

QUARTERLY ISSUES / PROGRAMS LIST
1th Quarter 2023

ISSUES: January 1, 2023 through March 31, 2023

1. Immigration
2. Traffic Congestion/Weather
3. News
4. Community Outreach
5. Community Support

PROGRAMS:

1. Immigration

Program Title: MORNING SHOW "EL MITOTE"
Type: Public Affairs
Source: Local
Time Broadcast: 10 min Daily segments from 9:00am - 9:10am
Brief Description: Monday through Friday. Updated audience on latest immigration laws and took Q&A from audience calls live while on air giving generic legal advice on immigration

2. Traffic congestion / Local weather

Program Title: MORNING SHOW "EL MITOTE"
Type: Public Affairs
Source: Local
Time Broadcast: Monday - Friday 7am – 11am 6 – 2 minute segments
Brief Description: A locally-produced, 4 hour program that includes topics of local and national importance to members of the community and it incorporates periodic local traffic and weather reports

3. News

Program Title: MORNING SHOW "EL MITOTE"
Type: Public Affairs
Source: National
Time Broadcast: 15-minute daily segment from 8 am – 8:15 am
Brief Description: Latest on local, national and international news. Used this time to do an in-depth information of what is going on with the news nationally and abroad for the Latino community to be engaged within their own living community and stay up-to-date with what is going on where their families are.

4. Community Outreach

Program Title: CANDELARIA FEST
Type: Public Affairs
Source: Local
Time Broadcast: Promoted the event with 12 – :30 sec commercial radio spots per day as well as Live Mentions, from January 14 through February 4, 2023
Brief Description: Cultural festival for the community where gifts were given as well as tamales & coffee for the attendees. Had the musical participation of Tanis and his "Teclados". We also provided a special attendance by the Priest, Padre Romo to explain the origin of the Calendaria, and what the fest was about.

5. Community Support

Program Title: DOG SECOND CHANCE
Type: Public Affairs
Source: Local
Time Broadcast: February 28, 2023. 30 minutes
Brief Description: Live discussion with Lisa where it was discussed the importance of spaying and neutering as well as responsible adoption

Program Title: ENTREGA DE PRUEBAS COVID - 19
Type: Public Affairs
Source: Local
Time Broadcast: February 23, 2023 had a 2-hour live broadcast in which food and COVID-19 tests were offered to families. We then proceeded to offered them onsite at our offices for 30 days while live mentioning and providing 12 – 60 sec spots

Program Title: ENTREVISTA CON EL CONSULADO DE MÉXICO
Type: Public Affairs
Source: Local
Time Broadcast: On January 5, 12, 19 and 26; February 2, 9, 16 and 23; March 2, 9, 16, 23 and 30, 2023. 30 minute live interview
Brief Description: We are having a weekly interview with the new Mexican Consulate, Mr. Carlos Ignacio Giralt in an expand of 30 minutes to keep the Mid-South Mexican community informed of what the Consulate is doing and any changes within

Program Title: VISITA CONSULADO DE MÉXICO
Type: Public Affairs
Source: Local
Time Broadcast: March 11, 2023. One – 2 Hour Live Broadcast
Brief Description: The Mexican Consulate visited Memphis on March 11 & 12, 2023 to office services to the Mexican Public, such as Passports, Consular “Matriculas”, Birth Certificates

Program Title: FAMILY CHILDREN SERVICES
Type: Public Affairs
Source: Local
Time Broadcast: March 30, 2023. 30 minute interview
Brief Description: Family Children Services discussed the importance of children’s care, such as making sure they current with their vaccines. If the child feels sick, to ensure he/she is taken to the doctor and properly be diagnosed and treated, not just give them tea or home medicate

Program Title: FLAMENCO MEMPHIS
Type: Public Affairs
Source: Local
Time Broadcast: March 28, 2023. 30 minute interview
Time Broadcast: On March 28, 2023, Ms. Noelia Garcia came to promote Flamenco and free classes as a cultural difussion