Times ROS in June*

**"Leukemia Coach"**

A man expresses how his Leukemia was cured because of the work of Doctors and scientists to develop cures. The Leukemia & Lymphoma Society is advertised

*This is a 30 and 60 second PSA which aired 53 Times ROS in April and 78 Times ROS in May and 74 Times ROS in June*

**"My Story"**

A woman tells how she found out she had uterine cancer and tells women to check with their doctor if something in their body doesn't feel right.

*This is a 30 and 60 second PSA which aired 24 Times ROS in April and 37 Times ROS in May and 31 Times ROS in June*

**"Polio"**

A Group of people share how we are very close to ending Polio. EndPolioNow.org is advertised.

*This is a 30 and 60 second PSA which aired 58 Times ROS in April and 88 Times ROS in May and 73 Times ROS in June*

**5. ENVIRONMENTAL CONCERNS****"Dogs ASPCA"**

This PSA shows a woman petting her dog. She encourages viewer to have a plan in place in case of a natural disaster strike. ASPCA.org/BePrepared is advertised"

*This is a 15, 30, and 60 second PSA which aired 56 Times ROS in April and 80 Times ROS in May and 82 Times ROS in June*

**"Animal Defense"**

This PSA shows kids asking about animal rights. AnimalBillofRights.org is advertised.

*This is a 20, 30, and 60 second PSA which aired 9 Times ROS in April and 17 Times ROS in May and 12 Times ROS in June*

**"Fishing License"**

This PSA shows different aspects of fishing and wildlife and shares the need to be registered. TakeMeFishing.org is advertised.

*This is a 30 and 60 second PSA which aired 76 Times ROS in April and 119 Times ROS in May and 117 Times ROS in June*

**"Save Them Animals"**

This PSA encourages animal adoption. BestFriends.org is advertised.

*This is a 30 and 60 second PSA which aired 62 Times ROS in April and 60 Times ROS in May and 58 Times ROS in June*

**"Clean Water"**

This PSA shows shots of rivers and waterfalls and a little girl drinking a glass of water. ArborDay.org is advertised and the voiceover states "If we want clean drinking water tomorrow we must plant trees today."

*This is a 10, 15, 20, 30, and 60 second PSA which aired 80 Times ROS in April and 127 Times ROS in May and 1 Times ROS in June*

**"Radon Home"**

This PSA explains that Radon needs to be tested for and can cause cancer. Radon Testing is advertised at EPA.gov/Radon.

*This is a 20, 30, and 60 second PSA which aired 10 Times ROS in April and 14 Times ROS in May and 12 Times ROS in June*

**"Radon Baby"**

A group of Babies with green socks walk around and Radon Testing is advertised. Radon Testing is advertised at EPA.gov/Radon.

*This is a 30 and 60 second PSA which aired 48 Times ROS in April and 65 Times ROS in May and 63 Times ROS in June*

**"Radon Rooftops"**

The dangers of Radon are discussed. Radon Testing is advertised by calling 1-800-SOS-Radon.  
*This is a 30 second PSA which aired 9 Times ROS in April and 14 Times ROS in May and 12 Times ROS in June*

**"Annie Song Values"**

This PSA shows shots of nature from all over the world. Values.com is advertised and the voiceover states "Our Beautiful World...Pass It On."  
*This is a 60 and 90 second PSA which aired 16 Times ROS in April and 15 Times ROS in May and 19 Times ROS in June*

**6. VETERANS CONCERNS****"Make Connections Veterans"**

This PSA shows many veterans speaking about how they have to open up about their problems in order to receive help and grown and move forward. MakeTheConnection.net is advertised.  
*This is a 30 and 60 second PSA which aired 10 Times ROS in April and 14 Times ROS in May and 13 Times ROS in June*

**"Stand By Veterans"**

This PSA shows a wife encouraging her husband who is a veteran when he feels depressed. The Veterans Crisis Line is advertised.  
*This is a 15, 30, and 60 second PSA which aired 9 Times ROS in April and 14 Times ROS in May and 12 Times ROS in June*

**"Veterans Aid"**

This PSA shows how homeless veterans can get immediate help by reaching out to the VA. VA.org/homeless is advertised.  
*This is a 15, 30, and 60 second PSA which aired 9 Times ROS in April and 14 Times ROS in May and 12 Times ROS in June*

**7. DRUG AND ALCOHOL ABUSE****"Texas Drug Free"**

This PSA shows the consequence of drug abuse. The Partnership for Drug-Free Kids is advertised.  
*This is a 15, and 30 second PSA which aired 20 Times ROS in April and 33 Times ROS in May and 27 Times ROS in June*

**"MADD"**

This PSA shows a mother enjoying her daughters dance recital and a hypothetical scenario if they were to get hit by a drunk driver. MADD.org is advertised.  
*This is a 30 second PSA which aired 42 Times ROS in April and 50 Times ROS in May and 38 Times ROS in June*

## 8. BULLYING

### "Locker Values"

This PSA shows a high school student being bullied, and another student helping him. Foundation For A Better Life is advertised and the voiceover states "Character...Pass It On."

*This is a 10, 15, 30, and 45 second PSA which aired 20 Times ROS in April and 30 Times ROS in May and 26 Times ROS in June*

### "Cafeteria Values"

This PSA shows a young lady in a cafeteria sitting all alone looking depressed. Another young lady sees her and comes and sits down with her. Values.com is advertised with the voiceover stating "Reaching Out... Pass it on."

*This is a 10, 15, 20, 30, and 60 second PSA which aired 11 Times ROS in April and 14 Times ROS in May and 14 Times ROS in June*

## 9. CRIME

### "Human Trafficking"

This PSA shows people who have been forced into servitude. Viewers are informed to call 1-866-DHS-2-ICE to report any suspicious behavior..

*This is a 60 second PSA which aired 24 Times ROS in April and 31 Times ROS in May and 21 Times ROS in June*

### "Reach"

This PSA shows two men in a car pulling up next to a semi. The Semi's side door is open and a bunch of soda is there, it appears the man is reaching up to steal a soda but actually he closes the door. Values.com is advertised and the voiceover states "Integrity...Pass It On."

*This is a 15, 20, 30 and 60 second PSA which aired 9 Times ROS in April and 86 Times ROS in May and 12 Times ROS in June*

## 10. PUBLIC SAFETY

### "No Contest"

This PSA shows a man wearing headphones on a train track as an oncoming train approaches. SeeTracksThinkTrain.org is advertised.

*This is a 15, 30, and 60 second PSA which aired 60 Times ROS in April and 94 Times ROS in May and 76 Times ROS in June*

### "Pool Safety"

This PSA shows pool safety steps to prevent accidental drowning. PoolSafely.gov is advertised.

*This is a 15, 30 and 60 second PSA which aired 78 Times ROS in April and 109 Times ROS in May and 104 Times ROS in June*