



Quarterly Programs and Issues Report

4th Quarter 2019 38.2

October 1, 2019 to December 31, 2019

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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, 2019 to December 31, 2019

PUBLIC SERVICE ANNOUNCEMENTS: ECONOMY AND FIGHT AGAINST POVERTY October 1, 2019 to December 31, 2019

Graduacion Jocelyn 60 second spots, aired
Approximately 30 times, ROS, October 1, 2019 to December 31, 2019
Program inviting people to obtain a GED to improve their future. By the Ad Council.

Hipoteca Vivienda 60 second spot, aired
Approximately 10 times, ROS, October 1, 2019 to December 31, 2019
Aid available to all people who are in mortgage trouble. By the Ad Council

World Vision 30, 60 second spot, aired
Approximately 55 times, ROS, October 1, 2019 to December 31, 2019
Help feed the poor in Africa. By World Vision

PUBLIC SERVICE ANNOUNCEMENTS: PUBLIC SAFETY October 1, 2019 to December 31, 2019

Carseat 30 second spot, aired
Approximately 40 times, ROS, October 1, 2019 to December 31, 2019
Choose a car seat based on the child's age. Texas Dept. of Transportation

Cinturon Batalla 30 second spot, aired
Approximately 40 times, ROS, October 1, 2019 to December 31, 2019
Everybody buckles up before driving. Texas Department of Transportation

Desastres 30 second spot, aired
Approximately 40 times, ROS, October 1, 2019 to December 31, 2019
Natural disasters can happen at any time. By the Ad Council

Garage 30 second spot, aired
Approximately 60 times, ROS, October 1, 2019 to December 31, 2019
Drive safely. By the Texas department of transportation

Continuation: Public Safety October 1, 2019 to December 31, 2019

Manejar Borracho 10, 30 second spot, aired
Approximately 90 times, ROS, October 1, 2019 to December 31, 2019
Don't drink and drive. By the U.S. department of transportation

Safer Car- Choques 60 second spot, aired
Approximately 25 times, ROS, October 1, 2019 to December 31, 2019
Be alert at all times. By the ad council

**PUBLIC SERVICE ANNOUNCEMENTS: CRIME
October 1, 2019 to December 31, 2019**

Fabrica De Pelotas 30 second spot, aired
Approximately 40 times, ROS, October 1, 2019 to December 31, 2019
Child labor ad by UNICEF

Protect Your Everyday 30 second spot, aired
Approximately 40 times, ROS, October 1, 2019 to December 31, 2019
Suspicious Activity? Report it. By the Ad Council

**PUBLIC SERVICE ANNOUNCEMENTS: DRUGS & ALCOHOL
ABUSE October 1, 2019 to December 31, 2019**

En Control 15, 30 second spot, aired
Approximately 140 times, ROS, October 1, 2019 to December 31, 2019
Give a positive meaning to life. Department of health of the U.S.

Fumadora 30 second spot, aired
Approximately 40 times, ROS, October 1, 2019 to December 31, 2019
Conquest the summit and overcome the addiction. American Lung Association

Perderlo Todo-Borracho 30 second spot, aired
Approximately 15 times, ROS, October 1, 2019 to December 31, 2019
Addictions can make you lose it all. U.S. department of Transportation

Presion Alta 30 second spot, aired
Approximately 40 times, ROS, October 1, 2019 to December 31, 2019
High blood pressure can lead to a stroke. By the Ad Council

Walk Away From No 30 second spot, aired
Approximately 20 times, ROS, October 1, 2019 to December 31, 2019
Nothing is impossible. By Kessler foundation

Cepillar Dientes-Decoracion 15 seconds spot, aired
Approximately 25 times, ROS, October 1, 2019 to December 31, 2019
It only takes two minutes. By the ad council

Cepillar Dientes Ratones 60 second spot, aired
Approximately 30 times, ROS, October 1, 2019 to December 31, 2019
You can do a lot in two minutes. By the ad council

Separar Alimentos 30 second spot, aired
Approximately 35 times, ROS, October 1, 2019 to December 31, 2019
Always store separately all food. By the ad council.

