

KTFD
COMMUNITY ISSUES REPORT
Q3 - 2023

**Station KTFD has ascertained that the following issues are matters of concern
to the community it serves:**

- 1. Politics**
- 2. Economy**
- 3. Immigration**
- 4. Latin American Issues**
- 5. Local Community**
- 6. Public Safety**
- 7. Health Care**
- 8. Education**

POLITICS

Program: Unimas News Brief

When: 7/5/23, 3:24pm

Duration: 30 seconds

Description of program:

A white substance that turned up inside a bag at the white house is cocaine and the secret service is trying to find out who left it there and when.

Program: Noticias Colorado 6:00am-6:30am

When: 07-17-2023

Duration: 2:00 min

Description of program: Mike Johnston was sworn in as Denver's 46th Mayor. Our anchor Juanita Hernandez assisted in the ceremony and spoke to Mike about his plans to help our community.

Program: Unimas News Brief

When: 7/19/23, 4:33pm

Duration: 30 seconds

Description of program:

We have new details of the letter that former president Donald Trump received identifying him as a target in the criminal investigation into the capitol attack.

Program: Unimas News Brief

When: 8/24/23, 3:24pm

Duration: 30 seconds

Description of program:

The eyes of the world are on former President Donald Trump and his surrender to justice in Fulton County, Georgia...for allegedly conspiring and attempting to change the election results in that state.to justice in fulton county, Georgia...for allegedly conspiring and attempting to change the election results in that state...in addition, the former president made a last-minute change and replaced his chief legal representative.

Program: Unimas News Brief

When: 8/31/23, 3:24pm

Duration: 30 seconds

Description of program:

Former president Donald Trump pleaded not guilty to charges of alleged electoral interference in Georgia... It is also reported that the former president had manipulated his personal assets to obtain better loans.

ECONOMY

Program: Noticias Colorado 6:00am-6:30am

When: 08-31-2023

Duration: 2:00 min

Description of program: Colorado Gov. Jared Polis speaks out about an IRS proposal that could mean residents will be paying taxes on their TABOR refund checks each year. We obtain reactions from Governor and residents.

Program: Unimas News Brief

When: 9/5/23, 4:33pm

Duration: 30 seconds

Description of program:

Thousands of Hispanic families face a harsh reality, they say they work hard, but it is not enough to cover their basic needs. How much do they have to earn? How much do they have to earn, we tell them.

IMMIGRATION

Program: Unimas News Brief

When: 7/20/2023, 3:24pm

Duration: 30 seconds

Description of program:

Texas government could face investigation for allegedly ordering border agents to withhold water from migrants, forcing them to return to Mexico across the river.

Program: Unimas News Brief

When 9/20/2023, 3:24pm

Duration: 30 seconds

Description of program:

The migration crisis intensifies with the arrival of thousands of migrants to the United States...while Mexico suspends the operation of trains known as "la Bestia" (the beast).

Program: Unimas News Brief

When 9/21/2023, 3:24pm

Duration: 30 seconds

Description of program:

Thousands of Venezuelan citizens are breathing a sigh of relief, after the extension of 18 more months of the temporary protected status TPS,...we explain what you must do to apply

Program: Unimas News Brief

When 9/25/2023, 4:33pm

Duration: 30 seconds

Description of program:

Following the agreement between Mexico and the United States on deportation from border areas, we will tell you how the government is preparing to prevent thousands from continuing to cross the border.

LATIN AMERICAN ISSUES

Program: Unimas News Brief

When: 9/17/2023, 4:37pm

Duration: 30 seconds

Description of program:

Drug trafficking charges filed tomorrow against Ovidio Guzmán López, son of El Chapo Guzman, who remains in a US. jail after being extradited from Mexico

LOCAL COMMUNITY

Program: Noticias Colorado 6:00am-6:30am

When: 07/13/2023

Duration: 2:00

Description of program:

Well-known Mexican restaurant El Tequileño is targeted by thieves and the scene was all caught on camera. We speak to the owner who says this is the third time it happens to his business.

Program: Noticias Colorado 6:00am-6:30am

When: 7/23/2023

Duration: 2:00

Description of program:

Denver mayor's state of emergency on homelessness gets extended while new data comes out. We speak to the mayor regarding his plans on this issue.

Program: Noticias Colorado 6:00am-6:30am

When: 08/1/2023

Duration: 2:00

Description of program:

A teen is recovering at a local hospital after getting hit by an RTD bus in Westminster. We speak to the family of the victim.

