

QUARTERLY ISSUES / PROGRAMS LIST  
1th Quarter 2024

ISSUES: January 1, 2024 through March 31, 2024

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

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 7:00 am – 11:00 am; 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 8:00 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: INTERVIEW WITH MPD MEMPHIS POLICE DEPARTMENT  
Type: Public Affairs  
Source: Local  
Time Broadcast: 30 min interview with MPD’s latino liaison  
During this quarter, the interviews were given on January 26th and 12th, February 23rd and 9th, and March 22nd and 8th.  
Brief Description: Every two weeks an interview is given to MPD where they talk to us about how the community can approach, collaborate and get involved with the Memphis Police Department. In addition, the police department came with the recruiting division to make the Latino community aware of the need for more Latino police officers within the Memphis Police Department due to the great growth that the community has had in recent years. In the same way, they made known all the benefits that can be had by belonging to the police department.

Program Title: INTERVIEW WITH THE NEW MAYOR OF THE CITY OF MEMPHIS PAUL YOUNG  
Type: Public Affairs  
Source: Local  
Time Broadcast: On January 22, 2024, the new mayor of the city of Memphis, Paul Young, was given an interview. The interview was at 10 in the morning and lasted 30 minutes.  
Brief Description: As a candidate for mayor of Memphis, Mr. Paul Young promised, if he won, that he would have a closer relationship and greater participation with the Hispanic community, and as mayor he requested a space on the radio station to fulfill his promise, introduce himself, and make his city proposal known. He explained how it would include the Hispanic community in it.

Program Title: INTERVIEW- SCS's INVITATION TO ITS PRE-REGISTRATION  
Type: Public Affairs  
Source: Local  
Time Broadcast: Interview with the Shelby County School department on February 2nd at 9:00 am for 30 min  
Brief Description: The Shelby County School Department SCB issued an invitation to parents with school-age children to take advantage of the pre-registration program for optional schools.

## 5. Community Support

Program Title: CARRER DAY  
Type: Public Affairs  
Source: Local  
Time Broadcast: Participation of radio announcers and producers in the career fair on January 24, 2024, 8 live broadcasts of 2 minutes each were made from the event location

**Brief Description:** Responding to the invitation of Bon Lin Middle School to participate in the career day, Butron Media promoted with live broadcasts and the participation of announcers and producers to teach children the world of radio, how to do remote radio, how commercials are made and with this the importance of study and professionalization in the media.

**Program Title:** MEMPHIS LATINO CHAMBER OF COMMERCE PRESENTS NEW MAYOR PAUL YOUNG

**Type:** Public Affairs

**Source:** Local

**Time Broadcast:** On January 25, 2024, a 15-minute live broadcast from the Hispanic Commercial Chamber took place at 12 noon.

**Brief Description:** Memphis Latino Chamber of Commerce presents to its members and the general public the new Mayor Paul Young. There Mayor Young gave a speech that was partly broadcast on the radio station, where he introduced himself and announced how he would include the Hispanic community in his work projects in the city of Memphis.

**Program Title:** SHELBY COUNTY SCHOOLS PRESENTS SCHOOL FAIR INTERVIEW

**Type:** Public Affairs

**Source:** Local

**Time Broadcast:** 30-minute interview with the SCS on February 2, 2024 at 10:00 am

**Brief Description:** Interview with SCS to publicize the school choice fair, where parents and students can see the different school options offered by the SCS department for the 2024-2025 school year.

**Program Title:** INTERVIEW WITH THE DIRECTOR OF COMMUNITY AFFAIRS ESPECIAL ASSISTANT TO THE MAYOR PAUL YOUNG

**Type:** Public Affairs

**Source:** Local

**Time Broadcast:** 30 min interview on February 27 at 9am

**Brief Description:** Dr Reginald S. Boyce, Director of Community Affairs Special Assistant To The Mayor, arrived for an interview in the station studio to invite the Hispanic community to participate in the event "ONE MEMPHIS TOUR EMPODERANDO VOCES CONTRUYENDO CAMINOS" that would take

place on March 1st at the Gaisman Community Center at 6:00 PM in the evening. Here the same Hispanic community could make known, face to face, their problems and concerns with Commissioner Paul Young and some of his closest collaborators.

## 6. Community Support

Program Title:	EASTER EGG HUNT
Type:	Public Affairs
Source:	Local
Time Broadcast:	12 1 min commercials and 3 mentions of 2 min per day from March 1st to 30th, 3 lives in addition to the live broadcast of the event on March 30th from 2:00 pm to 5:00 pm in the afternoon
Brief Description:	For the first time, an Easter event organized by Butron Media and Amigos Foundation was held. In this completely free event for the community, thousands of Easter eggs were given away, with the participation of the <i>sierreño</i> musical group, <i>HG</i> , the folkloric children's ballet, <i>Meztli</i> , and the animation of the radio station announcers. The objective is to publicize the Anglo tradition of Easter eggs and involve the Hispanic community with cultural and family recreation activities.