Saint Jude 30, 60 second spots, aired
Approximately 90 times, ROS, October 1, 2019 to December 31, 2019
Saint Jude helps all children with cancer. By Saint Jude research hospital

Continuation: Health **October 1, 2019 to December 31, 2019**

Virus Sika 30 second spot, aired
Approximately 80 times, ROS, October 1, 2019 to December 31, 2019
How to prevent sika virus. By VOA Noticias

Virus Sika-Plaza Sesamo 30 second spot, aired
Approximately 80 times, ROS, October 1, 2019 to December 31, 2019
Kids help prevent sika virus. By VOA Noticias

PUBLIC SERVICE ANNOUNCEMENTS: SOCIAL ISSUES & FAMILY MATTERS October 1, 2019 to December 31, 2019

Adopt US Kids 30 second spot, aired
Approximately 45 times, ROS, October 1, 2019 to December 31, 2019
Don't need to be a perfect father. By adopt U.S. kids

Autobus 10, 15, 20, 30 seconds spot, aired
Approximately 45 times, ROS, October 1, 2019 to December 31, 2019
Goodness, pass it on. By foundation for a better life

Cambio de Roles 30, 60 second spot aired
Approximately 30 times, ROS, October 1, 2019 to December 31, 2019
Roles change without noticing. By AARP

Color Esperanza 90 seconds spot, aired
Approximately 20 times, ROS, October 1, 2019 to December 31, 2019
Hope, pass it on. By foundation for a better life

Comparte Amor 60 seconds spot, aired
Approximately 25 times, ROS October 1, 2019 to December 31, 2019
Love, pass it on. By foundation for a better life

Se Buen Papa 30 second spot, aired
Approximately 40 times, ROS, October 1, 2019 to December 31, 2019
A moment can make the difference. By the Ad Council

Compasion-Taxi 30 seconds spot, aired
Approximately 35 times, ROS, October 1, 2019 to December 31, 2019
Compassion, pass it on. By foundation for a better life

El Futbol 10, 15, 20, 30 seconds spot, aired
Approximately 20 times, ROS, October 1, 2019 to December 31, 2019
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, 2019 to December 31, 2019
Trust, pass it on. By foundation for a better life

Continuation: Social Issues

October 1, 2019 to December 31, 2019

El Cemento

30 seconds spot, aired

Approximately 40 times, ROS, October 1, 2019 to December 31, 2019

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

El Cohete

10, 15, 20, 30 seconds spot, aired

Approximately 30 times, ROS, October 1, 2019 to December 31, 2019

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

El Hogar

60 seconds spot, aired

Approximately 20 times, ROS, October 1, 2019 to December 31, 2019

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

El Mundo

90 seconds spot, aired

Approximately 35 times, ROS, October 1, 2019 to December 31, 2019

Beauty of the world, pass it on. By foundation for a better life

Bread

10, 15, 20, 30 seconds spot, aired

Approximately 50 times, ROS, October 1, 2019 to December 31, 2019

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

Generosidad-Comida

30 second spot, aired

Approximately 50 times, ROS, October 1, 2019 to December 31, 2019

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

Los Boletos

60 second spot, aired

Approximately 25 times, ROS, October 1, 2019 to December 31, 2019

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

Baseball

30 second spot, aired

Approximately 15 times, ROS, October 1, 2019 to December 31, 2019

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

Locker

45 second spot, aired

Approximately 35 times, ROS, October 1, 2019 to December 31, 2019

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

Continuation: Social Issues October 1, 2019 to December 31, 2019

La Imaginacion 90 second spots, aired
Approximately 40 times, ROS, October 1, 2019 to December 31, 2019
Imagination, pass it on. By foundation for a better life

La Light 30, 60 second spots, aired
Approximately 30 times, ROS, October 1, 2019 to December 31, 2019
Set the example, pass it on. By foundation for a better life

Let Them In 30 second spots, aired
Approximately 20 times, ROS, October 1, 2019 to December 31, 2019
Kindness, pass it on. By foundation for a better life

Dishes 30, 60, 90 second spots, aired
Approximately 50 times, ROS, October 1, 2019 to December 31, 2019
Communication, pass it on. By foundation for a better life

Llegar a Ti 90 second spots, aired
Approximately 35 times, ROS, October 1, 2019 to December 31, 2019
Power of love, pass it on. By foundation for a better life

Pelota Perdida 60 second spots, aired
Approximately 40 times, ROS, October 1, 2019 to December 31, 2019
Correct decision, pass it on. By foundation for a better life

Pinata 30 second spots, aired
Approximately 35 times, ROS, October 1, 2019 to December 31, 2019
Sharing, pass it on. By foundation for a better life

Protect Your Everyday 30, 60 second spots, aired
Approximately 40 times, ROS, October 1, 2019 to December 31, 2019
Be always alert. By department of homeland security

