

Q3 ISSUES/PROGRAMS LIST*

Promo Radio Corporation – KMPG 1520 AM Radio Bonita

Quarterly Listing of Community Issues and Programs

July 1st, through September 31st, 2022

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

Program: California WIC (30 second PSA's)

Dates:

Month	Date	Times	Frequency
July	1 st , 5 th , 6 th , 7 th , 17 th , 18 th , 19 th , 21 st , 22 nd ,	<ul style="list-style-type: none">• 6:00 AM – 10:00 AM• 2:00 PM – 7:30 PM	20
August	1 st , 3 rd , 5 th , 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 – 11:00 AM• 2:00 PM – 7:30 PM	20
September	1 st , 2 nd , 3 rd , 4 th , 5 th , 6 th , 7 th , 8 th , 9 th , 10 th , 11 th , 12 th , 14 th , 15 th , 16 th	<ul style="list-style-type: none">• 6:00 AM – 11:00 AM• 2:00 PM – 7:30 PM	20

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: Covid-19

Program: CDC-Covid-19 (60 sec PSA's)

Dates:

Month	Date (Weekends only)	Times	Frequency
July	2 nd , 3 rd , 9 th , 10 th , 16 th , 17 th , 23 rd , 24 th , 30 th , 31 st	• 7:00 AM – 5:30 PM	10
August	6 th , 7 th , 13 th , 14 th , 20 th , 21 st , 27 th , 28 th	• 7:00 AM – 5:30 PM	10
September	3 rd , 4 th , 10 th , 11 th , 17 th , 18 th , 24 th , 25 th	• 7:00 AM – 5:30 PM	10

Description:

These station produced PSA's explain the dangers of the coronavirus:

"Today, Coronavirus is a dangerous disease that spreads quickly and threatens the most vulnerable in our communities, elders over 65. People with conditions like serious heart disease, chronic kidney disease, asthma, and diabetes and people treated for cancer are most likely to become seriously ill. Practice the following: wash your hands often for at least 20 seconds, use hand sanitizer after interactions or shopping. Practice staying at least six feet, about two arm lengths, away from other people. When around others, cover your mouth and nose with a cloth covering and ensure to cough into the inside of your elbow. Protect yourself, your family, and our communities. Wishing you all good health."

Produced and recorded by: Joel Mijares Jr.

Issue #3: Community Resources

Program: Nuestra Comunidad (30 min. PSA)

Host: Joel Mijares

Dates:

Month	Date	Times	Frequency
July	Sundays – 3 rd , 10 th , 17 th , 24 th , 31 st	• 1:00 PM – 1:30PM	1
August	Sundays – 7 th , 14 th , 21 st , 28 th	• 1:00 PM – 1:30PM	1
September	Sundays – 4 th , 11 th , 18 th , 25 th	• 1:00 PM – 1:30PM	1

Description:

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

Guests:

- Pastor Ruben Gonzales
- Pastor Javier Hernandez

Issue #4: Transportation, healthy food/health care and senior adult day health in low-income households

Program: Community Bridges - Children & Nutrition, Family resources and Senior transportation

Dates:

Month	Date	Times (once each day part)	Frequency
July	5 th , 12 th , 19 th , 26 th ,	• 8:00 AM – 12:00 PM	4
August	3 rd , 4 th , 14 th , 15 th , 16 th , 17 th , 18 th	• 8:00 AM – 12:00 PM	4
September	6 th , 13 th , 20 th , 27 th	• 8:00 AM – 12:00 PM	4

Description:

The Community Bridges organization produced PSA's explaining the resources that the organization offers. Their family of ten programs delivers essential services, provides equitable access to resources and advocates to health and dignity across every stage of their life. Rental assistance is available for anyone experiencing COVID 19 related financial distress, past due payments on rent or utilities and for families that earn below 80% of the Area Median Income. A nutrition assistance program that reimburses food for licensed caregivers, providing healthy meals to support both children and adults in our community. For more information contact 831-688-8840 or email at info@cbridges.org.

Issue #5: Severe hunger in our country and what resources to use to prevent this issue within the community.

Program: CalFresh

Dates:

Month	Date	Times (Daily)	Frequency
July	1 st – 23 rd	<ul style="list-style-type: none">• 8:00 AM – 1:00 PM	8
August	1 st – 19 th	<ul style="list-style-type: none">• 2:00 PM – 5:30 PM	8
September	4 th – 24 th	<ul style="list-style-type: none">• 8:00 AM – 1:00 PM	8

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 with a means to meet their nutritional needs.