

ISSUES - PROGRAMS REPORT

FOR

STATION KKPS

BROWNSVILLE, TEXAS

LICENSED TO:

ENTRAVISION HOLDINGS, LLC

QUARTER 1, 2024

January 1, 2024 to March 31, 2024

STATION KKPS HAS ASCERTAINED THAT THE FOLLOWING  
ISSUES ARE MATTERS OF CONCERN TO THE COMMUNITY IT SERVES:

1. HEALTH CARE
2. IMMIGRATION REFORM
3. EDUCATION
4. PUBLIC SAFETY
5. CHILD SAFETY
6. LOCAL AND NATIONAL ECONOMY
7. WOMEN'S ISSUES
8. LOCAL POLITICS AND GOVERNMENT
9. ROLE OF LATINOS IN THE COMMUNITY
10. LATINO YOUTH

STATION  
KKPS ADDRESSED THE ISSUES IT  
HAS DETERMINED ARE OF CONCERN IN THE  
FOLLOWING PROGRAMS, NEWS PROGRAMS, AND  
PUBLIC SERVICE ANNOUNCEMENTS

ISSUE:  
HEALTH CARE

Program: KKPS Monday – Sunday 24 hour rotation  
When: January 1, 2024 through March 31, 2024

January 1- January 31, 2024 Public Service Announcement  
47x times at 60 seconds

Cervical Cancer Awareness Month

January is Cervical Cancer Awareness Month. According to the U.S. Department of Health and Human Services, about 79 million Americans are infected with HPV. Each year, more than 11 million women get cervical cancer. In most of the cases, HPV can be prevented. Talk to parents and discuss how important it is for their pre-teens to get the HPV vaccine. Cervical Cancer can often also be prevented with regular screening tests and gynecologist follow ups. Encourage women to get their well-woman checkup at least one a year. Spread the word and take action today. For more information, visit [healthfinder.gov](http://healthfinder.gov) or [www.nccc-online.org](http://www.nccc-online.org).

January 1 – January 31, 2024 Public Service Announcement  
46x times at 60 seconds

Flu Season Precautions

This community update brought to you by Entravision Communications:

With cold and flu season around us, here are some tips to help prevent catching the flu and reduce the spread of viruses that cause it. Get vaccinated. Vaccination is the first step to flu prevention. In general, all healthy people should get vaccinated. The CDC now recommends that, in addition to other high risk groups, all healthy children get a flu vaccination.

Wash your hands. Cold and flu viruses may be spread by indirect contact. Do the elbow cough. Since viruses cling to your bare hands, you can reduce the spread of viruses by coughing into your elbow. When you cough, simply cover your face with your entire elbow. Disinfect common surfaces. Viruses that cause colds and flu can survive on common surfaces for up to 72 hours. That includes: phones, doorknobs, light switches, and remote controls. Drink Water. Water can help strengthen your immune system, keeping the flu at bay. And if you do get sick, water flushes your system, rehydrates you and washes out the toxins. An adult should drink eight 8-ounce glasses of fluids each day. If the color of your urine is close to clear, then you are getting enough. If it's deep yellow, drink more water. For more information about preventing, symptoms and treatment of the flu visit the [cdc.gov](http://cdc.gov). This community update has been brought to you by Entravision Communications

February 1 – February 28, 2024 Public Service Announcement  
43x times at 60 seconds

February is Teen Dating Violence Awareness Month.

This Community update is brought to you by Entravision Communications. February is Teen dating Violence awareness month. Teen dating violence affects millions of teens in the US each

year. It can include physical or sexual violence, psychological abuse and stalking. Unhealthy or violent relationships can have severe short and long-term effects on a developing teen. Be aware of what to look for and if you feel like something might be off in your relationship and speak to someone you trust for help. Some signs to be aware of in teen dating violence: fear of upsetting their partner, reluctance to engage in activities without their partner, low self-esteem, self-harming or suicidal behaviors. Digital abuse can include the use of social media to stalk or keep tabs on a partners. Constant text messaging and sending explicit photos  
Mujeres Unidas provides free and confidential services to victims and survivors. Anyone needing services can call the 24-hour hotline at 1-800-580-4879. You can also get more information at [loveisrespect.org](http://loveisrespect.org)

February 1 – February 28, 2024 Public Service Announcement

42x times at 60 seconds

February is American Heart Month.

