

KFWB

980 AM

**PUBLIC AFFAIRS
INFORMATION**

NOVEMBER 2023

MONTH / YEAR

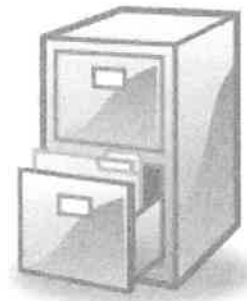
KFWB

Public Affairs

NOVEMBER 2023

Categories:

- Health / Welfare
- Legal
- Investment / Finances
- Education
- Other



ASCERTAINMENT PROGRAMMING

ASCERTAINMENT CATEGORY – HEALTH / WELFARE

PROGRAM TITLE, Source Type Time(s) Broadcast, Duration, Date...	BRIEF DESCRIPTION MUST INCLUDE MODERATOR'S NAME GUEST(S) NAME AND TITLE
<p>NOVEMBER 2023 CA DENTAL GROUP 11/2, 11/7, 11/9, 11/14, 11/18, 11/21, 11/28 PA 30min. 5:30P- 6P Audience Participation</p>	<p>Host name: Francisco Elizondo Guest name: Mauricio Guest Title: Spokesperson/Representative Topic: A spokesperson for CA Dental recently shared valuable advice on the significance of dental care and highlighted the services they offer to make it more accessible to everyone. One of the key aspects they emphasized was their promotional rates, which allow individuals to avail of dental services at affordable prices. With payments as low as \$27 a month, CA Dental ensures that financial constraints do not hinder individuals from receiving the necessary dental care they need. Moreover, they also provide convenient payment plans for procedures and implants that may have a higher cost, exceeding \$75. Q & A from listeners.</p>
<p>NOVEMBER 2023 "C&C FAMILY INSURANCE" 11/6, 11/13, 11/20 PA 50 Min. 9A-10A Audience Participation</p>	<p>Host: Alberto Murillo Guest Name: Carlos Carrillo Guest Title: Independent Medicare Agent Organization Name: C&C Family Insurance Topic: During the radio show, C&C Family Insurance provided valuable information to the listeners regarding the various Medicare plans that are available specifically for individuals who are 65 years of age and older. This informative session shed light on the key distinctions between Medical and Medicare, ensuring that the elderly population understands the benefits and coverage options they have access to. One of the standout features of this radio show was the generous offer made by C&C Family Insurance to assist seniors in completing all the necessary forms, completely free of charge.</p>

<p>NOVEMBER 2023 CELULAS MADRES DIAMOND 11/5, 11/12, 11/26 PA 30MIN 10A-1030A 11/4, 11/11, 11/18 PA 30MIN 11A-1130A Audience Participation</p>	<p>Host name: Francisco Elizondo Guest name: Dr. Jesus Martinez Guest Title: Natural Medicine Topic: The Dr. explained how Stem Cells have revolutionized the field of medicine with their remarkable ability to repair certain dysfunctions of the body. These unique cells have the potential to develop into various specialized cell types, making them a promising tool for regenerative medicine. Stem cell therapies, also known as regenerative medicine, offer a new approach to treating a wide range of illnesses, including high blood pressure, diabetes, and cholesterol-related conditions. By harnessing the regenerative properties of stem cells, researchers and medical professionals are exploring innovative ways to alleviate the symptoms and even reverse the progression of these diseases. Open lines for Q & A and offered a promotion to the first callers</p>
<p>NOVEMBER 2023 DOCTORA NATURISTA EVELIA ESQUIVEL 11/2, 11/9, 11/24, 11/30 PA 1HR 3P-4P Audience Participation</p>	<p>Hostname: Irma Olmedo Guest name: Dra. Evelia Guest Title: Natural Medicine Topic: Dr. addressed the various issues related to foot health, shedding light on the detrimental effects of stress, swollen feet, and foot pain. With extensive knowledge and expertise, provided valuable insights into the causes and potential treatments for these ailments. Open lines for Q & A</p>
<p>NOVEMBER 2023 HYPERSPEED LASIK 11/7, 11/14, 11/21, 11/28 PA 3P-4P Audience Participation</p>	<p>Host Name: Irma Olmedo Guest name: Doctor Tartak Guest Title: Doctor Topic: Dr. Tartak provided a comprehensive overview of laser eye surgery, shedding light on the process and the subsequent recovery period. Explained that laser eye surgery is a highly advanced procedure designed to correct refractive errors such as nearsightedness, farsightedness, and astigmatism. By using a laser to reshape the cornea, the surgeon can improve the patient's vision and reduce their dependence on corrective eyewear. To make this life-changing surgery more accessible, they are currently offering a remarkable 50% discount to all individuals, regardless of age. This generous offer aims to provide both adults and children with the opportunity to achieve clear vision and a higher quality of life. Open lines for Q & A</p>