Program: Ad Council.org – Ending Hunger – Vida Plenamente Llena

When: 7/1/2023 – 9/30/2023 45 PSA's total Aired

Duration: 30 Seconds and 60 Seconds

Description of program:

Nearly 34 million people in America experience food insecurity. That's nearly 1 in 10 individuals facing hunger, including 1 in 8 children. Food nourishes more than just our bodies—it also nourishes our futures. The Ending Hunger campaign highlights what we can achieve when we have reliable access to nutritious meals. The campaign PSAs inspire audiences to join Feeding America in the movement to end hunger, ensuring that our neighbors facing hunger are able to access the nutritious foods we all need to thrive. Feeding America supports tens of millions of people who experience food insecurity to access nutritious food and resources. The Feeding America network consists of food banks, pantries, meal programs, state associations, and the Feeding America national organization working together alongside communities to end hunger.

PUBLIC SAFETY

Program: Ad Council.org – Child Car Safety - Hustle

When: 7/1/2023 – 9/30/2023 190 PSA's Total Aired

Duration: 30 Seconds and 60 seconds

Description of program:

PSAs encourage parents and caregivers to correctly buckle up their kids in the right seat for their age and size by reminding parents to get the big stuff, like car safety, right.

Program: Noticias Colorado 6:00am-6:30am

When: 7/4/2023

Duration: 2:00

Description of program:

Wrongly disposed fireworks destroy 2 homes by fire. Our team goes to the scene and speaks to families and South Metro Fire.

Program: Unimas News Brief

When: 7/13/2023, 3:24pm

Duration: 30 seconds

Description of program:

The world health organization determined that aspartame, an artificial sweetener used as a sweetener in thousands of products, should be considered "possibly carcinogenic".

Program: Unimas News Brief

When: 7/17/2023, 4:33pm

Duration: 30 seconds

Description of program:

Immigration authorities issue a warning, trafficking of Fentanyl, an addictive and dangerous drug, continues to increase in alarming quantities at the Arizona-Mexico border.

Program: Unimas News Brief

When: 7/17/2023, 4:33pm

Duration: 30 seconds

Description of program:

Fentanyl continues to cause thousands of deaths. Now parents join forces to save lives and fight this evil that is affecting young people.

Program: Unimas News Brief

When: 7/28/2023, 3:24pm

Duration: 30 seconds

Description of program:

Health officials warn that ticks could cause thousands of cases of a serious and potentially fatal red meat allergy.

Program: Noticias Colorado 6:00am-6:30am

When: 9/7/2023

Duration: 2:00 min

Description of program: Boulder Police warning of possible tainted drugs after multiple overdoses. We speak to officials and residents from that area.

Program: Noticias Colorado 6:00am-6:30am

When: 09-20-2023

Duration: 2:00 min

Description of program: Arapahoe County Sheriff's deputies search for 4 suspects in deadly carjacking. We speak to police and residents in the area.

Program: Noticias Colorado 6:00am-6:30am

When: 09-26-2023

Duration: 2:00 min

Description of program: Colorado Department of Transportation (CDOT): Pedestrian fatalities at "all time high," 2023 could be another record year. We speak to CDOT regarding the increase of deaths.

Program: Ad Council.org – Drinking & Driving – Buzzed Driving

When: 7/14-9/29/23, Total of 24 PSA's aired 6am-12am

Duration: 30 Seconds

Description of program:

The Ad Council has focused on drunk driving prevention since 1983, with the release of the now-classic “Friends Don’t Let Friends Drive Drunk” campaign. As the idea of a designated driver became the cultural norm, but alcohol-related driving fatalities began to increase, we recognized the need for a new approach. In 2005, we refreshed our classic campaign with a new message: “Buzzed Driving is Drunk Driving.” The most recent iteration of the Buzzed Driving Prevention campaign effort prompts young men 21 to 34 to examine their own warning signs of impairment and take responsibility for their decisions behind the wheel by reminding them: If you need to do something to make yourself feel okay to drive, you're not okay to drive.

Program: Ad Council.org – Emergency Preparedness – Natural Disasters

When: 7/1-9/30/23, Total of 463 PSA's aired 6am-12am

Duration: 15 seconds, 30 seconds and 60 seconds

Description of program:

In recent years, devastating earthquakes, tornadoes, floods and wildfires have highlighted the need for all Americans, regardless of background or location, to prepare for natural disaster. However, according to the Federal Emergency Management Agency (FEMA), half of Americans have not discussed or developed a family emergency plan. Since 2003, our campaign has empowered individuals, families, small businesses, and communities to prepare for both natural and man-made disasters. “Ready” recommends taking four steps towards preparedness:

