### Issues and Program Report 4th.Quarter of 2009

During the 4<sup>th</sup>.quarter of 2009, the following community issues were addressed by Mega TV WSBS-DTV, Channel 3 Key West FL. (October 1- December 31, 2009)

Health
Crime
Foreign Affairs
Immigration
Education
Local and National Politics
Relations with Cuba/Latin America

The following report details content information regarding issues listed above, and how WSBS-DTV Channel 3 addressed these topics in the community.

WSBS-DTV Channel 3 Public Affairs Quarterly Report October 1 – December 31, 2009

# **Section 1 Community Oriented Programming**

Title: Maria Elvira Live

Scheduled to air: Monday thru Friday

Length: 1 Hour Time: 8pm-9pm

Date: October 1 - December 31, 2009

Looking to reach a wider and more diverse target audience, Salazar continues moving on MEGA TV. Using the most sophisticated television technology and cutting edge graphics and visuals, the new format will highlight Salazar's energetic and animated personality. These effects will add even more to her sparkling talent and on-air presence, which has earned a significant amount of recognition and awards, namely an Emmy Award.

In addition to these technological enhancements, MEGA TV's exciting new show will also provide viewers with a show filled with diverse, interesting and controversial stories. Among the segments highlighted in "María Elvira Live" are:

- The leading news stories of the day.
- In-studio discussions among guests with differing and contrasting opinions.
- "Fuente Confidencial," a segment that discusses the latest and hottest news that has yet to be confirmed by official sources.
- "Sin Anestesia," Salazar's one-minute editorial opinions on breaking news.
- "Fuera de Foco," Salazar's opinions on politically incorrect comments from on-air personalities.
- "Tiro al Blanco con Urdaneta," a bi-weekly, political satire presented by renowned humorist and actor, Orlando Urdaneta.
- "In Fraganti," a segment in which the audience is invited to be reporters for "María Elvira Live" by sending in their own photos, videos, complaints and opinions..

Overall the show targets community issues and current affairs. The majority of the guests are community leaders and public figures.

The production of the second s	Maria Elvir	aLive	
Date	1-Oct-09	<b>Time</b> 8pm	
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	/ Maria Elvi	ra Live	
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Title: Cayo Hueso Ahora (Key West Now) Length: ½ hour Scheduled to air: Saturday Time: 7:30-8:00am

Cayo Hueso Ahora is a weekly community magazine dedicated to current affairs and cultural events in Key West.

#### October 2009

- 03 Festival Hemingway
- 10 Reporting on clean energy project for Key West; Interview with Douglas Bed Good
- 17 Scuba Driving Museum Isla Morada
- 24 Scuba Driving Museum Isla Morada Part 2
- 31 -- Scuba Driving Museum Isla Morada Part 3

#### November 2009

- 07 Scuba Driving Museum Isla Morada Part 4
- 14 Pirates Museum
- 21 Pirates Museum Part 2
- 28 Cuban History in Key West

#### December 2009

- 05 Gallery on the Green Art exposition Key West
- 12 Gallery on the Green Art exposition Key West Part 2
- 19 Festival Hemingway Recap
- 26 Fisher Museum Key West

# Section 2 **Public Service Announcements**

The following traffic report details all the PSA spots that aired on WSBS-DTV Channel 3
October 1 – December 31, 2009

### The following Public Service Announcements have aired from October 1- December 31, 2009. 2160 PSA spots listed below have aired throughout the course of the 4th. quarter.

Description	House#	Advertiser	Ad-ID	Title
10 seconds spots			A CONTROL OF THE CONT	
the foundation/cortesia 1	MS35000	WSBS	the foundation/corte	Education
LA AMISTAD (BEISBALL) .10	MS35014	WSBS	LA AMISTAD (BEISBALL	Education
EL INTERES POR10	MS35015	WSBS	EL INTERES POR1	Education
EL FUTBOL .10	MS35020	WSBS	EL FUTBOL .10	Education
The AD Council "yESENIA" CNLP- 9410-1	MS35151	WSBS	The AD Council "yES	The AD Council "yESENIA" CNLP- 9410-1
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15 seconds spots				
American Heart A.RightArm	MS35022	WSBS	American Heart A.Rig	Health Care
San Jose Grp "Hay Relectiones"	MS35143	WSBS	Hisp. Cristian Churc	San Jose Grp "Hay Relectiones"
San Jose Grp "Perdido"	MS35144	WSBS	Hisp. Cristian Churc	San Jose Grp "Perdido"
The Advertising Counci I	MS35162	WSBS	Booster Seat Latch	Education
The Advertising Council	MS35167	WSBS	Diabetes Tickets	Education
San Jose Grp "Sientes"	MS35145	WSBS	Hisp. Cristian Churc	San Jose Grp "Sientes"
30 seconds spots	And the second s	And the second s	The state of the s	
Intelligent use Water #1	MS35001	WSBS	Intelligent use Wate	Environment
Intelligent use Water #2	MS35003	WSBS	Intelligent use Wate	Environment
ARBITRO .30	MS35010	WSBS	ARBITRO .30	Education
LA AMISTAD (BEISBALL)	MS35011	WSBS	LA AMISTAD (BEISBALL	WSBS
American Heart A. Waiting	MS35023	WSBS	American Heart A. Wa	Health Care
American Heart A.Dryclean	MS35024	WSBS	American Heart A.Dry	Health Care
Association of protection for Animals	MS35169	WSBS	Las Mascotas Vida Dog	Environment
Association of protection for Animals	MS35170	WSBS	Las Mascotas Vida Cat	Environment
Association of protection for Animals	MS35171	WSBS	Las Mascotas Vida Fish	Environment
The Advertising Council	MS35166	WSBS	Diabetes Tickets	Health Care
Soccer Drunk Driving Pre. The AD Council "GROUP" CNLP-	MS35032	The Advertising Council Inc.	Soccer Drunk Driving	Crime Prevention The AD Council "GROUP" CNLP-
9230-3	MS35153	WSBS	The AD Council "GRO	9230-3
Hispanic AIDS Awareness	MS35174	WSBS	Momento Decisivo	Education
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TRABAJO DURO	MS35016	WSBS	TRABAJO DURO	Education
The Advertising Counci I	MS35168	WSBS	College Access Airplane	Education
Hispanic AIDS Awareness	MS35174	WSBS	Momento Decisivo	Education
ENSENE HACIENDO	MS35018	WSBS	ENSENE HACIENDO	Education