

ISSUES - PROGRAMS REPORT

FOR

STATION KFRQ

HARLINGEN, TEXAS

LICENSED TO:

ENTRAVISION HOLDINGS, LLC

QUARTER 4, 2022

October 1, 2022 to December 31, 2022

STATION KFRQ HAS ASCERTAINED THAT THE FOLLOWING  
ISSUES ARE MATTERS OF CONCERN TO THE COMMUNITY IT SERVES:

1. HEALTH CARE
2. IMMIGRATION REFORM
3. EDUCATION
4. PUBLIC SAFETY
5. CHILD SAFETY
6. LOCAL AND NATIONAL ECONOMY
7. WOMEN'S ISSUES
8. LOCAL POLITICS AND GOVERNMENT
9. ROLE OF LATINOS IN THE COMMUNITY
10. LATINO YOUTH

STATION  
KFRQ ADDRESSED THE ISSUES IT  
HAS DETERMINED ARE OF CONCERN IN THE  
FOLLOWING PROGRAMS, NEWS PROGRAMS, AND  
PUBLIC SERVICE ANNOUNCEMENTS

ISSUE:  
HEALTH CARE

Program: KFRQ Monday – Sunday 24 hour rotation  
When: October 1, 2022 through December 31, 2022

October 10 – October 31, 2022

30x times at 60 seconds

October is Breast Cancer Awareness month. According to the National Breast Cancer Foundation, one in eight women in the United States will be diagnosed with breast cancer in her lifetime.

Other than skin cancer, breast cancer is the most common cancer among American women. Men also get breast cancer, less than 1% of breast cancers occur in men.

Although the first stages of breast cancer may not show any symptoms here are something to look out for; Breast lump that feels different than surrounding tissue, Breast pain, Red pitted skin on the breast, discharge other than breast milk, Unexplained change in size or shape of the breast, A lump or swelling under arm. If you find these symptoms visit your doctor.

When breast cancer is detected early, and is in the localized stage, the 5-year relative survival rate is 100%. Early detection includes doing monthly breast self-exams, and scheduling regular clinical breast exams and mammograms.

October 10 – October 31, 2022

17x times at 60 seconds

This community update is brought to you by Entravision Communications

October is Bullying Prevention Month

Bullying can be aggressive, mean, and potentially life-threatening. According to a recent federal survey, nearly 20 percent of U.S. high school students reported being bullied on school property. Bullying comes in many forms. Whether the bullying is verbal, physical, relational, or cyber bullying, the results are detrimental. Each type of bullying may have similar effects on the targeted person. They may withdraw even from their family or become mysteriously ill often. It's essential to keep an open line of communication with children and students. Encourage students to participate in activities outside the home, too. Teach children the appropriate use of the internet, social media, and text. While having daily discussions with family members about their day, share information on setting boundaries. Teach them the behavior you expect them to display, how to treat others and provide a role model of the same. The U.S. Department of Human Services has a 24 hour hotline for help all 1-800-273-8255. This community update has been brought to you by Entravision Communications

November 1 – November 30, 2022 Public Service Announcement

67x times at 30 seconds

Diabetes Awareness Month

This community update brought to you by Entravision Communications:

November is Diabetes Awareness Month

More than 30 million people in the United States have diabetes, and 1 in 4 of them don't know they have it. Diabetes is the number one cause of kidney failure, lower limb amputations and adult blindness. You're at risk for developing pre-diabetes or type 2 diabetes if you: Are overweight, are 45 or older, have a parent, or sibling with type 2 diabetes, are physically active less than 3 times a week, have ever had gestational diabetes. For more information or to get your blood sugar tested, talk to your health care professional. This community update has been brought to you by Entravision Communications

December 1 – December 31, 2022 Public Service Announcement

21x times at 60 seconds

Flu Season Precautions

This community update brought to you by Entravision Communications:

With cold and flu season around us, here are some tips to help prevent catching the flu and reduce the spread of viruses that cause it. Get vaccinated. Vaccination is the first step to flu prevention. In general, all healthy people should get vaccinated. The CDC now recommends that, in addition to other high risk groups, all healthy children get a flu vaccination.