This community update is brought to you by Entravision Communications. February is American Heart Month. According to the Centers for Disease Control and Prevention, heart disease is the leading cause of death in the United States. In fact, one in every four deaths is caused by heart disease each year. High blood pressure, high cholesterol, smoking, diabetes, obesity and lack of exercise can increase your risk of developing heart disease. Age, gender and a family history of heart disease also play a role. Coronary Artery Disease is the most common form of heart disease and a major cause of heart attacks; it occurs when plaque builds up along the walls of the hearts arteries, causing them to narrow and limit blood flow. Your doctor can screen for heart disease using a variety of tests. Ask your doctor if you are at risk for coronary artery disease and whether cardiac screening is right for you. This community updates has been brought to you by Entravision Communications.

March 1 – March 31, 2024 Public Service Announcement

79x times at 60 seconds

March is colorectal cancer awareness month.

This Community update is brought to you by Entravision Communications. March is Colorectal Cancer Awareness Month. Colorectal cancer is a potentially fatal disease that is mostly preventable. Screening is the number one way you can reduce your risks of colon cancer and rectal cancer. Despite its high incidence, colorectal cancer is unique in that it is one of the most preventable and, if found early, most treatable forms of cancer. All men and women should be screened for colorectal cancer. Individual risks factors such as ethnicity; lifestyle and family history will determine when you should start getting checked. For most adults, it is recommended that colorectal cancer screenings should begin at age 50. You may need to be screened earlier on your families' health history and risk factors. Screening tests can your doctor find polyps before you even have symptoms. Check the colorectal cancer alliance website at [www.ccalliance.org](http://www.ccalliance.org) to find out more information about screenings, symptoms, treatments and support for patients and family members.

ISSUE:  
EDUCATION

January 13 to January 19, 2024 Public Service Announcement

1x times Live Mentions

**FEMA REMINDS YOU**

Freezing temperatures and winter storms leave people with disabilities, older adults and those with chronic health conditions without power for life-saving medical supplies and without the ability to charge Assistive Technologies or other power-dependent devices.

People with disabilities, older adults and those with preexisting health conditions are especially vulnerable to the health impacts of power outages due to their reliance on electrically powered medical equipment such as ventilators, oxygen and power wheelchairs.

**General Winter Preparedness Tips**

Have emergency contacts written down, programmed in your phone or placed somewhere readily available.

Stock up on nonperishable foods.

Make an emergency plan with your primary care physician to discuss prescription refills, treatments, oxygen and anything else that may be impacted by a winter storm.

Create a plan for alternative sources of power.

Reach out to your utility company to inquire about becoming listed as a life-sustaining equipment customer.

January 30 to February 22, 2024 Public Service Announcement

1x times Live Mentions

**9<sup>th</sup> Annual Young Hearts Matter Teen Dating Violence Prevention event on February 23<sup>rd</sup>**

Hidalgo County Criminal District Attorney Toribio “Terry” Palacios, in collaboration with Region One ESC and the Texas Council on Family Violence, will host the 9<sup>th</sup> Annual Young Hearts Matter Teen Dating Violence Prevention event on Friday, February 23, 2024 from 9 a.m. to 1 p.m. at the Region One ESC located at 1900 W. Schunior St. in Edinburg, Texas. The prevention event will include a youth rally, a self-defense class for teens, painting class for self-care, prevention education information, a community fair, and guest speakers from local and county stakeholders. The event is free and open to the public. We encourage everyone who attends to bring their teen dating violence prevention posters and wear orange.