<p>NOVEMBER 2023 NATURA USA CORP 11/19/23 PA 30MIN 630A-7A Audience Participation</p>	<p>Hostname: Barbara Palacios Guest name: Angel Martinez Guest Title: Natural Medicine Topic: The spokesperson for Natura USA Corp discussed the incredible potential of stem cells in revolutionizing the treatment of the hardest diseases. Stem cells have garnered significant attention for their remarkable ability to regenerate damaged tissue and produce rapid effects. Stem cell therapy has emerged as a groundbreaking medical technique that holds immense promise in the field of regenerative medicine. These remarkable cells can differentiate into various specialized cell types, offering a unique opportunity to repair and regenerate damaged or diseased tissues. Open lines for Q & A</p>
<p>NOVEMBER 2023 NATURISTA MARISOL 11/4, 11/11, 11/25 PA 30MIN 630A-7A Audience Participation</p>	<p>Hostname: Jose Fernando Galaz Guest name: Dra. Marisol Martinez Guest Title: Natural Medicine Topic: During the informative session, the doctor discussed the potential benefits of natural medicine in addressing various health issues faced by individuals. One of the key topics she touched upon was the enhancement of libido in women, highlighting how certain natural remedies can aid in raising the sexual drive. Additionally, the doctor shed light on the potential efficacy of natural medicine in managing conditions like diabetes, high blood pressure, and arthritis, among others. By exploring alternative approaches to healthcare, the doctor emphasized the potential of natural remedies to complement existing treatments and improve overall well-being. Open lines for Q & A</p>
<p>NOVEMBER 2023 NORA ROSS 11/5, 11/12, 11/26 PA 90min 8A 11/19 PA 90min 830A 11/4, 11/11, 11/18, 11/25 PA 60min 10A Audience Participation</p>	<p>Host: Carlos Magana Guest Name: Nora Ross Guest Title: Director/Spokesperson Organization Name: Kokobleeco Nora Ross Topic: Introducing the ultimate hair treatment, Organic Garlic Shampoo and conditioner, a revolutionary product designed to prevent hair loss and promote healthier, stronger hair. Alongside Organic Garlic Shampoo and conditioner, another noteworthy product mentioned is Kokobleeco, a brand committed to providing exceptional hair care solutions. By incorporating these products into your hair care routine, you can experience the</p>

	<p>multitude of benefits they offer, such as increased hair volume, improved hair texture, and reduced hair loss. Q & A from listeners</p>
<p>NOVEMBER 2023 ROYAL NATURA 11/5, 11/12, 11/19, 11/26 PA 30min 8A-830A Audience Participation</p>	<p>Host: Gabriela Rivero and Patricia Rivero Guest name: Dr. Angel Martinez Guest Title: Doctor / Spokesperson Organization Name: Royal Natura Topic: Dr. Martinez highlighted the numerous benefits of Stem Cell capsules. These capsules contain a concentrated dose of stem cells, which can be easily consumed and absorbed by the body. Stem cells are undifferentiated cells that have the unique capability to transform into various cell types in the body. They hold immense potential for medical applications, and with the added benefit of a promotional price, individuals now have the chance to explore this cutting-edge approach to health and well-being. and opened lines for Q & A.</p>
<p>NOVEMBER 2023 STELLA'S HEALTH INSURANCE 11/2, 11/28, 11/30 PA 27 Min. 1P-2P Audience Participation</p>	<p>Hostname: Irma Olmedo Guest name: Erick Stella Guest Title: Spokesperson Topic: The spokesperson updated the listeners on the Medicare changes this is a federal program that provides health insurance to people who meet certain eligibility criteria. It is important for individuals to have information about Medicare and understand how to enroll in order to make use of all the benefits it offers. Medicare is divided into four parts, namely Part A, Part B, Part C, and Part D. Q & A from listeners</p>
<p>NOVEMBER 2023 TOTAL NATURAL 11/5, 11/12, 11/26 PA 30min 630A-7A Audience Participation</p>	<p>Hostname: Hector Valdez and Mayra Guest name: Dr. Angel Martinez Guest Title: Doctor Topic: During his informative talk, Dr. Angel Martinez delved into the fascinating field of stem cell therapies, also known as regenerative medicine. He shed light on how stem cells have the remarkable ability to repair various illnesses, ranging from arthritis and diabetes to prostate issues, osteoporosis, and other types of diseases. Stem cells hold immense potential in the realm of healthcare. The doctor also emphasized the</p>