Wash your hands. Cold and flu viruses may be spread by indirect contact. Do the elbow cough. Since viruses cling to your bare hands, you can reduce the spread of viruses by coughing into your elbow. When you cough, simply cover your face with your entire elbow. Disinfect common surfaces. Viruses that cause colds and flu can survive on common surfaces for up to 72 hours. That includes: phones, doorknobs, light switches, and remote controls. Drink Water. Water can help strengthen your immune system, keeping the flu at bay. And if you do get sick, water flushes your system, rehydrates you and washes out the toxins. An adult should drink eight 8-ounce glasses of fluids each day. If the color of your urine is close to clear, then you are getting enough. If it's deep yellow, drink more water. For more information about preventing, symptoms and treatment of the flu visit the [cdc.gov](http://cdc.gov). This community update has been brought to you by Entravision Communications

ISSUE:  
EDUCATION

October 5 – October 19, 2022 Public Service Announcement

1x times Live Mentions

Hidalgo County Family Violence Taskforce along with Mujeres Unidas and other State Agencies will commemorate Domestic Violence Awareness Month with the 7<sup>th</sup> annual "Purple Day" event on Thursday, October 20, from 9 a.m. to 11 a.m. at the Bert Ogden Arena parking lot located at 4900 S I-69 C in Edinburg, TX. Purple Day aims to provide prevention education to the general public on the topic of domestic violence. The event is free and open to the public. Participants are encouraged to wear purple in support of Domestic Abuse Awareness Month. In addition to the press conference on Oct. 20, Mujeres Unidas will host the 29<sup>th</sup> annual Candlelight Vigil on Oct. 12 to honor all victims that have lost their lives to this heinous crime.

October 10 – October 31, 2022

12x times at 60 seconds

This community update is brought to you by Entravision Communications

October is National Domestic Violence Awareness month.

An average of 20 people are physically abused by intimate partners every minute. This equates to more than 10 million abuse victims annually. 1 in 3 women and 1 in 4 men have been physically abused by an intimate partner. Millions of Americans live in daily, silent fear within their own homes. In addition, every year millions of children are exposed to domestic violence. Domestic violence incidents affect every person within a home and can have long-lasting negative effects on children's emotional well-being, and social and academic functioning. If you are a victim of family violence please seek help. If you are in immediate danger please call 9-1-1. If you need emergency shelter and victim services you can locally you can call the Mujeres Unidas emergency hotline at 1-800-580-4879. This community update has been brought to you by Entravision Communications

October 10 – October 11, 2022 Public Service Announcement

2x times Live Mentions

A reminder that Tuesday, October 11th is The Last Day to Register to Vote. This is the last day to register to vote and/or make changes to your voter registration to be eligible to vote in the upcoming November 8, 2022 General Election and Local Entities Elections. The Hidalgo County Elections Department's main office, located at 213 S. Closner Blvd., Edinburg, will extend their office hours and will be open until 8 p.m., on that day. Elections voter registration specialists are ready to receive your voter registration applications and are eager to answer any questions. For election information please visit [www.hidalgocounty.us/elections](http://www.hidalgocounty.us/elections) or call our office at 956.318.2570.

October 10 – October 21, 2022 Public Service Announcement

1x times Live Mentions

The City of Weslaco will host the 2<sup>nd</sup> Annual Breast Cancer awareness walk at 8 a.m. on Saturday, October 22 to raise awareness, and celebrate survivorship. The walk will start at Weslaco City Hall located on 255 S. Kansas Ave. in Weslaco. There is no registration required for this free event. The entire community is invited to join the all-ages walk. The event serves as a reminder to schedule regular wellness exams and that early detection is the best protection against breast cancer.

October 10, 2022 – November 20, 2022

42x 30 Sec. Texas Association of Broadcasters/NCSA PSA

DSHS - Alzheimer's TXAA2105 MIGHT BE

Forgetting a birthday isn't Alzheimer's, forgetting your own birthday, might be. Trouble remember a name isn't Alzheimer's, forgetting your child's name might be. If someone you love shows signs Alzheimer's, start a conversation. You may be their best hope for a better quality life. Learn the signs at [DSHS.TX.GOV/Alzheimer's](http://DSHS.TX.GOV/Alzheimer's).

December 1 – December 31, 2022

25x times at 60 seconds

#### Holiday light safety

While holiday decorating is fun and full of sparkle, it is important to keep in mind some safety tips for the protection of your homes and families. Place your Christmas tree in a safe location away from any heater, candle, or fire place. Do not leave lights unattended. Always unplug them at bedtime and before you leave your home. Don't overload electrical outlets or extension cords.

Always use manufacturer's instructions when using string lights and inflatable decorations.

Place portable heaters on a level surface away from foot traffic. Keep children and pets away from heat sources and electrical lights. For more information on how to safely decorate your home, visit the National Fire Protection Agency's guide to Winter/Holiday Safety at

[www.nfpa.org](http://www.nfpa.org).

