

REVISED QUARTERLY ISSUES / PROGRAMS LIST
2nd Quarter 2022

ISSUES: April 1, 2022 through June 30, 2022

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: ENLACE COMUNITARIO 901 WITH MEMPHIS POLICE ASSOCIATION
Type: Public Affairs
Source: Local
Time Broadcast: Promoted the event with radio 5 :60 sec spots as well as Live Mentions, from April 11 through May 1, 2022, as well as a live broadcast from 12 – 2 p.m. on the day of the event
Brief Description: On May 1, 2022 more than 30 non-profit organizations gathered together to offer the Hispanic community informational and services such as housing, legal, health, financial as well as how to conserve energy

Program Title: CINCO DE MAYO 2022
Type: Public Affairs
Source: Local
Time Broadcast: April 18 through May 15, 2022 promoted with spots, live mention and participant’s interviews. 12 daily :60 sec commercial spots & one live broadcast on the day of the event
Brief Description: Cultural and musical event with Latin Music, Folklore Ballet, Artisan Arts, Mexican style cuisine

5. Community Support

Program Title: VACCINATION PODS
Type: Public Affairs
Source: Local
Time Broadcast: 3 LM were made as well as live broadcast were made on the day of the event, plus spots running 2 weeks prior to event with 12 :60 sec commercial spots per day.
Brief Description: April 24, June 5, 2022
Provide COVID 19 Vaccines for the Hispanic community

Program Title: MEMPHIS POLICE DEPARTMENT'S INTERVIEW
Type: Public Affairs
Source: Local
Time Broadcast: April 15, 2022 had a live interview of 30 minutes
Brief Description: Had a live interview with the new Memphis Police Department's Liasson to the Latino community to promote awareness of and prevent delinquency by advising not to leave unlocked cars or leave visible personal items in their vehicles

Program Title: PROMOCIÓN "REGALO PARA MAMÁ"
Type: Public Affairs
Source: Local
Time Broadcast: April 25 through May 8, 2022 had 8 daily commercial spots as well as live mentions
Brief Description: In keeping with tradition as "Mom" is the pillar of the home, any home, we had gifts giveaways for mothers in the community and was able to give lots of home appliances

Program Title: ENTREVISTA PARA RE-PATRIACIÓN DE LOS RESTOS DE INMIGRANTE
Type: Public Affairs
Source: Local
Time Broadcast: May 23, 2022 had a live interview of 30 minutes
Brief Description: Interview with the father of a deceased that was looking for assistance to ship-out his son, who was a by-standard that was hit by a bullet into his heart