	benefits of taking MegaCell, a supplement that harnesses the power of stem cells to promote overall health and well-being. Open lines for Q & A
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ASCERTAINMENT PROGRAMMING ASCERTAINMENT CATEGORY – **LEGAL**

PROGRAM TITLE, Source Type Time(s) Broadcast, Duration, Date...	BRIEF DESCRIPTION MUST INCLUDE MODERATOR'S NAME GUEST(S) NAME AND TITLE
<p>NOVEMBER 2023 ABOGADA NOEMY RAMIREZ 11/2, 11/16 PA 1HR 9A-10A Audience Participation</p>	<p>Host Name: Alberto Murillo Guest Name: Noemi Ramirez Guest Title: Lawyer Topic: During this show, the lawyer Noemi addressed the audience and extended an invitation to anyone seeking advice or assistance with their potential cases. Recognizing the importance of providing accurate information and guidance, she encouraged individuals to call in with their questions and concerns, offering her expertise to help them navigate the often confusing and overwhelming immigration system. Furthermore, Noemi warmly invited the audience to visit her office, emphasizing that consultations are available without any obligation. Q & A from listeners.</p>
<p>NOVEMBER 2023 LAW OFFICE OF BERNARDO DE LA TORRE 11/5, 11/21, 11/19 PA 30MIN 730A-8A Audience Participation</p>	<p>Host and Guest: Bernardo de la Torre Guest Title: Lawyer Topic: The lawyer discussed his expertise in assisting individuals whose spouses are already collecting retirement benefits to receive additional financial support. He emphasized the importance of ensuring that everyone is aware of their rights and options when it comes to securing their financial future. The lawyer highlighted that many people may not be aware that they are eligible for additional funds and explained the potential complexities of navigating the legal procedures involved. He emphasized that there would be no obligation involved and that their team would be more than happy to provide additional information and guidance regarding their specific situations. Open lines for Q & A from listeners.</p>

NOVEMBER 2023

LAW OFFICE OF MICHELLE GONZALEZ

11/15/23 PA 30MIN 530P

Audience Participation

Host and Guest: Abogada Michelle Gonzalez

Guest Title: Lawyer

Topic: The lawyer spoke about immigration-related cases. She explained how her office is dedicated to informing individuals about their immigration status and providing assistance in filing necessary cases. The lawyer assured the audience that her office is well-equipped to navigate through the intricate legal processes. With years of experience and a deep understanding of immigration law, she emphasized that her team is committed to advocating for those who are seeking updates on their immigration status. Whether it is assisting with visa applications, green card renewals, or deportation defense, the lawyer's office prides itself on providing comprehensive support to individuals in need. Open lines for Q & A from listeners.