1. Be informed about the different types of emergencies that could occur and their appropriate protective actions.
2. Make a family emergency plan including information on how to reconnect and reunite.
3. Build emergency supply kits to ensure you’re prepared whether you’re at home, at work, or in the car.
4. Get involved by finding opportunities to support community preparedness

Program: Ad Council.org – Wildfire Prevention – Smokey the Bear

When: 7/1-9/30/23, Total of 98 PSA's aired 6am-12am

Duration: 30 seconds

Description of program:

For more than 75 years, Smokey Bear has protected our forests and promoted wildfire prevention. His powerful message, “Only you can prevent wildfires,” is at the heart of America’s longest-running PSA campaign. Smokey’s message remains relevant today, as nearly nine out of ten wildfires nationwide are caused by humans and can be prevented. Additionally, during these unprecedented times, spending time outdoors has never felt more valuable. Whether we’re passing the time in public lands or in our own backyards, we all have a role to play in keeping our safe places safe by acting responsibly and doing our part to help prevent wildfires. For tips on safe recreation, visit [BeOutdoorSafe.org](https://www.beoutdoorsafe.org) and for more information on wildfire prevention, visit [SmokeyBear.com](https://www.smokeybear.com).

HEALTH CARE

Program: Noticias Colorado 6:00am-6:30am

When: 7/7/2023

Duration: 2:00 min

Description of program: High E. coli levels close Cherry Creek swim area. We talk to a medical doctor about the risks and what visitors need to know about the health alert.

Program: Noticias Colorado 6:00am-6:30am

When: 08-04-2023

Duration: 2:00 min

Description of program: This year's first human death from West Nile virus confirmed in Weld County. We speak to a health expert regarding the precautions.

Program: Unimas News Brief

When: 7/13/2023, 3:24pm

Duration: 30 seconds

Description of program:

The Food and Drug Administration, approved the sale without a prescription of "Opill", which turned it into the first over-the-counter contraceptive pill.

Program: Unimas News Brief

When: 7/28/2023, 3:24pm

Duration: 30 seconds

Description of program:

Health officials warn that ticks could cause thousands of cases of a serious and potentially fatal red meat allergy.

Program: Centers for Medicare – Connecting Kids to Coverage

When: 7/1-9/30/23, Total of 104 PSA's aired 6am-12am

Duration: 15 seconds & 30 Seconds

Description of program:

The Connecting Kids to Coverage National Campaign, a national outreach and enrollment initiative originally funded under the Children's Health Insurance Program reaches out to families with children and teens eligible for Medicaid and the Children's Health Insurance Program (CHIP) to: Raise awareness about health coverage available under these programs; Create opportunities for families to get their eligible children and teens signed up for coverage; Motivate parents to enroll their children and teens and renew their coverage; and provides outreach guides and tool kits that can be used to help states, community organizations, schools, health care providers and others organize and conduct successful outreach activities.

The Campaign lets families know who is eligible, what benefits children can get and how to apply for coverage.

Program: Ad Council.org – Alzheimers Awareness – Judith-Hopeful

When: 7/1-9/30/23, Total of 97 PSA's aired 6am-12am

Duration: 15 seconds & 30 Seconds

Description of program:

More than 6 million Americans live with Alzheimer's, but fewer than half have received an official diagnosis. Close family members know their loved ones best and are typically the first to notice memory issues or cognitive problems but they're often hesitant to initiate a conversation—even when they know something is wrong. Talking about the changes you are noticing in your loved one is hard, but an early diagnosis can have significant benefits, including eliminating uncertainty and providing more time for support. Encourage families to start a conversation with their person alongside their doctor - the first step towards a possible ALZ diagnosis, and creating a plan of action. Using real stories, the goal of "Hopeful Together," created in partnership with the Alzheimer's Association, is to spread awareness of the benefits of the first step towards a possible ALZ diagnosis, and creating a plan of action. Using real stories, the goal of "Hopeful Together," created in partnership with the Alzheimer's Association, is to spread awareness of the benefits of getting an early diagnosis and encourages open communication between loved ones about cognitive health. An early diagnosis can give you and your family more time to plan together, allows participation in care decisions, you and your family will be able to review and update legal documents, discuss finances and property, and identify your care preferences. The website Alz.org/TimeToTalk and Alz.org/Tiempo for Spanish speakers offers families helpful tools and resources, including information on the disease and the benefits of an early diagnosis.

