

REVISED QUARTERLY ISSUES / PROGRAMS LIST
3rd Quarter 2022

ISSUES: July 1, 2022 through September 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: FESTIVAL DE FIESTAS PATRIAS
Type: Public Affairs
Source: Local
Time Broadcast: Promoted the event with 12 :60sec radio spots daily, as well as Live Mentions, from August 22 through September 11, 2022; live broadcast on the day of the event from 12 – 6 pm
Brief Description: September 11, 2022 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: BACK TO SCHOOL
Type: Public Affairs
Source: Local
Time Broadcast: July 4 through July 31, 2022 promoted with 12 :60 sec commercial spots daily and live mentions.
Brief Description: On July 31, 2022, we gave away approximately 1,000 back packs along with school supplies while transmitting on live broadcast from 12 – 4 pm

Program Title: DESPENSAS PARA LA FAMILIA
Type: Public Affairs
Source: Local
Time Broadcast: July 11 through July 21, 2022 promoted with 6 :60 sec commercial spots daily as well as live mentions.
Brief Description: On July 21, 2022 we obtained and gave away boxes with groceries to families in need, including, but not limited to canned and dry food

5. Community Support

Program Title: LOCAL ELECTION DAY
Type: Public Affairs
Source: Local
Time Broadcast: Live broadcast on Special election day coverage, from 8 am through 7 pm, around the city promoting and encouraging citizens to go vote on August 2, 2022

Program Title: MEMPHIS POLICE DEPARTMENT'S BACK TO SCHOOL
Type: Public Affairs
Source: Local
Time Broadcast: July 25 through August 3, 2022 had 5 :60 sec promotional spots and live mentions as well as interview with a member of the police department for 30 minutes
Brief Description: August 3, 2022, went on location to cover and interview the back-to-school giveaway from the police department with a live broadcast 12 – 2 pm

Program Title: DIVISION PUBLIC WORKS INTERVIEW
Type: Public Affairs
Source: Local
Time Broadcast: On August 19, 2022 had a live interview with the Director, Robert Knecht, and his bilingual assistant to promote the services available to the community

Program Title: PAZ POR MEMPHIS
Type: Public Affairs
Source: Local
Time Broadcast: August 8 through September 30, 2022 promoted with 5 :30 sec commercial spots and live mentions
Brief Description: After several tragic events within the City of Memphis, including Eliza Fletcher’s abduction and killing. Initiated a campaign for the Latino community to take extra precautions (i.e. not going out at night as usual, to not confront anyone, etc.)

Program Title: SHELBY COUNTY SCHOOLS “TU VOZ, TU VOTO”
Type: Public Affairs
Source: Local
Time Broadcast: September 20, 2022 had a 30-minute interview with the Communication Department to promote the Vote