

Q4 ISSUES/PROGRAMS LIST*

Promo Radio Corporation – KMPG 1520 AM Radio Bonita

Quarterly Listing of Community Issues and Programs

October 1 through December 31, 2022

ISSUE #1: Low to moderate income families who have incomes at 185% or less of the Federal Poverty level.

Program: California WIC (60 second PSA's)

Dates:

Month	Date	Times (once each day part)	Frequency
October	5 th , 6 th , 7 th , 17 th , 18 th , 19 th	<ul style="list-style-type: none">• 6:00 AM – 10:00 AM• 10:00 AM – 2:00 PM• 2:00 PM – 5:30 PM	30
November	8 th , 9 th , 10 th , 15 th , 16 th , 17 th , 22 nd , 23 rd , 24 th	<ul style="list-style-type: none">• 6:00 AM – 10:00 AM• 10:00 AM – 2:00 PM• 2:00 PM – 5:30 PM	30
December	1 st , 2 nd , 7 th , 8 th , 9 th , 14 th , 15 th , 16 th	<ul style="list-style-type: none">• 6:00 AM – 10:00 AM• 10:00 AM – 2:00 PM• 2:00 PM – 5:30 PM	30

Description:

The WIC program of Santa Cruz County provided produced PSA's from their marketing department. The PSA's provide resources such as benefits to buy healthy foods like organic fruits, vegetables, and whole grain foods, personalized nutrition education, breastfeeding information and support, personal peer counselor for breastfeeding support from pregnancy through the first year of babies life and online nutrition education classes.

ISSUE #2: Driving under the influence

Program: California Highway Patrol – Drive sober or get pulled over

Dates:

Month	Date	Times (once each day part)	Frequency
October	3 rd , 5 th , 7 th , 10 th , 12 th , 14 th , 17 th , 19 th , 21 st	<ul style="list-style-type: none">• 7:00 AM – 1:00 PM• 2:00 PM – 5:30 PM	40
November	8 th , 9 th , 10 th , 15 th , 16 th , 17 th , 22 nd , 23 rd , 24 th	<ul style="list-style-type: none">• 7:00 AM – 1:00 PM• 2:00 PM – 5:30 PM	40
December	1 st , 2 nd , 7 th , 8 th , 9 th , 14 th , 15 th , 16 th , 19 th , 21 st , 23 rd , 26 th , 28 th , 30 th ,	<ul style="list-style-type: none">• 7:00 AM – 1:00 PM• 2:00 PM – 5:30 PM	40

Description:

These station produced PSA's explains consequences of driving of the influence. One person is killed, on average, about every 45 minutes in a drunk-driving crash, totaling more than 11,000 lives lost each year. During the Christmas and New Year holiday periods, we often see a rise in drunk-driving deaths. As a result, you will likely see more law enforcement on the roads as a part of the *Drive Sober or Get Pulled Over* campaign, which aims to educate people about the dangers and consequences of driving drunk.

Issue #3: Severe hunger in our country and what resources to use to prevent this issue within the community.

Program: CalFresh

Dates:

Month	Date	Times (once each day part)	Frequency
October	3 rd , 4 th , 5 th , 6 th , 17 th , 18 th , 19 th , 20 th , 21 st	<ul style="list-style-type: none">• 8:00 AM – 1:00 PM• 2:00 PM – 5:30 PM	30
November	1 st , 2 nd , 3 rd , 4 th , 14 th , 15 th , 16 th , 17 th , 18 th	<ul style="list-style-type: none">• 8:00 AM – 1:00 PM• 2:00 PM – 5:30 PM	30
December	1 st , 2 nd , 7 th , 8 th , 9 th , 14 th , 15 th , 16 th , 19 th , 21 st , 23 rd , 26 th , 28 th , 30 th ,	<ul style="list-style-type: none">• 8:00 AM – 1:00 PM• 2:00 PM – 5:30 PM	30

Description:

The CalFresh department of Santa Cruz County provided produced PSA's. The CalFresh program, federal known as the Supplemental Nutrition Assistance Program, issues monthly electronic benefits that can be used to buy most foods at many markets and food stores. The CalFresh program helps to improve the health and well-being of qualified households and individuals by providing them a means too meet their nutritional needs.

Issue #4: Covid 19 Vaccinations

Program: Get the Facts

Dates:

Month	Date	Times (once each day part)	Frequency
October	3 rd , 4 th , 5 th , 6 th , 17 th , 18 th , 19 th , 20 th	<ul style="list-style-type: none">• 6:00 AM – 12:00 PM• 3:00 PM – 5:30 PM	10
November	3 rd , 4 th , 14 th , 15 th , 16 th , 17 th , 18 th	<ul style="list-style-type: none">• 6:00 AM – 12:00 PM• 3:00 PM – 5:30 PM	10
December	2 nd , 7 th , 8 th , 9 th , 15 th , 16 th , 19 th , 21 st , 23 rd , 26 th , 30 th ,	<ul style="list-style-type: none">• 6:00 AM – 12:00 PM• 3:00 PM – 5:30 PM	10

Description:

These station produced PSA's explains the importance of the COVID 19 vaccines and what steps to take to get vaccinated. Talk with your family doctor, get a Covid 19 vaccine booster to ensure you are fully protected, wear a mask in public, even if you don't feel sick, wash you hands frequently, don't touch your face and misinformation is an issue get your new from trusted sources.

Issue #5: Community Resources**Program: Nuestra Comunidad**

Host: Joel Mijares

Dates:

Month	Date	Times (once each day part)	Frequency
October	Sundays – 1 st , 8 th , 15 th , 22 nd , 29 th	• 1:00 PM – 1:30PM	5
November	Sundays – 5 th , 12 th , 19 th , 26 th	• 1:00 PM – 1:30PM	4
December	Sundays – 3 rd , 10 th , 17 th , 24 th , 31 st	• 1:00 PM – 1:30PM	5

Description:

Discussion with local pastors concerning community resources provided by County Churches, to help with family's necessities ie.: food, prayer, childcare, job placement etc.