March 12 to March 23, 2024 Public Service Announcement

1x times Live Mentions

**McAllen Public Library Hosts Fourth Annual  
World Languages Festival**

McAllen Public Library is excited to announce the return of its highly anticipated World Languages Festival, set to take place at the Main Library, 4001 N. 23<sup>rd</sup> St., on Saturday, March 23, 2024, from 12:00 p.m. to 3:00 p.m. This celebrated international event promises a rich tapestry of cultural experiences, offering attendees a taste of global diversity through storytelling, food, art, music, and performances.

The award-winning festival, now in its fourth year, has earned recognition for its dynamic celebration of global cultures. Admission is free, and all are welcome to attend. For more information, please contact the Reference Department of the McAllen Public Library at (956) 681-3061 or [referencelibrarian@mcallen.net](mailto:referencelibrarian@mcallen.net).

#### March 25 to March 28, 2024 Public Service Announcement

1x times Live Mentions

##### City of McAllen Warns of Text Pet Scam

The City of McAllen would like to advise the public of a text scam that is being circulated regarding lost dogs. A resident will receive a text, stating that their dog is lost. They will then receive a subsequent text, giving a City of McAllen Code Enforcement Officer name and stating that in order for the pet to be returned, a reward must be paid. If any pets are lost in the City of McAllen, Animal Care Officers will scan them and try to locate owners immediately, returning the lost dogs or cats to the owners whenever possible. If owners are not located, the dogs or cats are then taken to the Palm Valley Animal Society, 2451 N Expressway 281 in Edinburg. City of McAllen Animal Care and Code Enforcement Officers will never demand a reward for returning lost pets. Please call McAllen Police Department at 681-2000 to report receiving this text message.

#### February 12- March 23, 2024 Public Service Announcement

9x 30 Sec. Texas Association of Broadcasters/NCSA PSA

TXAA2105 Might Be

Alzheimer's

Forgetting a birthday isn't Alzheimer's

Forgetting your own birthday, might be

Trouble remember a name isn't Alzheimer's

Forgetting your child's name might be

If someone you love shows signs Alzheimer's, start a conversation

You may be their best hope for a better quality life

Learn the signs at [DSHS.TX.GOV/Alzheimer's](https://www.dshs.texas.gov/alzheimer)

ISSUE:  
PUBLIC SAFETY

#### February 1 to February 6, 2024 Public Service Announcement

1x times Live Mentions

As cooler weather is coming through, please remember safe usage for generators.

Generator safety should be on every person's mind before flipping the on-switch. Remember, generators use flammable fuel to generate serious volts of electricity and release deadly carbon monoxide gas. Beware of Carbon Monoxide

Do not run generators inside homes, garages, crawlspaces, basements, sheds, or similar areas, even when using fans or opening doors and windows for ventilation.

Beware of Flammable Vapors

Do Not Store Fuel in Your Home

Leave Space Around the Generator

Don't Operate in the Rain

Use Long, Heavy-Duty Cords

Never Back Feed

Be cautious on the road ways

February 1- February 23, 2024 Public Service Announcement

15x 30 Sec. Texas Association of Broadcasters/NCSA PSA

TXHHSC- TXFE2126 Anti Fentanyl Danica

Danica was very independent, she was fearless, she was fun, she was funny. She thought she was taking a prescribed pill and in reality, it was a fake pill laced with fentanyl. My life has been devastated by the loss of my daughter. Don't take the risk. Think like it can happen to you. Visit [onepillkillstx.com](http://onepillkillstx.com) Sponsored by HHSC

February 1- February 23, 2024 Public Service Announcement

16x 30 Sec. Texas Association of Broadcasters/NCSA PSA

TXHHSC- TXFE2128 Anti Fentanyl Ryan

My son Ryan went with a friend, he went with a friend and they visited Mexico. They purchased medication and it turned out to be complete Fentanyl and it killed him. This drug does not discriminate, one pill can end your life and change your families life forever. One pill kills. To learn more visit [onepillkillstx.com](http://onepillkillstx.com) Sponsored by HHSC