### ISSUE: PUBLIC SAFETY

October 1 – December 31, 2022 Public Service Announcement

240x times at 60 Seconds

Hurricane season is here and Q 94.5 All Rock, All the Time is committed to keeping you and your family well informed and safe. Make sure to have a family emergency plan in place. Put together a supply kit, with one gallon of water per person per day, non-perishable food items, a battery powered radio, flashlights, extra batteries, and prescription medications. Review your home owner insurance and check that you have adequate coverage. During a hurricane, secure your home and any outdoor items cover windows and always follow instructions issued by local officials. This reminder brought to you by Q 94.5 All Rock, All the Time.

October 22 – October 30, 2022 Public Service Announcement

8x times at 60 Seconds

#### Halloween Safety Tips

This community update is brought to you by Entravision Communications

With Halloween this week, we remind our listeners to have a Happy Halloween but also to be safe.

Here are some safety tips while out on the streets. Cross the street at corners, using traffic signals and look both ways before crossing and put electronic devices down. Be aware of your surroundings. Watch for cars that are turning or backing up. Always trick or treat in groups,

accompanied by adults and make sure your kids wear reflective or bright clothing and use flash lights. Go to neighborhoods you are familiar with, don't go into stranger's homes, only visit well-lit houses and don't stop at dark houses. Don't cut across yards and stay out of backyards.

Never accept rides from strangers. For Drivers – Use extra precaution

Slow down and be especially alert in residential neighborhoods. Take extra time to look for kids at intersections, on medians and on curbs. Enter and exit driveways and alleys slowly and carefully.

Get rid of any distractions - like your phone - so you can concentrate on the road. Turn your headlights on earlier in the day to spot children

Have a Happy and Safe Halloween from your friends at Entravision Communications

November 21 – December 31, 2022 Public Service Announcement

19x 30 Sec. Texas Association of Broadcasters/NCSA PSA

TXDOT Impaired Driving - TXID2152 Holiday Save Day

It's the Holidays, the festive time to play. If you party way to hard, sober ride will save the day. Any stop, can cost a lot, plus a night in jail. You could even hurt someone, an epic holiday fail. Pass on your own sleigh, there's a better way. If your holly is too jolly, don't try to drive yourself. Drive Sober, No regrets. Sponsored by TXDot.

#### ISSUE:

#### LOCAL AND NATIONAL ECONOMY

October 6 – November 20, 2022 Public Service Announcement

49x 30 Sec. Texas Association of Broadcasters/NCSA PSA

TCRP Election Protection – TXEP2101

Voting in Texas is complicated by design, the election protection hotline at 866-ourvote is here to help. A non-partisan network to empower every Texan to vote with the knowledge they need, whether it's registering as a first time voter, finding your polling place and getting there, getting an absentee ballot or recognizing intimidation and suppression and reporting it. Call when you face problems at the polls. Voting should be easy, when it's not, call us 866-ourvote, sponsored by Texas Civil Rights Project.

October 6 – November 20, 2022 Public Service Announcement

23x 30 Sec. Texas Association of Broadcasters/NCSA PSA

TXSS2105 Your Right

Did you know that in Texas, there are seven approved photo IDs you can choose from to take to the polling site? You can find the full list of the approved ID's you can use on our website at [votetexas.gov](http://votetexas.gov) has all the information you need, including insight on what you need on qualifying to vote by mail and the ID number you'll need to note on the mail in ballot envelope to cast your vote. Get vote ready at [votetexas.gov](http://votetexas.gov) or by calling 1-800-252-vote. Brought to you by the Texas Security of State

October 1 – October 10, 2022 Public Service Announcement

1x times Live Mentions

City of McAllen to Host Inaugural Citizens' Code Academy

The City of McAllen Environmental Health & Code Enforcement Department is looking for a few good citizens to help clean up their neighborhood. The Citizens Code Academy seeks to promote clean and safe neighborhoods through community empowerment and action by creating and maintaining strong partnerships between citizens' organizations and Code Compliance Services. The Academy is three weeks long and attendees will learn about various subjects such as the department's organizational structure, premise violations, substandard structures, the 3-1-1 app



overview, community tool shed, community partnerships, common code violations, nuisance abatement, zoning and vector control. The first Academy will begin Tuesday, October 11, 2022, and conclude on October 25, 2022. Registration is now open and is limited to a maximum of 20 students, and is on a first come, first serve basis. The Academy application can be found at [www.mcallen.net/departments/code](http://www.mcallen.net/departments/code) and clicking on the Citizens' Academy flier. Completed applications can be emailed to [codecompliance@mcallen.net](mailto:codecompliance@mcallen.net).

