



## Quarterly Programs and Issues Report

4<sup>th</sup> 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



**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

**Continuation: Drugs and Alcohol October 1, 2019 to December 31, 2019**

**Truth Amy** 30 second spot, aired  
Approximately 30 times, ROS, October 1, 2019 to December 31, 2019  
Painkillers abuse. By the National Drug Control Policy

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

**Alzheimer Mario Veronica** 30 second spot, aired  
Approximately 50 times, ROS, October 1, 2019 to December 31, 2019  
The moment of speak about Alzheimer. By the ad council.

**Autismo Camion** 30 second spot, aired  
Approximately 70 times, ROS, October 1, 2019 to December 31, 2019  
The odds of having autism. By the ad council

**Autismo Cartoon** 30 second spot, aired  
Approximately 70 times, ROS, October 1, 2019 to December 31, 2019  
The odds of having autism. By the ad council

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

**Deficit de Atencion** 30 second spot, aired  
Approximately 40 times, ROS, October 1, 2019 to December 31, 2019  
When you see what they see, you understand. By the Ad Council

**Pediatry** 30 second spot, aired  
Approximately 40 times, ROS, October 1, 2019 to December 31, 2019  
What kids drink is important. American Academy of Pediatrics

**Pre-diabetes** 15, 30, 60 second spot, aired  
Approximately 50 times, ROS, October 1, 2019 to December 31, 2019  
Anyone can have pre-diabetes. By the Ad Council

**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



**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**

**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**

**Borrón 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.

**Borrón 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.