

QUARTERLY ISSUES / PROGRAMS LIST
3rd Quarter 2023

ISSUES: July 1, 2023 through September 30, 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: CONSULADO MÓVIL DE EL SALVADOR
Type: Public Affairs
Source: Local
Time Broadcast: The event was promoted with a remote control on the day of the event from 8am to 10am, in addition, 5 60-second commercials and 6 live mentions were placed per day of 60 seconds from July 3 to 17
Brief Description: July 17th at the Salón Monarca, consulate mobile arrived from El Salvador, to make procedures of passports requests.



Program Title: 4a VENTA ANUAL PARA AYUDAR AL GET SET
Type: Public Affairs
Source: Local

Time Broadcast: The event was promoted with 6 live mentions per day of 60 seconds from July 17th to 22nd.

Brief Description: July 22nd, the 4th annual sale to help the get set, it is to help the Get Set program which is to teach a healthy life, with exercise values and good nutrition for the Hispanic community.



Program Title: CONNECT MEMPHIS (Reunión de Dueños de Negocios)

Type: Public Affairs

Source: Local

Time Broadcast: The event was promoted with 5 live mentions per day of 60 seconds from July 17 to 27

Brief Description: Thursday July 27th, 2023 from 9am to 11am an event occurred at Connect Memphis (Reunion of business’s owners) which was a meeting between MPD and business owners to discuss how to greatly improve emergency preparedness by allowing police, fire and public safety professionals to better assess and respond quickly to criminal activity and emergency situations, it will also allow investigators to easily collect evidence in the event of an accident.



Program Title: BACK TO SCHOOL 2023
 Type: Public Affairs
 Source: Local
 Time Broadcast: A control remote was broadcast on Friday 28th of July at 12pm to 6pm
 The event was promoted with 12 commercials of 60 seconds from the 1st of July to July 28th in addition to 6 live mentions per day of 60 seconds from July 1st to the 28th.
 Brief Description: On Friday, July 28, the delivery of backpacks and school supplies to more than a thousand children was organized and promoted, in addition there were manual activities and interactive booths for children.



Program Title: FERIA DE RENOVACIÓN DE TENNCARE
 Type: Public Affairs
 Source: Local
 Time Broadcast: A remote control was broadcast on Friday, July 28 from 12pm to 6pm
 The event was promoted with 12 commercials of 60 seconds from the 1st to July 28th in addition to 6 live mentions per day of 60 seconds from 1st to the 28th of July.
 Brief Description: July 28th on friday, Feria de Renovacion from TN Care It was an effort between radio stations, non-profit organizations, the city of Memphis and Shelby County to provide information on the programs available for Hispanic families, tennCare registration, (OTHER ORGANIZATIONS) and vaccinations for the return to school.



Program Title: FESTIVAL DE FIESTAS PATRIAS
 Type: Public Affairs
 Source: Local
 Time Broadcast: Promoted the event with 12 commercials of 60 sec radio spots daily, as well as Live Mentions, from August 07 through September 10, 2023; live broadcast on the day of the event from 12 – 6 pm
 Brief Description: September 10, 2023 had a Cultural Festival where we had the “Grito de Independencia” ceremony with the Mexican Consulate on site; we also had live music, folklore dance ballet and Mexican style food



Program Title: FESTIVAL LATINO
 Type: Public Affairs
 Source: Local
 Time Broadcast: Promoted the event with 12 commercials with 60 sec radio spots daily, as well as Live Mentions, from September 11 through September 24, 2023; live broadcast on the day of the event from 12 – 6 pm
 Brief Description: September 10, 2023, as part of the celebration of Hispanic Heritage Month, the radio stations along with the mid-south fair organized the event, which had live music from different regions of Mexico and Colombia We also had live music, folklore dance ballet and Mexican style food.



5. Community Support

Program Title: MEMPHIS SOMOS TODOS / CONOCE A LOS CANDIDATOS
Type: Public Affairs
Source: Local
Time Broadcast: The event was promoted with remote control the day of the event from 4:00pm to 6:00pm, in addition they also got 24 commercials of 60 seconds and 12 live mentions per day of 60 seconds from the 11th to the 17th of September.
Brief Description: On Sunday, September 17, for the first time in Memphis, a debate was held with the city's mayoral candidates aimed at the Hispanic community.



Program Title: ENTREVISTA con Floyd Bonner
Type: Public Affairs
Source: Local
Time Broadcast: Entrevista de 30 min a las 9am
Brief Description: 9-13-2023 interview with candidate for mayor of the city of Memphis Floyd Bonner

Program Title: ENTREVISTA con Michelle McKissack
Type: Public Affairs
Source: Local
Time Broadcast: Entrevista de 30 min a las 9am
Brief Description: 9-19-2023 interview with candidate for mayor of the city of Memphis Michelle McKissack

Program Title: ENTREVISTA con Paul Young

Type: Public Affairs
Source: Local
Time Broadcast: Entrevista de 30 min a las 9am
Brief Description: 9-20-2023 interview with Memphis mayoral candidate Paul Young

Program Title: ENTREVISTA con Van Turner
Type: Public Affairs
Source: Local
Time Broadcast: Entrevista de 30 min a las 9am
Brief Description: 9-21-2023 interview with Memphis mayor candidate Van Turner

Program Title: ENTREVISTA con Brandon Price
Type: Public Affairs
Source: Local
Time Broadcast: Entrevista de 30 min a las 9am
Brief Description: 9-21-2023 interview with city of Memphis mayoral candidate Brandon Price.