

Issues and Program Report 4th.Quarter of 2009

During the 4th.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.

Maria Elvira Live

Date: 1-Oct-09

Time: 8pm

Episode Name: El Baile de Lage

Topic addressed or Description: Relations with Cuba and / Latin America

Guest:

Maria Elvira Live

Date: 2-Oct-09

Time: 8pm

Episode Name: La Homosexualidad en Cuba

Topic addressed or Description: Relations with Cuba and / Latin America

Guest:

Maria Elvira Live

Date: 5-Oct-09

Time: 8pm

Episode Name: Amenaza Nuclear

Topic addressed or Description: Local and national politics and foreign affairs

Guest:

Maria Elvira Live

Date: 6-Oct-09

Time: 8pm

Episode Name: Intercambio Cultural con Cuba

Topic addressed or Description: Relations with Cuba and / Latin America

Guest:

María Elvira Live

Date: 7-Oct-09

Time: 8pm

Episode Name: Roman Perez Part 1

Topic addressed or Description: Relations with Cuba and / Latin America

Guest:

María Elvira Live

Date: 8-Oct-09

Time: 8pm

Episode Name: Roman Perez Part 2

Topic addressed or Description: Relations with Cuba and / Latin America

Guest:

María Elvira Live

Date: 9-Oct-09

Time: 8pm

Episode Name: Lucrecia

Topic addressed or Description: Relations with Cuba and / Latin America

Guest:

María Elvira Live

Date: 12-Oct-09

Time: 8pm

Episode Name: Noche de Documental

Topic addressed or Description: Relations with Cuba and / Latin America

Guest:

María Elvira Live

Date: 13-Oct-09

Time: 8pm

Episode Name: Fin de la Libreta

Topic addressed or Description: Relations with Cuba and / Latin America

Guest:

María Elvira Live

Date: 14-Oct-09

Time: 8pm

Episode Name: Crisis en Honduras

Topic addressed or Description: Relations with Latin America

Guest:

Maria Elvira Live

Date: 15-Oct-09

Time: 8pm

Episode Name: Carmen Dominicci

Topic addressed or Description: Educational

Guest:

Maria Elvira Live

Date: 16-Oct-09

Time: 8pm

Episode Name: Noche de Documentales

Topic addressed or Description: Relations with Cuba and / Latin America

Guest:

Maria Elvira Live

Date: 19-Oct-09

Time: 8pm

Episode Name: Balloon Boy

Topic addressed or Description: Educational

Guest:

Maria Elvira Live

Date: 20-Oct-09

Time: 8pm

Episode Name: Viajes a Cuba

Topic addressed or Description: Relations with Cuba and / Latin America

Guest:

Maria Elvira Live

Date: 21-Oct-09 Time: 8pm

Episode Name: Disfraz de la Discordia

Topic addressed or Description: Immigration

Guest:

Maria Elvira Live

Date: 22-Oct-09 Time: 8pm

Episode Name: Balseros

Topic addressed or Description: Relations with Cuba and / Latin America

Guest:

Maria Elvira Live

Date: 23-Oct-10

Time: 8pm

Episode Name: De la Saga de Nicanor

Topic addressed or Description: Relations with Cuba and / Latin America

Guest:

Maria Elvira Live

Date: 26-Oct-09

Time: 8pm

Episode Name: Juanita Castro

Topic addressed or Description: Relations with Cuba and / Latin America

Guest:

Juanita Castro

María Elvira Live

Date: 27-Oct-09

Time: 8pm

Episode Name: Antonio Veciana

Topic addressed or Description: Relations with Cuba and / Latin America

Guest:

Antonio Veciana

María Elvira Live

Date: 28-Oct-09

Time: 8pm

Episode Name: Violencia Juvenil

Topic addressed or Description: Educational

Guest:

Maria Elvira Live

Date: 29-Oct-09

Time: 8pm

Episode Name: Robert Kelly Part 1

Topic addressed or Description: Relations with Cuba and / Latin America

Guest:

Robert Kelly

Maria Elvira Live

Date: 30-Oct-09

Time: 8pm

Episode Name: Robert Kelly Part 2

Topic addressed or Description: Relations with Cuba and / Latin America

Guest:

Robert Kelly

Maria Elvira Live

Date: 2-Nov-09

Time: 8pm

Episode Name: Mortalidad Materna

Topic addressed or Description: Relations with Cuba and / Latin America

Guest:

Maria Elvira Live

Date: 3-Nov-09

Time: 8pm

Episode Name: Idalmis Menendez Part 1

Topic addressed or Description: Relations with Cuba and / Latin America

Guest:

Idalmis Menendez

Maria Elvira Live

Date: 4-Nov-09

Time: 8pm

Episode Name: Idalmis Menendez Part 2

Topic addressed or Description: Relations with Cuba and / Latin America

Guest:

Idalmis Menendez

Maria Elvira Live

Date: 5-Nov-09

Time: 8pm

Episode Name: Idalmis Menendez Part 3

Topic addressed or Description: Relations with Cuba and / Latin America

Guest:

Idalmis Menendez

Maria Elvira Live

Date:

6-Nov-09

Time:

8pm

Episode Name:

Idalmis Menendez Part 4

Topic addressed or Description:

Relations with Cuba and / Latin America

Guest:

Idalmis Menendez

Maria Elvira Live

Date:

9-Nov-09

Time:

8pm

Episode Name:

Idalmis Menendez Part 5

Topic addressed or Description:

Relations with Cuba and / Latin America

Guest:

Idalmis Menendez

María Elvira Live

Date: 10-Nov-09

Time: 8pm

Episode Name: Vicente Botin Part 1

Topic addressed or Description: Relations with Cuba and / Latin America

Guest:

Vicenti Botin

María Elvira Live

Date: 11-Nov-09

Time: 8pm

Episode Name: Vicente Botin Part 2

Topic addressed or Description: Relations with Cuba and / Latin America

Guest:

Vicenti Botin

Maria Elvira Live

Date: 12-Nov-09

Time: 8pm

Episode Name: Vicente Botin Part 3

Topic addressed or Description: Relations with Cuba and / Latin America

Guest:

Vicenti Botin

Maria Elvira Live

Date: 13-Nov-09

Time: 8pm

Episode Name: Enrique Gratas

Topic addressed or Description: Educational

Guest:

Enrique Gratas

Maria Elvira Live

Date: 16-Nov-09

Time: 8pm

Episode Name: Hernandez Nodar Part 1

Topic addressed or Description: Relations with Cuba and / Latin America

Guest:

Hernandez Nodar

Maria Elvira Live

Date: 17-Nov-09

Time: 8pm

Episode Name: Hernandez Nodar Part 2

Topic addressed or Description: Relations with Cuba and / Latin America

Guest:

Hernandez Nodar

María Elvira Live

Date: 18-Nov-09

Time: 8pm

Episode Name: Manuel de Beunza Part 1

Topic addressed or Description: Relations with Cuba and / Latin America

Guest:

María Elvira Live

Date: 19-Nov-09

Time: 8pm

Episode Name: Manuel de Beunza Part 2

Topic addressed or Description: Relations with Cuba and / Latin America

Guest:

Maria Elvira Live

Date: 20-Nov-09

Time: 8pm

Episode Name: Laura Bozzo

Topic addressed or Description: Educational

Guest:

Laura Bozzo

Maria Elvira Live

Date: 23-Nov-09

Time: 8pm

Episode Name: Macho Rico

Topic addressed or Description: Relations with Cuba and / Latin America

Guest:

Maria Elvira Live

Date: 24-Nov-09

Time: 8pm

Episode Name: Jaime Maussan Part 1

Topic addressed or Description: Educational

Guest:

Jaime Maussan

Maria Elvira Live

Date: 25-Nov-09

Time: 8pm

Episode Name: Jaime Maussan Part 2

Topic addressed or Description: Educational

Guest:

Jaime Maussan

María Elvira Live

Date: 30-Nov-09

Time: 8pm

Episode Name: Elecciones en Honduras

Topic addressed or Description

Ralations w/ Latin America

Guest:

María Elvira Live

Date: 1-Dec-09

Time: 8pm

Episode Name: Discurso de Obama

Topic addressed or Description

Local and National Politics & Foreign Affairs

Guest:

Maria Elvira Live

Date: 2-Dec-09

Time: 8pm

Episode Name: Scarlett Martines

Topic addressed or Description:

Local and National Politics & Foreign Affairs

Guest:

Maria Elvira Live

Date: 3-Dec-09

Time: 8pm

Episode Name: Amenazas a Obama

Topic addressed or Description:

Local and national Politics

Guest:

María Elvira Live

Date: 4-Dec-09

Time: 8pm

Episode Name: Habana Libre

Topic addressed or Description: Relations with Cuba and / Latin America

Guest:

María Elvira Live

Date: 7-Dec-09

Time: 8pm

Episode Name: Tony Castro y la F.I.B.A.