February 1- February 23, 2024 Public Service Announcement

13x 30 Sec. Texas Association of Broadcasters/NCSA PSA

TXHHSC- TXFE2130 Anti Fentanyl Tucker

Tucker was born with an adventurous spirit and on the surface looked like he was living his best life. My son was training for a triathlon, struggling with sleep and anxiety. He purchased one illicit pill on social media and that pill took his life. Fentanyl is taking a whole generation of brilliant minds. If you don't receive medication from a pharmacy, count that it has fentanyl. Visit [onepillkillstx.com](http://onepillkillstx.com) Sponsored by HHSC

January 31- March 23, 2024 Public Service Announcement

11x 30 Sec. Texas Association of Broadcasters/NCSA PSA

TXDOT – Be Safe TXBS2113 Drowsy

Annrcr: When you drive drowsy you may, you may see things that aren't there,

Driver: A pink armadillo on the road, how pretty. And there's my aunt Angie, riding a sparkly unicorn.



Annrc: However you may not see things that are there until it's too late

Driver: Oh an oncoming car

Annrc: So always get plenty of rest before long trips, take breaks, share, share the wheel, and avoid driving in the middle of the night.

Be Safe, drive smart, brought to you by TXDOT

February 19- March 23, 2024 Public Service Announcement

9x 30 Sec. Texas Association of Broadcasters/NCSA PSA

TXDOT - TXID2188 Walter E30R

I was taking shot after shot and got in my car and just started driving

then saw those red and blue lights and I knew I was going to jail

I've had to spend a couple grand for a lawyer

I wasn't able to find a decent job for 4 years from one DWI

I could have got on the road and killed somebody

You can always think of a better option

Don't drink and drive, it's not worth it

Learn about the real cost of drunk driving at [facesofdrunkdriving.com](http://facesofdrunkdriving.com)

#### ISSUE:

#### LOCAL AND NATIONAL ECONOMY

January 30 to January 31, 2024 Public Service Announcement

1x times Live Mentions

Deadline for paying Property Taxes is January 31<sup>st</sup>

January 31, 2024, is the last day that the 2023 Taxes may be paid without penalties and interest. Mailed payments are considered timely if postmarked by January 31, 2024. County business hours are weekdays from 8 a.m. - 4:30 p.m. The Edinburg, McAllen, Mission, and Weslaco offices will be open until 7pm on Wednesday, January 31, 2024. Skip the line, and pay your 2023. Taxes *online* at [www.hidalgocountytax.org](http://www.hidalgocountytax.org) with Credit/Debit Card or E-Check. You can also pay with Cash or Check at all LONE STAR NATIONAL BANK locations within Hidalgo County. **YOUR ORIGINAL LIGHT BLUE STATEMENT OR ONLINE STATEMENT IS REQUIRED WHEN PAYING AT THE BANK.** For more information, please visit our website at [www.hidalgocountytax.org](http://www.hidalgocountytax.org) or call the Edinburg Main Office at (956) 318-2157.

February 1 to March 31, 2024 Public Service Announcement

2x times Live Mentions

AARP Foundation Tax Aide is offering free income tax preparation

At the

McAllen Library 956-681-3060

Donna Library 956-464-2221

Harlingen Library 956-216-5800

Mercedes Library 956-565-2371

Days and times vary by each location

They will be available until April 15

To find out more information and to set up an appointment contact the library directly

March 12 to March 23, 2024 Public Service Announcement

2x times Live Mentions

McAllen Passport Division to Host Passport Fair

*McAllen passport officials encourage everyone to apply for passport book or card on this day*

The City of McAllen Passport Division Facility will host a Passport Fair on Saturday, March 23, 2024, from 8:00 a.m. to 4:00 p.m. at the City of McAllen Passport Facility, located in the Downtown Parking Garage at 221 S. 15<sup>th</sup> St. Appointments are not required for the Passport Fair and walk-ins are accepted on a first-come first-serve basis. If an appointment is preferred, please schedule by calling (956) 681-1450. For passport information, fees and forms, please visit [www.mcallen.net](http://www.mcallen.net) or [www.travel.state.gov](http://www.travel.state.gov)

January 10 to February 16, 2024 Public Service Announcement

1x times Live Mentions

As Responsible Pet Owners Month continues throughout February, we'd like to remind you of our ongoing community-driven pet supply drive hosted by Hidalgo County Precinct 3.

