

**ISSUES AND PROGRAMS REPORT**

**FOR**

**STATION KVMM-CD**

**FOURTH QUARTER 2014**  
**(OCTOBER 1 THROUGH DECEMBER 31)**

Prepared by:

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SVP

**KVMM Channel 41**  
**Santa Barbara, California**

4<sup>th</sup> Quarter  
December 31, 2014

KVMM determined that the following issues were issues of concern to community that were given significant treatment on the station:

1. Health
2. Traffic/Transportation
3. Civic neighborhood
4. Culture
5. Education
6. Public Safety, Health and Welfare
7. Local Weather

Title: **Intelliweather**

Schedule: Monday- Sunday

Time: 6:30 AM

Dates: 10/01/14-12/31/14

Duration: 30 minutes

KVMM provides residents what the weather is going to be before they leave for work or start their day!

Title: **Good Morning Southern California**

Schedule: Monday- Thursday, Saturday and Sunday

Time: 5:30AM

Dates 10/01/14-12/31/14

Duration: 30 minutes

Good Morning Southern California is an informative community show that delivers fresh, daily content to our local viewers in Los Angeles and Santa Barbara. The program offers daily weather forecasts, local community and cultural events, elementary, middle and high school lunch menus, and job listings for the area.

Title: **Noticias 22**

Schedule: Monday-Friday only

Time: 7:00PM

Dates 10/01/2014-12/31/2014

Duration: 60 minutes

Noticias 22 is a locally produced news program which addresses issues daily, to include local news regarding crime, education, health, immigration, weather and sports in Southern California.

Below is a list of some of the significant issues responded to during the Noticias 22 news program. This list is by no means exhaustive. The order in which the issues appear does not reflect any priority or significance.

<b>Description of Issue</b>	<b>Date</b>	<b>Duration</b>	<b>Narration of Type and Description of Program/Segment</b>
Crime	Oct. 22	2 min	<b>OPERATIVO EXCLUSIVO LAPD</b> This was a secret operation. The purpose of this investigation was to educate parents about pedophiles living within the community and showcase the process of capturing them. It was important to show this side of law enforcement to the community in order to inform parents of things to look for to protect their children from sexual predators
Community Safety	Oct. 30	2 min	<b>HALLOWEEN SAFETY</b> Law enforcement and school officials held a press conference at an elementary school to give parents crucial information about Halloween safety. Topics such as street crossing, costume safety for children and trick-or-treating tips were given in order to avoid accidents on that night.
Community	Nov. 4, 5, 6 & 7	12 min	<b>ISRAEL SERIES</b> A great majority of the Hispanic community in Los Angeles is religious. This series informed the public about the historical aspect of religious holidays while providing a more global context on issues in the middle east and cultural differences. The series included interviews with priests and tour guides. Focus was given to 5 different cities of historical and religious importance in Israel.
Community Awareness	Nov. 10, 11, 12	7 min	<b>SALIO PEOR EL REMEDIO</b> This series informed the public about the serious drought conditions in California. Interviews with a marine biologist, meteorologist and members of the Los Angeles Department of Water and Power gave viewers tips on how to save money while conserving water, avoid fines and helping reduce the impact of the drought.
Community Awareness	Nov. 13 & 14	7 min	<b>EN LA PIEL DE UN MENDIGO</b> Homeless is a serious social problem in Los Angeles that most residents are unaware of. In this program a reporter spent a day living as a homeless person in order to inform the public

			and raise awareness about verbal and physical abuse that the homeless population are constantly exposed to. The goal was to have a more caring community and help those in need when possible.
Crime & Community	Nov. 17, 18 & 19	10 min	<b>FUERZA BRUTA</b> Disproportionate police attention on minorities, whether true or not, is a serious issue in the eyes of our minority viewer base. In this program interviews with activists and lawyers further explained the nature of police tactics in minority communities, LAPD officers explained use of force policies. Family members of the people that are the subject of police use of force were given the opportunity to share their personal thoughts. The purpose of this program was to inform the public about the role of police and how to interact with them on a daily basis.
Community & Immigration	Nov. 20 & 21	1 hr	<b>ORDEN EJECUTIVA</b> Coverage of President Obama's Executive Order. Detailed information was provided to the Hispanic community by immigration lawyers in our studio. The viewers were able to ask questions through social media and clear any doubts that they might have about the policy.
Health & Community	Nov. 20, 24 & 25	8 min	<b>IMANES QUE CURAN</b> Alternative forms of healthcare are becoming increasingly popular in our community. In this program viewers were introduced to an ancient, but uncommon therapy called, "Biomagnetism Therapy", that many claim has helped them improve and detect health problems. Experts of this practice, those who have benefitted from it as well as doctors who do not believe in it gave their points of view. The purpose was to educate people of this alternative therapy, but enforce the idea that these alternative care methods are not a replacement for regular doctor visits.
Community Safety	Dec. 11	2 min	<b>STORM TIPS</b> An engineer from California Transit Services provided our viewers with tips on road safety preparedness. This information helped our community with the massive rainy storm that

			<p>affected great part of Southern California and for future ones to come. The community learned how to prepare their car for the season, what to do when the road is too slippery and what to look out for when walking on the sidewalk under the rain.</p>
Community & Immigration	Dec. 30	2 min	<p><b>Tips AB60</b></p> <p>This report provided tips of the most awaited law within the undocumented community that went into effect January 1, 2015. Assembly Bill 60 now allows undocumented immigrants to apply and obtain a driver's license in the state of California if they meet certain criteria. Due to the fact that a majority of our viewers benefit from this law it was crucial to provide them with the DMV's phone number, website and a list of necessary documents to facilitate their application process.</p>