Topic addressed or Description: Relations with Cuba and / Latin America

Guest:

María Elvira Live

Date:

8-Dec-09

Time:

8pm

Episode Name:

Fraide al Medicare

Topic addressed or Description:

Crime & Health

Guest:

María Elvira Live

Date:

9-Dec-09

Time:

8pm

Episode Name:

Tiger Woods

Topic addressed or Description:

Educational

Guest:

Maria Elvira Live

Date: 10-Dec-09

Time: 8pm

Episode Name: Represion en Cuba

Topic addressed or Description: Relations with Cuba and / Latin America

Guest:

Maria Elvira Live

Date: 11-Dec-09

Time: 8pm

Episode Name: Dia y Noche Acoso

Topic addressed or Description: Relations with Cuba and / Latin America

Guest:

María Elvira Live

Date: 14-Dec-09

Time: 8pm

Episode Name: Silvio Berlusconi

Topic addressed or Description:

Educational

Guest:

María Elvira Live

Date: 15-Dec-09

Time: 8pm

Episode Name: Silvio Berlusconi Part 2

Topic addressed or Description:

Educational

Guest:

Maria Elvira Live

Date: 16-Dec-09

Time: 8pm

Episode Name: Uran Prueba Misil

Topic addressed or Description:

Foreign Affairs

Guest:

Maria Elvira Live

Date: 17-Dec-09

Time: 8pm

Episode Name: Arturo Leyva Beltran

Topic addressed or Description:

Crime and Relations with Latin America

Guest:

Maria Elvira Live

Date: 18-Dec-09

Time: 8pm

Episode Name: Dia y Noche Cingo Gordo	
Topic addressed or Description:	Relation with Cuba/ Latin America
Guest:	

Maria Elvira Live	
Date: 21-Dec-09	Time: 8pm
Episode Name: David Calzado	
Topic addressed or Description:	Relation with Cuba/ Latin America
Guest:	

Maria Elvira Live	
Date: 22-Dec-09	Time: 8pm

Episode Name	Re-package Laura Bozzo
Topic addressed or Description	Educational
Guest	

Maria Elvira Live			
Date	23-Dec-09	Time	8pm
Episode Name	re-package Hernandez Nodar		
Topic addressed or Description	Relations with Cuba/ Latin America		
Guest			

Maria Elvira Live

Date: 28-Dec-09

Time: 8pm

Episode Name: re-package Idalmis Menendez Part 1

Topic addressed or Description:

Relations with Cuba/ Latin America

Guest:

Maria Elvira Live

Date: 29-Dec-09

Time: 8pm

Episode Name: re-package Idalmis Menendez Part 2

Topic addressed or Description:

Relations with Cuba/ Latin America

Guest:

Maria Elvira Live

Date: 30-Dec-09

Time: 8pm

Episode Name: re-package Vicente Botin

Topic addressed or Description:

Relations with Cuba/ Latin America

Guest:

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				
the foundation/cortesia 1	MS35000	WSBS	the foundation/corte	Education
LA AMISTAD (BEISBALL) .10	MS35014	WSBS	LA AMISTAD (BEISBALL	Education
EL INTERES POR... .10	MS35015	WSBS	EL INTERES POR... .1	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
The AD Council "BETTY" CNLP-9310-1	MS35152	WSBS	The AD Council "BET	The AD Council "BETTY" CNLP-9310-1
15 seconds spots				
American Heart A.RightArm	MS35022	WSBS	American Heart A.Rig	Health Care
San Jose Grp "Hay Relecciones"	MS35143	WSBS	Hisp. Cristian Churc	San Jose Grp "Hay Relecciones"
San Jose Grp "Perdido"	MS35144	WSBS	Hisp. Cristian Churc	San Jose Grp "Perdido"
The Advertising Council I	MS35162	WSBS	Booster Seat Latch	Education
The Advertising Council I	MS35167	WSBS	Diabetes Tickets	Education
San Jose Grp "Sientes"	MS35145	WSBS	Hisp. Cristian Churc	San Jose Grp "Sientes"
30 seconds spots				
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 I	MS35166	WSBS	Diabetes Tickets	Health Care
Soccer Drunk Driving Pre.	MS35032	The Advertising Council Inc.	Soccer Drunk Driving	Crime Prevention
The AD Council "GROUP" CNLP-9230-3	MS35153	WSBS	The AD Council "GRO	The AD Council "GROUP" CNLP-9230-3
Hispanic AIDS Awareness	MS35174	WSBS	Momento Decisivo	Education
1:00 minute spots				
boletos	MS35006	WSBS	boletos	Education
ARBITRO	MS35009	WSBS	ARBITRO	Education
EL INTERES POR...	MS35013	WSBS	EL INTERES POR...	Education
TRABAJO DURO	MS35016	WSBS	TRABAJO DURO	Education
The Advertising Council I	MS35168	WSBS	College Access Airplane	Education
Hispanic AIDS Awareness	MS35174	WSBS	Momento Decisivo	Education
ENSENE HACIENDO	MS35018	WSBS	ENSENE HACIENDO	Education