What: Pet Supply Drive

Deadline: February 16, 2024

Where: Precinct 3 - Administration Office, 724 Breyfogle Rd., Mission, TX 78574

Requested donations include:

Dry and wet dog food

Dry and wet cat food

Cleaning supplies such as dawn soap and bleach

All contributions will benefit Yaqui Animal Rescue, aiding pets in need within our community.

For more information, please call at (956)585-4509.

January 30 to February 9, 2024 Public Service Announcement

1x times Live Mentions

Congressman Gonzalez to Host Fifth Annual Valentines for Vets

Congressman Vicente Gonzalez (TX-34) announced the fifth iteration of his annual Valentines for Vets program. Following the success of years past, the Congressman's office will collect and distribute Valentine's Day cards from constituents and students of Texas' 34th Congressional District to veterans and frontline workers in the community. Constituents of all ages are welcome to participate by dropping off or mailing cards to any of Congressman Gonzalez's district office locations. The deadline for submissions is Friday, February 9, 2024. Those with questions are encouraged to call Ruth Camacho, Caseworker, at (956)682-5545.

Brownsville Office:

835 E. Levee St., 6th Floor

Brownsville, TX 78250  
Monday - Friday, 8 a.m. – 5 p.m. CT  
Weslaco Office:  
255 S. Kansas Ave.  
Weslaco, TX 78596  
Monday - Friday, 8 a.m. – 5 p.m. CT

January 10 to February 6, 2024 Public Service Announcement

2x times Live Mentions

In celebration of Responsible Pet Owners Month this February, Hidalgo County Precinct 3 is excited to announce the launch of a community-driven pet supply drive. The initiative aims to support local pets in need while promoting responsible pet ownership within the community. Starting January 9 through February 16, residents are encouraged to contribute to the pet supply drive by dropping off donations at Hidalgo County Precinct 3's lobby.

Requested donations include:

Dry and wet dog food

Dry and wet cat food

Cleaning supplies such as dawn soap and bleach

Drop-off Location:

Precinct 3 - Administration Office

724 Breyfogle Rd.

Mission, TX 78574

All collected items will be donated to Yaqui Animal Rescue,

For more information, please contact Laura Ibañez at (956)585-4509

March 12 to March 31, 2024 Public Service Announcement

2x times Live Mentions

KEEP MCALLEN BEAUTIFUL SEEKING APPLICANTS FOR ITS  
PAINT MCALLEN BEAUTIFUL PROJECT

Keep McAllen Beautiful (KMB) is proud to announce their annual Paint McAllen Beautiful project. Keep McAllen Beautiful is able to fund paint and supplies for the project through grant funding and qualifying applicants will have their home painted free of charge.

Keep McAllen Beautiful is a non-profit educational organization dedicated to developing and expanding awareness regarding litter prevention, proper waste disposal, recycling, and beautification projects and preserving the natural beauty of McAllen. For more information, please contact KMB at (956) 681-4562. Applications may be picked up at McAllen City Hall, 1300 W. Houston Ave. or at McAllen Chamber of Commerce, 1200 Ash Ave. or may be obtained through the KMB website: [www.keepmcallenbeautiful.org](http://www.keepmcallenbeautiful.org).

March 12 to March 31, 2024 Public Service Announcement

3x times Live Mentions

Are you between the ages of 16-24?

In need of money And Interested in a paid internship or upgrading your job skills?

The E3 Youth Program can help you!