ASCERTAINMENT PROGRAMMING

ASCERTAINMENT CATEGORY - INVESTMENTS/FINANCES

PROGRAM TITLE, Source Type Time(s) Broadcast, Duration, Date...	BRIEF DESCRIPTION MUST INCLUDE MODERATOR'S NAME GUEST(S) NAME AND TITLE
<p>NOVEMBER 2023 BARRON FUNDING GROUP 11/5, 11/12, 11/19 56min 10P-11P Audience participation</p>	<p>Host Name: Francisco Javier Elizondo Guest Name: Octavio Barron Guest Title: Mortgage Banker Topic: The spokesperson explained the world of real estate. One essential aspect of real estate is mortgage loans, which provide individuals with the opportunity to purchase a home. One prominent type of mortgage loan program is the conventional mortgage, which typically spans a duration of 10-15 years. This program offers several advantages, including more favorable interest rates and shorter repayment terms. However, homeowners may find themselves in a position where they want to explore different options, such as refinancing. Refinancing allows homeowners to replace their existing mortgage with a new one, often with more favorable terms, such as lower interest rates. This can lead to reduced monthly payments and long-term savings. Another option available to individuals, particularly those aged 62 and above, is reverse financing. Open lines for Q & A from listeners.</p>
<p>NOVEMBER 2023 CNB MORTGAGE 11/11, 11/18, 11/25 PA 30 min. 9A-930A Audience participation</p>	<p>Host Name: Fernando Galaz Guest Name: Rey Lopez Guest Title: Spokesperson Organization Name: CNB Mortgage Topic: This program is designed to provide valuable insights and guidance on various aspects related to real estate transactions. One of the key areas it focuses on is making modifications to properties. Whether you want to renovate your current home or make changes to a property you are planning to purchase, this program offers helpful tips and advice to ensure that you can effectively carry out these modifications. it highlights the role of CNB Mortgage in assisting individuals with their real estate needs. By providing information without any obligation, CNB Mortgage serves as a reliable source of guidance, ensuring that you can make well-informed decisions when it comes to buying or selling a home. Q & A from listeners.</p>

Month Covered
NOVEMBER 2023

Station
KFWB

ASCERTAINMENT PROGRAMMING

ASCERTAINMENT CATEGORY – EDUCATION

PROGRAM TITLE, Source Type Time(s) Broadcast, Duration, Date...	BRIEF DESCRIPTION MUST INCLUDE MODERATOR'S NAME GUEST(S) NAME AND TITLE
<p>NOVEMBER 2023 "PARA USTED" 11/5, 11/12, 11/19, 11/26 PA 50 Min. 11P-12M Audience Participation</p>	<p>Host: Ethel Colato Guest Title: Spokesperson Topic: Para Usted is an educational program that covers different topics that give the audience helpful information. Also, it allows the audience to participate by calling and asking for all the information they want to know.</p> <p>11/5 – PADRINOS DEL PUEBLO (KIDSTOO):</p> <ul style="list-style-type: none"> - In this segment, Tania Haigh, the executive director of KIDSTOO, represents a remarkable non-profit organization that plays a crucial role in helping, preparing, offering advice, and providing essential tools for family peers and guardians to protect their children from the horrors of sexual abuse. KIDSTOO's mission is to raise awareness about child sexual abuse and equip parents and caregivers with the knowledge and resources necessary to prevent these heinous acts from occurring. Another notable guest on the show is Attorney Isaac Castañeda, who is an integral part of Padrinos del Pueblo, an organization that dedicates its services to assisting the Latino community in cases of injuries and personal harm. Padrinos del Pueblo recognizes the unique challenges faced by the Latino population when it comes to accessing legal resources, and they strive to bridge this gap by providing essential support and guidance.

11/12 – ADOPT A KID:

- The focus in this segment, was on raising awareness about teen adoption through an important campaign initiated by the United States Department of Health and Human Services. With the collaboration of the Adopt a Kid Organization, this nationwide campaign aims to shed light on the adoption of adolescents who are currently in the Foster Care system. This campaign holds immense significance as it addresses a critical issue within our society, emphasizing the importance of providing loving and stable homes for teenagers who need a forever family. By highlighting the unique challenges faced by teens in the Foster Care system, the campaign seeks to dispel common misconceptions and encourage more individuals and families to consider adopting older children.

11/19 – CIRUGIA SIN FRONTERAS FOUNDATION:

- The Cirugias Sin Fronteras Foundation is an exceptional non-profit organization that is dedicated to providing medical assistance to individuals who do not have medical insurance. Their mission is to ensure that everyone, regardless of their financial situation, has access to affordable or even free surgical procedures. With a team of highly skilled and experienced surgeons, the foundation strives to offer top-level medical care to those in need. One of the key aspects of their services is the provision of interpreters for patients who may require assistance in understanding medical procedures or communicating with healthcare professionals. This ensures that language barriers do not hinder the delivery of quality healthcare. Additionally, the foundation actively engages with the community through Health Fairs held in Kern County. These fairs provide preventive examinations and screenings, allowing individuals to proactively manage their health and detect any potential medical issues. Furthermore, the foundation extends its support beyond healthcare by periodically organizing food deliveries to residents of Bakersfield, addressing the basic needs of the community. For more information or to avail their services, interested individuals can contact the Cirugias Sin Fronteras Foundation at 661-333-5746.