October 14 – October 31, 2022 Public Service Announcement

1x times Live Mentions

Palm Valley Animal Society has partnered with Bert Ogden Subaru Edinburg to help pets find loving homes! Stop by the Trenton Center or Andrews Center this month to adopt, thanks to Subaru there will be “no adoption fee” for October! Learn more about #SubaruLovesPets at [subaru.com/pets](http://subaru.com/pets) And On Saturday October 22 Palm Valley Animal Society will be hosting a Big Pet Vaccine and Microchip clinic at the Bert Ogden Arena. This is a FREE VACCINE EVENT that will take place from 8AM to 10PM, while supplies last. This event is a first-come, first-served. Pet owners should plan to wait in line and bring water for themselves and their pets. Dogs need to be on leashes. Cats need to be in carriers. Services that will be offered include; Rabies, DHPPv, FVRCP (Feline Rhinotracheitis, Calicivirus, Panleukopenia) and Microchip implantation

October 19 – October 26, 2022 Public Service Announcement

3x times Live Mentions

McAllen to Host Hiring Fair

On-site interviews and opportunity for same day selection

The City of McAllen will be hosting a job fair on Wednesday, October 26, 2022, from 2:00 p.m. to 6:00 p.m. at the McAllen Convention Center, 700 Convention Center Blvd. Those interested should bring their résumés but are encouraged to apply online beforehand to expedite the process and allow the opportunity for on-site interviews. City of McAllen departments that will be a part of the event include the Environmental & Health Code Compliance; McAllen Police Department; Parks & Recreation; Public Works; Purchasing & Contracting; McAllen Public Utilities and others. For more information, visit [www.mcallen.net/jobs](http://www.mcallen.net/jobs).

October 17 – October 19, 2022 Public Service Announcement

3x times Live Mentions

Looking for a job? “We Are The Solution” Job Fair happening on Tuesday (TODAY), October 18th at the Pharr Development and Research Center

Tuesday, October 18<sup>th</sup>, from 9:00am - 11:30am, at 850 W. Dicker Rd. Pharr, Tx 78577

Employers attending; City of Pharr, Doctors Hospital at Renaissance, Embassy Suites, HR Block, Mercado District, Tru Fit Athletic Club, UTRGV, Wal-Mart, Walgreens, & Ashley Pediatrics

November 5 – December 30, 2022 Public Service Announcement

3x times Live Mentions

Are you unemployed and looking for a Job? Short-term training can give your career a boost! Connect with Workforce Solutions today. Short Term Training Programs in Truck Driving, Bus Driving, Phlebotomy, Welding and Nurse Assistant. Visit [wfsolutions.me/etps](http://wfsolutions.me/etps) for a list of programs

November 5 – December 30, 2022 Public Service Announcement

3x times Live Mentions

Are you between the ages of 16-24?

In need of money And Interested in a paid internship or upgrading your job skills?

The E3 Youth Program can help you! This is for those interested in a paid internship or in upgrading your job skills. Contact Workforce solutions career advisors to get more information and for available opportunities:

Mission: 956-519-4300

Edinburg: 956-380-0008

Weslaco: 956-969-6100

Starr County: 956-487-9100

Willacy County: 956-689-3412

November 5 – November 9, 2022 Public Service Announcement

2x times Live Mentions

City of McAllen Police Department is hiring Police Officers

Policy officer Entrance examination Friday November 18

Must Apply at City of McAllen Civil Service Department by November 9<sup>th</sup> at 5pm

For more information call 681-1407

December 1 – December 10, 2022 Public Service Announcement

2x times Live Mentions

Annual Christmas for Kids Toy Giveaway Underway

Mayor Javier Villalobos and the City Commission invite you to register your children for the annual Christmas for Kids Toy Give Away.

Registration Schedule:

December 5, 2022 through December 9, 2022 (Monday-Friday)

December 12, 2022 through December 14, 2022 (Monday-Wednesday)

Times: 12:00 p.m. (noon) to 6:00 pm

Registration Requirements:

Children 12 years of age and under,

Bring proof of the child's age,

The child must be present on the day of the event to receive a toy, snack,

and drink. The Annual Christmas for Kids Event will be held on Saturday, December 17, 2022 at 8:30 A.M. at McAllen Municipal Park 1921 N. Bicentennial Blvd McAllen, Texas.

December 1 – December 10, 2022 Public Service Announcement

2x times Live Mentions

Volunteers needed to plant 1,000 trees in Precinct 4

Call for volunteers! Hidalgo County Precinct 4, UTRGV and American Forests are calling for volunteers to assist with the Precinct 4 Community Forest Restoration Planting Event.

Saturday, December 10, 2022 from 7:00 am to 5:00 pm with volunteer shifts of an hour and a half available. 1,000 trees need to be planted, trees will be provided at the event. Volunteers please bring a shovel. Volunteers must register by December 2, 2022

For questions, please contact: Precinct 4 Endowment Center at (956) 289-7429.