

Radio las Americas AM 1380 (KMUS)
ISSUE/PROGRAM REPORT
Third QUARTER 2013
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Part 1 – Introducion

On date March 1 2012, las Americas decide to change he radio station form pop to regional mexicano. Starting a new cycle las Americas 1380 “La perrototota”.

Radio las Americas is a local Spanish radio station, offering the fender of regional mexicano. The radio station las Americas has license in the city of Tulsa, Oklahoma serving the Tulsa area. The radio station provides people with topics of general interest, community service, and anything that can be related to Hispanics.

The station currently has a morning show called “El corral” which is radio hosted by Sahmira izaguirre, who has about 32 years of experience in the field working in the United States as well as in Mexico. The morning show runs from 7:00am -12:00pm, offering live entertainment. The set up of the show it’s pretty different than what other shows are. This is a live show nothing is previously recorded, and all the listeners have access to express or ask anything on air. The radio station has also been known around Hispanics as the one who can help them with community service, for example every time someone dies they come here to had about 10 cases in less than 4 months. We also try to make it as educative but while keeping ir fun, this way people listen and learn while enjoying.

PART 2 THE STATION MOST SIGNIFICANT TREATMENTS OF SELECTED ISSUES OF CONCERN

Program Title: El corral.
Program length: 5 hrs.
Date aired: Monday – Friday.
Time aired: 7:00AM-12:00PM.
Format: Community and host, live talk in show program.
Source: Produced by station.
Description: People call the station and express their concerns or offer some support to the community.

Program Title: Mercado al aire.
Program length: 1 hrs.
Date aired: Monday – Friday.
Time aired: 12:00PM-1:00PM.
Format: Community and host, live talk in show program.
Description: People call the station and ask or offer items for sale or swap, looking for a job or offer it.

Program Title: La Chule De Tulsa.
Program length: 2 hrs.
Date aired: Monday – Friday.
Time aired: 1:00PM-3:00PM.
Format: Community and host, live talk in show program.
Description: People call the station and express their concerns or offer some support to the community.

Program Title: Las tardes con polito.
Program length: 5 hrs.
Date aired: Monday – Friday.
Time aired: 3:00PM-8:00PM.
Format: Community and host, live talk in show program.
Description: People call the station and express their concerns or offer some support to the community.