

**ISSUES-PROGRAMS REPORT**  
**FOR**  
**STATION KMCC-TV LAUGHLIN, NV**

**4<sup>th</sup> QUARTER 2014**  
**(October 1<sup>st</sup> through December 31<sup>st</sup>)**

**ISSUES OF CONCERN TO LAUGHLIN, NV**  
**ADDRESSED DURING 4<sup>th</sup> QUARTER 2014**

**KMCC**

- 1. Nutrition, Food and Healthy Living:** Information about food safety & healthy eating habits
  
- 2. Community Service:** Information about community services from a variety of local and national community services agencies
  
- 3. Animal Adoption:** Information about community services from a variety of local and national service agencies
  
- 4. Affordable Housing:** Information on preserving home ownership.
  
- 5. Digital Safety:** Information and advice about internet safety
  
- 6. Equal Employer Opportunity:** Information on equal employer opportunities
  
- 7. Saving America:** Information about enlisting in the National Guard

**ISSUES OF CONCERN TO LAUGHLIN, NV**  
**ADDRESSED DURING 4<sup>th</sup> QUARTER 2014**  
**KMCC, LAUGHLIN, NV**

**ISSUE: NUTRITION, FOOD and HEALTHY LIVING**

**CARE Health Fair Promo**

30-Second Announcement

CARE collation is a non-profit organization dedicated for drug and alcohol abuse in Southern Nevada. This announcement gives information of their health fair at a local mall. At this health fair local organizations offer information and services for attendees like mammograms for the community who attends. This announcement aired approximately 38 times during the quarter.

**Nevada Massage Therapists**

15-Second Announcement

This announcement educates the community of [nvtherapists.gov](http://nvtherapists.gov). It informs of a website where the public can enter and see if their therapists has a license to operate in the state of Nevada. It educates the public there is an organization that deals with massage therapists. This message aired approximately 43 times during the quarter.

**Sober Mom and Healthier Babies**

30-Second Announcement

This animated announcement is to educate the community of the problem of drug and alcohol abuse by pregnant women. Presented in Spanish, it is a montage of a pregnant woman with objects of abuse; it changes with arm reaching out for the pregnant woman and other positive images. Then offers a website and phone number where one can turn for information. This message aired approximately 38 times during the quarter.

**Partnership for a Healthy Mouth/ Healthy Lives**

(2)15-Second Announcements

30-Second Announcement

60-Second Announcement

The goal of this campaign is to remind everybody, especially children the importance of teeth brushing. A total of three separate spot with the same message aired. Messages aired throughout the broadcast day, approximately 40 times during this reporting period.

### **Keeping Food Properly Cooled**

15-Second Announcements

The goal of this campaign is to teach food storage safety techniques. Presented in Spanish, and produced by FoodSafety.gov, the gateway to food safety information provided by government agencies, the message provides instruction on the importance of keeping certain foods cooled and how to cool foods in storage before cooking. Messages aired throughout the broadcast day, approximately 30 times during this reporting period.

### **Food Safety**

15-Second Announcement

(2)30-Second Announcements

The goal of this campaign is to teach food handling safety techniques. Presented in Spanish, and produced by FoodSafety.gov, the gateway to food safety information provided by government agencies, the message warns of cross contamination of certain foods and provides instruction on the importance of keeping certain foods separated during storage and cooking, using different cutting utensils in preparing chicken and carrots, for example. Messages aired throughout the broadcast day, approximately 25 times during this reporting period.

### **National Heart, Lung and Blood Institute Campaign**

15-Second Announcements

*“Healthy Eating”*

The goal of this campaign is to promote healthy eating. It features a family at a table playing a game involving eating fruits and vegetables. Messages aired throughout the broadcast day, approximately 30 times during this reporting period.

30-Second Announcement

*“Keep Active”*

The goal of this campaign is to promote an active lifestyle. In the message, parents encourage their daughter to get up and dance. This message aired throughout the broadcast day, approximately 25 times during this reporting period.

