



QUARTERLY ISSUES AND PROGRAMS &
PSA's REPORT
FOR
STATION WPYO
1st QUARTER OF 2023

PREPARED BY: Fernando Bauermeister, General Manager

Issues of Concern to the Orlando Community Addressed in responsive programming in the 1st
Quarter, 2023.

Program	Date/ Time	Duration	Issues Covered
La Voz del Negocio Hispano	1/8/23 6am	28 min	Mario Andrés Moreno, journalist and host of Mega TV and SBS Radio, welcomed Mercedes Garcia, VP of Community Affairs for Master Card to discuss how to protect your identity when doing transactions. Also discussed how the Hispanic community can use tools at their disposal to send money to loved ones.
La Voz del Negocio Hispano	1/15/23 6am	28 min	Mario Andrés Moreno, journalist and host of Mega TV and SBS Radio, interviews renowned author Rony Saguski. Mr. Saguski talks about the different types of business owners and why it is important to reinvest in our business while rewarding themselves for their hard work.
La Voz del Negocio Hispano	1/22/23 6am	28 min	Mario Andrés Moreno, journalist and presenter of Mega TV and SBS Radio interviews a Eulalio Marroquin, owner of Lalo's Movers. In this episode, Mr. Marroquin tells his story of triumph over obstacles.
La Voz del Negocio Hispano	1/29/23 6am	28 min	Mario Andrés Moreno, journalist and presenter of Mega TV and SBS Radio focuses on success stories from two Hispanic business leaders. Javier Gonzalez from GNO International Business Center and Ruth Rico from Delicias Colombianas.
La Voz del Negocio Hispano	2/5/23 6am	28 min	Mario Andrés Moreno, journalist and host of Mega TV and SBS Radio interviews Yamel Sanchez Ocana from Merck Pharmaceuticals to talk about ways companies are helping the Hispanic community by putting guidelines in place to ensure business is done with minority owned businesses.
La Voz del Negocio Hispano	2/12/23 6am	28 min	Mario Andrés Moreno, journalist and host of Mega TV and SBS Radio, welcomed Silvana Montenegro, leader of the Advancing Hispanic & Latino initiative of JPMorgan Chase. Mrs. Montenegro talked about the

			importance of equality and being socially responsible.
La Voz del Negocio Hispano	2/19/23 6am	28 min	Mario Andrés Moreno, journalist and presenter of Mega TV and SBS Radio focuses on Tina Marie Tapia, founder of Adorabella Beauty Academy. Mrs. Tapia shares her journey from beauty instructor to owner of her own academy, giving the opportunity to Hispanic students to learn in their own language.
La Voz del Negocio Hispano	2/26/23 6am	28 min	Mario Andrés Moreno, journalist and host of Mega TV and SBS Radio, interviews Sineria Ordonez, Market Manager and VP of External Affairs for Comerica Bank. In this episode, our guest discusses the different programs available to help Hispanics get educated in the financial world.
La Voz del Negocio Hispano	3/5/23 6am	28 min	Mario Andrés Moreno, journalist and host of Mega TV and SBS Radio, welcomed Mercedes Garcia, VP of Community Affairs for Master Card to discuss how to protect your identity when doing transactions. Also discussed how the Hispanic community can use tools at their disposal to send money to loved ones.
La Voz del Negocio Hispano	3/12/23 6am	28 min	Mario Andrés Moreno, journalist and presenter of Mega TV and SBS Radio interviews a Eulalio Marroquin, owner of Lalo's Movers. In this episode, Mr. Marroquin tells his story of triumph over obstacles.
La Voz del Negocio Hispano	3/19/23 6am	28 min	Mario Andrés Moreno, journalist and host of Mega TV and SBS Radio, interviews Sineria Ordonez, Market Manager and VP of External Affairs for Comerica Bank. In this episode, our guest discusses the different programs available to help Hispanics get educated in the financial world.
La Voz del Negocio Hispano	3/26/23 6am	28 min	Mario Andrés Moreno, journalist and host of Mega TV and SBS Radio interviews Rabell Bonilla, Business Consultant at MBDA in Orlando, FL.. Rabell helps small minority owned

			businesses in Central Florida get off the ground and increase their revenues. She also helps business owners navigate the process of winning federal bids, minority certifications and more.
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Public Service Announcements

1st Quarter 2023

Throughout the quarter the station air monthly PSA's providing information on a variety of local community activities and issues. Representative examples of such PSAs include the following:

Title	Dates / time/ #spot	Length	Description
NLPOA Three Kings Day Toy Giveaway	12/15 – 1/7 6AM-6AM 60 liners 2 social media posts Email Blast to 600 emails in Orange Co.	:30	Station awarded toys for 200 families in need
Central FL Employment Council	1/18-1/25 6AM-7PM 25 spots	:30	Job Fair – Orlando Fairgrounds Expo Hall
Central FL Employment Council	3/15-3/22 6AM-7PM 25 spots	:30	Job Fair – Orlando Fairgrounds Expo Hall
Early Learning Coalition of Orange Co.	3/13-5/28 12AM-12AM 60 spots	:30	Helping families with young children find education opportunities