

# KBAA 103.3

Quarterly Issue List and Programming Department

1st QT 2022  
Jan 1  
March 31

Public Affairs  
Programming Department

## *Public Affairs Show*

Air Date: 3/27/2022  
Duration: 30 min  
Talent: Alma Garcia

*Programas en LA Familia*  
*Antonio Gudiño*

## **Issue Addressed in this Program**

Description on how the issue was covered:

We spoke with Antonio Gudiño, spokesperson for the organization La Familia, about the programs they have for the community and how they can benefit from these programs, from covid tests, covid exams, help with computer management and many more



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## *Public Affairs Show*

Air Date: 3/20/2022  
Duration: 30 min  
Talent: Alma Garcia

*Sercicos en el Consulado De Mexico  
Consul Liliana Ferrer*

## **Issue Addressed in this Program**

Description on how the issue was covered:

We spoke with the Consulate General of Mexico in Sacramento, Liliana Ferrer, about the services we have at the consulate, from new telephone lines, mental health services and much more in service of the Mexican community here in the United States.



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## *Public Affairs Show*

Air Date: 3/13/2022  
Duration: 30 min  
Talent: Alma Garcia

*Diferencia entre pesticidas y desinfectantes*  
*Alex Cadenas*  
*Fabiola Estada*

## **Issue Addressed in this Program**

Description on how the issue was covered:

We spoke with Fabiola Estrada and Alex Cadenas about the difference between pesticides and disinfectants, how to protect field workers from the misuse of pesticides, where to turn to file a complaint about the misuse of pesticides in the field.



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## *Public Affairs Show*

Air Date: 3/6/2022  
Duration: 30 min  
Talent: Alma Garcia

*Estafas en redes sociales e impuestos  
Alma Galvan*

### **Issue Addressed in this Program**

Description on how the issue was covered:

We spoke with the BBB spokeswoman Alma Galvan about the new scams that are seen in social networks, internet dating places and in taxes.



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1st QT 2022  
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## *Public Affairs Show*

Air Date: 2/27/2022  
Duration: 30 min  
Talent: Alma Garcia

*Estafas en redes sociales e impuestos  
Alma Galvan*

## **Issue Addressed in this Program**

Description on how the issue was covered:

We spoke with the BBB spokeswoman Alma Galvan about the new scams that are seen in social networks, internet dating places and in taxes.



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## Public Affairs Show

Air Date: 2/20/2022  
Time: 8:00am  
Duration: 30 min  
Talent: Alma Garcia

*Lucha Tabaco*  
*Johana Ramirez*

## Issue Addressed in this Program

Description on how the issue was covered:

We spoke with Alex Cadenas and Fabiola Estrada, spokespersons for the Department of Pesticide Regulation, about how we can take care of the family from poisoning with pesticides that are apparently harmless but are actually very important, especially in combination.



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## *Public Affairs Show*

Air Date: 2/13/2022  
Time: 8:00am  
Duration: 30 min  
Talent: Alma Garcia

*Girls Scouts  
Andrea Fruchier*

### **Issue Addressed in this Program**

Description on how the issue was covered:

We spoke with Alex Cadenas and Fabiola Estrada, spokespersons for the Department of Pesticide Regulation, about how we can take care of the family from poisoning with pesticides that are apparently harmless but are actually very important, especially in combination.



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Public Affairs  
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## Public Affairs Show

Air Date: 2/6/2022  
Time: 8:00am  
Duration: 30 min  
Talent: Alma Garcia

*Pesticidas en el hogar*  
*Alex Cadenas*  
*Fabiola Estrada*

## Issue Addressed in this Program

Description on how the issue was covered:

We spoke with Alex Cadenas and Fabiola Estrada, spokespersons for the Department of Pesticide Regulation, about how we can take care of the family from poisoning with pesticides that are apparently harmless but are actually very important, especially in combination.





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1st QT 2022  
Jan 1  
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Public Affairs  
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## Public Affairs Show

Air Date: 1/30/2022  
Time: 8:00am  
Duration: 30 min  
Talent: Alma Garcia

*Step to College 2022*  
*Liliana Ferrer*

## Issue Addressed in this Program

Description on how the issue was covered:

We spoke with the Consulate General of Mexico in Sacramento, Liliana Ferrer, about an event that takes place year after year in Sacramento where young people who go to college can find out about the different universities they can attend, the financial aid that is available and plus legal help. Step to college 2022 annual event to go to college



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## Public Affairs Show

Air Date: 1/23/2022  
Time: 8:00am  
Duration: 30 min  
Talent: Alma Garcia

*Que hacer antes de entrar a al Universidad  
Vianey Hernandez  
Consejera para entrar a la universidad*

## Issue Addressed in this Program

Description on how the issue was covered:

We spoke with Vianey Hernandez, counselor to enter the university, about everything we need to know as parents before our children enter university, which is the best university, scholarships and university applications



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## *Public Affairs Show*

Air Date: 1/16/2022  
Time: 8:00am  
Duration: 30 min  
Talent: Alma Garcia

*Preguntale a la enfermera  
Lizette Leandro*

## **Issue Addressed in this Program**

Description on how the issue was covered:

We spoke with nurse Lizette Leandro from the Ask the Nurse program, a program that anyone can access for free to have video calls with nurses who will answer all their questions about the covid 19 vaccine.



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## *Public Affairs Show*

Air Date: 1/9/2022  
Time: 8:00am  
Duration: 30 min  
Talent: Alma Garcia

*Lucha Tabaco  
Johanna Ramirez  
Ariana Ponce*

## **Issue Addressed in this Program**

Description on how the issue was covered:

We speak with Johana Ramirez and Ariana Ponce of the LUCHA TOBACCO campaign the importance of talking with our children about what tobacco addiction does and how tobacco companies are looking for the target of young people with different flavors for electronic cigarettes.



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## *Public Affairs Show*

Air Date: 1/2/2022  
Time: 8:00am  
Duration: 30 min  
Talent: Alma Garcia

*Kids helping Kids  
Aurora Uribe*

## **Issue Addressed in this Program**

Description on how the issue was covered:

We spoke with Aurora Uribe, part of the Kids helping Kids organization that was created at Del Campo High School in Sacramento Ca where they help different causes, especially young people who are going through difficult times.