## **ISSUE: COMMUNITY SERVICE**

### **Light The Night Walk**

30-Second Announcement

The Leukemia and Lymphoma Society’s annual “Light the Night Walk” is promoted in this animated PSA. The announcement states the objective of the organization and educates the community of the event. The community is aware of the event if they want to participate or contact the organization. This message aired approximately 50 times during the quarter.

### **AARP “Take Care of the One Who Took Care of You”**

(2) 30-Second Announcements

These two PSA’s encompass the issue of the elderly. Both spots are divided showing the earlier generation at first then the younger generation in the second half with an older version of the former. The first entitled “Spoon” has a father at the table trying to make his young daughter eat. It ends with the daughter now mature, trying to make her father who is now elderly eat. With the same structure, the second has a mother with her young daughter drying her after taking a bath; it ends with the young daughter now mature along with her elderly mother. These messages aired approximately 30 times during the quarter.

### **Goodwill/Goodwill.org**

15-Second Announcement

60-Second Announcement

This campaign explains the how donations to Goodwill help employment programs in communities. This message aired throughout the broadcast day, approximately 30 times during the reporting period.

### **American Red Cross of Southern Nevada**

30-Second Announcement

This campaign informs viewers of the purpose of the Red Cross and how the Southern Nevada chapter is active in the community. Explains how the Red Cross helps families after emergencies. Also informs how to donate to the Red Cross. Message aired throughout the broadcast day, approximately 25 times during the reporting period.

### **Safe Way United**

30-Second Announcement

This campaign notifies viewers of a local community service agency for victims of domestic violence. Gives information on the purpose of the organization and how to contact them if one finds themselves a victim of domestic violence. This message aired throughout the broadcast day, approximately 25 times within the reporting period.

### **Opportunity Village**

30-Second Announcement

This PSA offers to educate the community on the services of Opportunity Village. It gives information on the charity organization, its mission and location where the community could sell second-hand items. The spot also informs what it does with the funds it obtains by explaining how it helps people in need in the Las Vegas community. This messaged aired approximately 40 times during the quarter.

**Noticias MundoFox Las Vegas**  
30-Minute Local News Program

Local news airs various informational packages throughout the month which educates the Las Vegas community on various social and cultural issues. From bulletin boards with informational and cultural events to stories on community advocate centers; Noticias MundoFox Las Vegas keeps the community abreast with current events and local issues while being informative and unbiased.

**ISSUE: ANIMAL ADOPTION**

**The Shelter Pet Project**  
15-Second Announcement

This campaign emphasizes the option of adopting animals from their local animal shelter. This message aired throughout the broadcast day, approximately 30 times during the reporting period.

**ISSUE: AFFORDABLE HOUSING**

**Making Home Affordable.gov Campaign**  
60-Second Announcement

The Making Home Affordable ® Program (MHA) ® is an important part of the Obama Administration's comprehensive plan to stabilize the U.S. housing market by helping homeowners get mortgage relief and avoid foreclosure. This campaign provides information on how to continue making mortgage payments during difficult financial times. Messages in this campaign aired throughout the broadcast day, approximately 15 times during this reporting period.

**ISSUE: DIGITAL SAFETY**

**TodosConectadosAhora.org**  
(2)15-Second Announcements

This campaign encourages adults to connect online and meet new people. Messages in this campaign aired throughout the broadcast day, approximately 25 times during this reporting period.

## **ISSUE: EQUAL EMPLOYER OPPORTUNITY**

### **MundoFox**

30-Second Announcement

75-Second Announcement

This public service announcement informs the public that MundoFox is an equal employer opportunity company and recommend sending resumes and applications. Message aired throughout the broadcast day, approximately 10 times during this reporting period.

## **ISSUE: SAVING AMERICA**

### **NationalGuard.com**

(2)15-Second Announcements

(2)30-Second Announcements

This public service announcement encourages the public to enlist in the National Guard. It provides information on what enlisting means, careers, benefits and eligibility. These messages aired throughout the broadcast day, approximately 30 times during this reporting period.

### **GoCoastGuard.com**

30-Second Announcement

This public service announcement informs the public of the benefits of serving the U.S. Coast Guard. This message aired throughout the broadcast day, approximately 25 times during this reporting period.