

ISSUES-PROGRAMS REPORT

FOR STATION KMMD-CD
SALINAS, CA

4th QUARTER 2023
(October 1st – December 31st)

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ISSUES OF CONCERN TO SALINAS, CA
4th QUARTER 2023

1. Health/Fitness: Information about exercise, diet, treatment and prevention of disease, including health issues relating particularly to women.
2. Family Matters: Information and advice about issues and concerns of the family, balancing work and family life, relationships between parents and children, siblings, and grandparents, dealing with divorce.
3. Mental Health: Education about topics relating to mental health and wellbeing.
4. Children's/Teens Health and Safety: Information and advice for parents and caregivers about health and safety issues relating to children and teens.
5. Drugs/Addiction: Discussion of drug dealing and drug use, information about stop-smoking techniques and treatment facilities.
6. Public Safety: Information on ways to make the community safer by choosing the correct car seat for children to protect and prevent injuries or fatalities if car accidents occur.
7. Religion/Faith: Discussion of matters of faith, Christianity, and core beliefs.
8. Community: Raising awareness about the benefits of community involvement and about city issues, programs and services.

Examples of programs addressing some of these issues are provided on the following pages, as well programs about many other subjects of interest to viewers, including cooking and nutrition and a variety of lifestyle issues, among others.

QUARTERLY ISSUES-PROGRAMS REPORT

KMMD-CD

KMMD is able to display its own content from the community of license, and important information for the surrounding viewers such as, but not limited to, weather conditions & public service announcements. Fulfilling our promise to highlight issues of concern to Salinas, CA. All the following programs air Sundays 7am – 10am

Weather Conditions

We are able to display up to date weather conditions and patterns to the following cities in California where our license reaches and more: Salinas. Our weather feed provides current conditions, day-part forecast, five-day forecast, & five hour forecast for every city that has been designated. This feed is also followed up with weather radar imagery covering a wide range relevant to the community and neighboring cities. Along with weather and radar, we also follow up these feeds with local traffic imagery, important to the commuter of the local community.

Public Service Announcements

Thanks to the National Center for Missing & Exploited Children we're able to let the community know of current and past missing children, with a hotline on who to contact if located, and 911. This feed provides viewers with information on the missing children such as sex, height, weight, race, current age, and much more. All of this is to prevent the further loss of these people, and the increased safety of the community whom this content reaches.

Coronavirus Response

Health & Safety

In response to the coronavirus pandemic, the Ad Council – in partnership with the federal government, public health partners, board member companies, major media networks and digital platforms – launched a series of national PSAs and multi-channel content to provide critical and urgent messages to the American public

Maria Vision – *MariaVision 39.6*

Religion & Family Matters

Maria Vision broadcasts television programs with original content that is created for everyone and families. All programs create a safe viewing and family building environment for all ages. It's great for those seeking content that meets their religious needs and healthy programming for children.

Vision Latina Network– *Vision Latina 39.10*

Community & Family Matters

Visión Latina Network is a Spanish-language television network dedicated to serving the Hispanic market. The channel focuses on providing a diverse array of programming including entertainment, news, sports, children's series, and shows featuring famous people and celebrities, catering to Spanish-speaking minorities, and fostering a sense of community and family values. The network's content is predominantly secular, with a small portion of religious programming important to the Hispanic community as well.

Majestad TV – *Majestad TV 39.11*

Family Matters & Religion

Majestad TV is a religious program aimed at Spanish-speaking families and people of Hispanic origin. This program airs everyday on a constant daily basis 24/7 with music, shows, sermons, and more. The program also includes content for kids that is safe and informative for all.