Program: Ad Council.org – Covid 19 Vaccine Education – Hear from the Experts

When: 7/1-9/30/23, Total of 97 PSA's aired 6am-12am

Duration: :30 and 60 Seconds

Description of program:

"We've come a long way thanks to the achievements of scientists developing the vaccines and our incredible partners that have been helping to educate the country on their efficacy. But the work is far from over," said Lisa Sherman, President and CEO of the Ad Council. "Through honest conversation, a light touch of humor and scientific facts, this new creative will help inspire millions across the country to feel more confident in the vaccines during a pivotal point in the pandemic." According to new research from the Ad Council, nearly 1 in 5 young adults age 18-24 remain undecided about getting vaccinated as well 1 in 5 parents of kids 12-17 who are unsure about vaccinating their children against COVID-19. This is in comparison to about 1 in 10 of the total adult population that is hesitant. The data also unveils unique barriers and trusted voices for both audiences. Young adults largely are seeking clarity about any perceived unknown long-term side effects and are motivated to get vaccinated by family and

friends. Mostly seeking advice that the benefits of COVID-19 vaccination significantly decrease the risks of infection, parents find that pediatricians and other health care providers are the most trusted sources of information about COVID-19 vaccines.

Program: Ad Council.org – Diabetes Awareness

When: 7/1-9/30/23, Total of 136 PSA's aired 6am-12am

Duration: 15 second, 30 seconds and 60 seconds

Description of program:

More than one in three American adults have prediabetes and are at high risk of developing type 2 diabetes—a serious health condition that can lead to a heart attack or stroke. Of these individuals, more than 80% of people with prediabetes don't know they have it. Thankfully, the vast majority of people with prediabetes can take steps to reduce their risk. Through weight loss, diet changes, and increased physical activity, prediabetes can often be reversed. These PSAs encourage viewers to visit the campaign website where they can take a one-minute risk test to know where they stand. The campaign highlights the importance of early diagnosis, speaking with your doctor and visiting DoIHavePrediabetes.org to learn more about prediabetes.

Program: Ad Council.org – Solve Long Covid

When: 7/1-9/30/23, Total of 124 PSA's aired 6am-12am

Duration: 15, 30 and 60 seconds

Description of program:

Solve M.E. has released the first nationwide public service announcement (PSA) campaign titled "How Long?" to broaden awareness of Long Covid and highlight the need for more research to adequately help the many patients affected by this debilitating disease, which could last a lifetime. Solve M.E. has released a PSA campaign to broaden awareness of Long Covid and highlight the need for more research. Up to 30% of those infected with COVID-19 will go on to develop Long Covid and experience a broad range of symptoms, such as crippling fatigue, brain fog, severe exhaustion after mild exertion, shortness of breath, and heart issues. Over 20 million Americans are suffering from Long Covid, and Long Covid could account for 15% of the nation's unfilled jobs. However, there are no simple tests to diagnose the disease, and no approved treatments. Research funding to date has largely gone towards characterizing the condition, rather than finding treatments. The "How Long?" campaign will evolve to be an umbrella effort that includes other related post-infection diseases, such as myalgic encephalomyelitis/chronic fatigue syndrome (ME/CFS), postural orthostatic tachycardia syndrome (POTS), mast cell activation syndrome (MCAS), and Lyme disease. "How Long?" should become a battle cry for the desperate need for research into all of these under-studied conditions."Solve M.E. has served as a catalyst for critical research into post-infection diseases for decades. We know that learning more about Long Covid will deepen our broader understanding of these diseases – ultimately helping to point us to treatments for Long Covid and associated conditions," said Oved Amitay, president and CEO, Solve M.E. "Our hope is that through this public awareness campaign, we can create empathy for those who suffer and drive stronger public and private investment in research, education, and care for complex, chronic diseases."

Program: PSA Direct – Smile Train – The Collective Smile

When: 7/1 – 9/30/2023, Total of 57 PSA's aired 6am-12am

Duration: 30 Seconds

Description of program:

1 in 700 babies globally are born with a cleft lip and/or palate. Underneath their smiles are real issues with long term effects – difficulties eating, breathing, hearing, and speaking to name a few. In the Collective Smile campaign, see how Smile Train is helping cleft lip and palate communities around the world by creating a wave of smiles. From educating and training medical professionals to providing speech therapy, nutrition services and orthodontics – Smile Train will not stop until every child with a cleft has the access to the care they deserve.

EDUCATION

Program: Noticias Colorado 6:00am-6:30am

When: 8/7/2023

Duration: 2:00 min

Description of program: Denver Public Schools is investigating a de-escalation “seclusion” rooms in Denver schools. We attend the press conference and speak to a psychologist regarding this issue.

Program: Noticias Colorado 6:00am-6:30am

When: 8/21/2023

Duration: 2:00 min

Description of program: Denver Public Schools go back to class. We speak to a spokesperson to talk about all the changes that parents should be aware of.