This is for those interested in a paid internship or in upgrading your job skills

Contact Workforce solutions career advisors to get more information and for available opportunities:

Mission: 956-519-4300

Edinburg: 956-380-0008

Weslaco: 956-969-6100

Starr County: 956-487-9100

Willacy County: 956-689-3412

January 15 – March 30, 2024 Public Service Announcement

15x 30 Sec. Texas Association of Broadcasters/NCSA PSA

Army National Guard - TXTG2101 Answer The Call

For nearly four centuries the army national guard has stood ready to answer the call to defend and protect the nation. Soldiers share in an enduring commitment to serve their state in times of crisis and defend their nation in times of conflict. These men and women train in the very communities that they serve and have a stake in it's continued security. The army national guard is always ready always there. Visit [nationalguard.com](http://nationalguard.com) to learn more, sponsored by Texas Army National Guard

January 15 – March 30, 2024 Public Service Announcement

14x 30 Sec. Texas Association of Broadcasters/NCSA PSA

Army National Guard - TXTG2102 Education

Part time service in the army national guard is a great way to get practical, on the job paid training while earning money for college. Get career training that get you ahead of the curve in your education, while taking advantage of the Montgomery GA bill and tuition assistance. Visit [armynationalguard.com](http://armynationalguard.com) to learn how the Army National Guard can you help you build your education plan on a part time service. Sponsored by Texas Army National Guard

January 15 – March 30, 2024 Public Service Announcement

16x 30 Sec. Texas Association of Broadcasters/NCSA PSA

Army National Guard - TXTG2103 FYA E

In the army national guard, you will become a member of the world's premiere force. You'll live the Army Values and learns what it means to be a soldier. You'll train to master the tools and equipment used to keep the nation secure and the enemies on the run. Join the time-honored fraternity of citizen soldiers. Find your adventure, in the army national guard. Visit [armynationalguard.com](http://armynationalguard.com) to learn more. Sponsored by TXDOT and this station

January 15 – March 30, 2024 Public Service Announcement

16x 30 Sec. Texas Association of Broadcasters/NCSA PSA

Army National Guard – TXTG2104 Muster

In the army national guard, you will become part of a modernized and adaptive force. Standing ready to mobilize to respond to any threat. You will learn the importance of leadership and join a fraternity of men and women whose commitment to selfless service helps to form the foundation of the American spirit. Become part of this centuries old tradition of vigilance and selfless service. Join us and answer the call in the Army National Guard. Visit [nationalguard.com](http://nationalguard.com) to learn more, sponsored by TXDOT and this station.

January 15 – March 30, 2024 Public Service Announcement

16x 30 Sec. Texas Association of Broadcasters/NCSA PSA

Army National Guard – TXTG2105 Something

Selfless service is the guiding principal that drives the Army National Guard soldiers to be always ready whenever disaster strikes. They are your next door neighbors, and your colleges in schools, offices and factories. To be a guard soldier is to stand ready to serve at all times for family, for community and for country. To learn more log on to [nationalguard.com](http://nationalguard.com) or contact an army National Guard recruiter in your area. Sponsored by TXDOT and this station.

January 15 – March 30, 2024 Public Service Announcement

16x 30 Sec. Texas Association of Broadcasters/NCSA PSA

Army National Guard – TXTG2106 I WILL

America is kept safe because the army national guard responds, protects and supports our nation when it needs them most. The army national guard responds to disaster such as wildfires and floods. They protect us with missile defense, cyber security and civilian support teams for chemical, biological and radiological hazard. To be there for your community and your country. Visit [Nationalguard.com](http://Nationalguard.com) to learn more about part time service. Sponsored by the Texas Army National Guard. Aired by the Texas Association of broadcasters and this station.

January 15 – March 30, 2024 Public Service Announcement

16x 30 Sec. Texas Association of Broadcasters/NCSA PSA

Army National Guard – TXTG2107 1<sup>st</sup> Responder

Fire threatens everything in its path, when it threatens our nation and our communities, we respond. We bring the fight to the front line. The Army National Guard stands ready to face the dangers of Mother Nature and protect our homes and our neighbors. We will always be there when your community needs us the most. Discover more about all the ways you can serve part time in your community by visiting [nationalguard.com](http://nationalguard.com). Sponsored by the Texas Army National Guard. Aired by the Texas Association of broadcasters and this station.