11/26 – MACH – LOS ANGELES:

- MACH, a non-profit organization, recently conducted interviews with experienced entrepreneurs who shared valuable information for aspiring business owners. These interviews aimed to provide guidance to individuals who are looking to start their own ventures. MACH offers a comprehensive guide on how to register a business, along with information on where to apply for available loans and financial assistance. Moreover, they facilitate interaction with established entrepreneurs who can provide valuable advice and insights from their own experiences in the business field. The interviewees also mentioned upcoming events that will take place in April, May, and June, which could be beneficial for entrepreneurs looking to network and gain further knowledge. For more information, interested individuals can contact MACH at 747-238-9173 or visit their website at machlosangeles.org.

ASCERTAINMENT PROGRAMMING
ASCERTAINMENT CATEGORY
COMMUNITY / EMPLOYMENT / OTHER

PROGRAM TITLE, Source Type Time(s) Broadcast, Duration, Date...	BRIEF DESCRIPTION MUST INCLUDE MODERATOR'S NAME GUEST(S) NAME AND TITLE
<p>NOVEMBER 2023 DIGNITY MEMORIAL 11/14/23 1P-2P Audience Participation</p>	<p>Host: Armando Aguayo Guest: Marcela Iñiguez Host Title: Spokesperson Topic: Marcela, the spokesperson from Dignity Memorial, provided valuable information to the audience regarding funeral services. She gave information on what to do in the case of sudden deaths in the family. She spoke on various aspects involved in organizing a funeral, such as selecting a venue, arranging for transportation, and coordinating with the cemetery.</p>
<p>NOVEMBER 2023 EL HERALDO 11/5, 11/12, 11/19, 11/26 PA 30 Min. 7A-730A Audience Participation</p>	<p>Host: Enrique Esnegui Guest Name: Patricia del Castillo Host Title: Spokesperson-Scientology Topic: In these segments, the focus is on spiritual medicine as a means to heal the soul. The discussions delve into the profound aspects of faith and emphasize the importance of finding harmony in matrimony. The speakers share insightful ideas and techniques on how to effectively control anxiety, recognizing it as a common struggle in today's fast-paced world</p>

NOVEMBER 2023

ROSE HILLS FUNERAL

11/7, 11/14, 11/28 PA 28 Min. 9A-10A

Audience Participation

Host: Alberto Murillo

Guest: Marcos Salcedo

Host Title: Rep. Rose Hills Memorial Park

Topic: Marcos Salcedo, the representative from Rose Hills, provided valuable information to the audience regarding funeral services. He emphasized the importance of planning, highlighting the potential financial burden that can arise if funeral arrangements are not made in advance. Salcedo shed light on the fact that sudden deaths in the family can be overwhelming and emotionally draining, making the task of planning funeral services even more stressful. He touched upon the various aspects involved in organizing a funeral, such as selecting a venue, arranging for transportation, and coordinating with the cemetery. Additionally, Salcedo discussed the financing options that Rose Hills offers, recognizing that the cost of a funeral can often be a significant concern for families.

PSA

10"

1511 Instituto De La Salud
1512 City of Los Angeles
1513 VIH- Es prevenible
1514 Dept de Salud LA
1516 Cruz Roja Americana
1517 LA-Head start

15"

1518 Medicare Fraude
1519 Metro
1520 Cancer Ginecologico
1521 Cancer Saber es poder

30"

1522 Coronavirus
1523 ARP/Heroes
1524 CCS/Hotarosebuns-radio
1525 SFCHC Medi Cal
1526 CCS/Night Shift
1527 CCS/One upsmanship
1528 CCS/One sour note
1529 DBO/people you know
1530 Medicare Fraude
1531 LA Metro

60"

1532 Medicare Estafa
1533 ADI/marco--spc
1534 HBP/Numbers radio
1535 Call 811
1536 Alanon
1537 PSA/Cancer
1538 PSA/Cancer Uterino
1539 10 Fish spanish
1540 AD/Amigos <
1541 Constructor Fraude
1542 Don't Smoke and Vacuum
1543 Mosnter SP
1544 RR/Alerta al ataque cerebral
1545 RR/La Salud de la Mujer