Quinceanera 60 second spots, aired
Approximately 30 times, ROS, October 1, 2019 to December 31, 2019
Friendship, pass it on. By foundation for a better life

Continuation: Social Issues October 1, 2019 to December 31, 2019

Que Te Gustaria Ver 60 second spots, aired
Approximately 70 times, ROS, October 1, 2019 to December 31, 2019
What would you like to see? By seeabettertomorrow.org

Regulated Child Care 30 second spots, aired
Approximately 15 times, ROS, October 1, 2019 to December 31, 2019
Unsafe daycare services. By noesteascuras.org

Siempre 30, 60, 90 second spot, aired
Approximately 20 times, ROS, October 1, 2019 to December 31, 2019
Devotion, pass it on. By foundation for a better life

**PUBLIC SERVICE ANNOUNCEMENTS: VETERANS CONCERNS
October 1, 2019 to December 31, 2019**

Veteranos ACT 15, 30, 60 second spots, aired
Approximately 55 times, ROS October 1, 2019 to December 31, 2019
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, 2019 to December 31, 2019
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, 2019 to December 31, 2019
Homeless veterans. By U.S. department of veteran affairs

DRUGS AND ALCOHOL IN SPANISH

October 1, 2019 to December 31, 2019

Vida Dura

Pastor: Omar Morillo

10/10/2019

Thursday

Airs

10:00 pm to 10:30 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.

HEALTH IN SPANISH

October 1, 2019 to December 31, 2019

Bienestar

Host: Ana Zurita, Nacho Hernandez

10/7/2019

Monday

Airs

1:00 pm to 2:00 pm

Subject: Measles

Host Ana Zurita along with experts about the illness and how to treat it. Hernandez elaborates on different methods to fight the disease.

Sin Tabu

Host: Natalia Koudina, Victoria Martinez

10/18/2019

Friday

Airs

1:30 am to 2:00 am

Subject: First Time Sex

Host Natalia Koudina and Victoria Martinez discuss the role of women during a sex act and how this has changed across time. They talk about myths and facts regarding women's intimacy and also what the bible says about this.

Tiempo Real

Host: Doriany Sanchez

11/25/2019

Monday

Airs

3:30 pm to 4:00 pm

Subject: Day Without Tobacco

Airs

Who uses steroids and why? Expert Rodolfo Flores talks with host Doriany Sanchez about the benefits of using steroids and the consequences.

Continuation: Health

October 1, 2019 to December 31, 2019

Calmate

Host: Diego Di Rossa

10/14/2019

Tuesday

Airs

5:00 pm to 5:30 pm

Subject: Depression

Airs

Di Rossa along with his panel talks about their experiences with depression. The panel elaborates how they lived it and overcame the problem with help of God.

SOCIAL ISSUES AND FAMILY MATTERS IN SPANISH

October 1, 2019 to December 31, 2019

Borron Y Cuenta Nueva

Host: Carlos Ramos, Alexis Villar

10/9/2019

Wednesday

Airs

10:00 am to 11:00 am

Subject: Traffic

Carlos Ramos and Alexis Villar address the problem of stress while driving, moments when people can reach a breaking point. Both hosts analyze responses from the audience in regards to how they manage a period of crisis. The experts recommend the audience to be resilient despite the high level of stress.

Borron Y Cuenta Nueva

Host: Soledad Rodriguez, Alexis Villar

11/11/2019

Wednesday

Airs

10:00 am to 11:00 am

Subject: Bullying

Soledad Rodriguez and Alexis Villar address the importance of fighting bullying in today's society. Both hosts talk about how this issue has grown through the last 20 years and what the society is doing to overcome it.

Controversia

Host: Caleb Quispe, Miguel Salomon

10/4/2019

Friday

Airs

5:00 pm to 6:00 pm

Subject: Bad TV

A panel of young men and women along with host Caleb Quispe and expert Miguel Salomon discuss the lack of healthy television shows for the mind. The panel analyses the most popular shows on today's television and realize they don't really provide with useful information or that can contribute people's growth.

Continuation: Social Issues

October 1, 2019 to December 31, 2019

Solo Para Mujeres

Host: Alejandra Carnival

12/12/2019

Thursday

Airs

3:30 pm to 4:00 pm

Subject: Grooming

Guillermo Serrano talks about the importance of a good look in today's society. The host explains why we have to have a presentable appearance.