

KTSM  
El Paso, TX  
Quarterly Issues/Programs List  
Fourth Quarter, 2020  
04/16/2019  
KTSM  
Quarterly Issues/Programs List

KTSM provides its listeners with programming and public service announcements that address issues of concern to our local community. Among the issues determined to be of most concern to the community during the preceding calendar quarter were:

- **Non-Profit-** Information on how to get people involved in El Paso Giving Day; Details on upcoming Global Freedom Summit video highlighting life changing events such as cancer, domestic abuse, and poverty; Details on the 32<sup>nd</sup> annual Spirit of Giving campaign; Information on charity car show and toy drive organized by Stranglife Mustang car club of El Paso; Information on the YMCA virtual annual Turkey Trot
- **Education-** Details on the El Paso Center for Children and their childhood intervention programs; Information on College Board opportunities for students
- **Health-** Focus on heart health during the pandemic, discussion of challenges within the U.S. healthcare system; Information on the number of uninsured children in the nation; Discussion on skin disease in children, information on how to deal with flu season in a pandemic; Information on Walk to end Alzheimer's; Details on Medicare enrolment; Discussion on how all local COVID-19 survivors should head out and donate blood, information on the importance of losing weight and obesity; Information on the annual election for Medicare Advantage
- **Public Health-** Focus on the biggest issues impacting the week
- **Politics-** Focus on the biggest issues impacting the week
- **Mental Health-** Focus on the biggest issues impacting the week, discussion on the way the holiday season could often bring stress, anxiety, and even depression
- **Public Safety-** Focus on the biggest issues impacting the week
- **Finances-** Financial recovery tips for Latinos; Information on how families are suffering due to the pandemic and how they require an immediate policy in order to meet their needs
- **Start Up Companies-** Highlight issues for black founders and starting their own companies
- **Employment Aid-** Discussion of services provided by the local Workforce Borderplex Solutions
- **Small Business-** Details on Small Business Saturday
- **Military Support-** Discussion of the challenges military families face during the holidays
- **Local Community Foundation Support-** Information on the resources available for healthcare during pandemic
- **Technology-** Information on how to shop smart and safely on the internet
- **HIV & AIDS-** Discussion of World AIDS Day
- **Art-** Discussion of the Border Art Residency in El Paso
- **Pandemic Safety-** Details on the challenges people are facing this holiday season due to pandemic and what solutions are available to help
- **Nature-** Information on the upcoming 2021 Texas Master Naturalist program

**Section I  
LOCAL PROGRAMMING**

Section I lists regularly-scheduled and special programs that represent the station's issue-responsive programming providing the most significant treatment of the issues listed above for the calendar quarter.

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
Non-Profit/Education/Health	EL PASO PUBLIC FORUM	<p>El Paso Giving Day, EP Center for Children, Project Vida, and Tenet on heart health</p> <p>Details on the upcoming major charity donation day El Paso Giving Day and how people can get involved; Information about Project Vida and what it's promoting for El Paso Giving Day to further its charitable efforts in the region; Details on the El Paso Center For Children including its early childhood intervention programs and how people can support their efforts during El Paso Giving Day; The importance of staying on top of other health needs even during the pandemic, particularly heart health, and how to know if a heart health concern should be dealt with immediately by going to the hospital.</p>	Jesus Zapata and Gloria Marmolejo with Project Vida; Kathie Valencia, Program Director, Early Childhood Program, El Paso Center for Children; Dr. Tu Cao, Interventional Cardiologist, Tenet Healthcare	10/04/2020 07:02 AM	029:13

<p>Non-Profit/Health</p>	<p>EL PASO PUBLIC FORUM</p>	<p>El Paso Giving Day, Creative Kids, Advocates4Freedom, Healthcare disparities in nursing</p> <p>Details on an upcoming fundraiser supporting Creative Kids, which has provided youth development and empowerment through high quality art education in the El Paso area with programs designed specifically for those who are experiencing severe life challenges, such as cancer, domestic abuse, migrant life styles, and poverty; Details on the upcoming Global Freedom Summit including an hour long video raising awareness on human trafficking and calling/inspiring people to action in their communities; discussion of challenges within the U.S. healthcare systems and the issues it causes for both providers and patients.</p>	<p>Executive Director and Co-Founder, Creative Kids; Sara Wilkin and Denise Wilkin, founders, Advocates4Freedom; Dr. Alejandro Badia, orthopedic hand surgeon</p>	<p>10/11/2020 07:01 AM</p>	<p>027:00</p>
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Health	EL PASO PUBLIC FORUM	<p>Details on a new report that shows the number of uninsured children is on the rise, with an increase of about 726,000 children between 2016 and 2019 bringing the total to over four million uninsured children in the nation, and how the number of uninsured children is likely considerably higher in 2020, as families have lost their jobs and employer-sponsored insurance; Discussion of steps parents can take to help their children who may have been diagnosed with a skin disease and how the impact a chronic disease can have on other aspects of a child's life and the whole family; Discussion on how parents can prepare their families for this year's flu season, while navigating alongside a global pandemic; discussion of challenges within the U.S. healthcare systems and the issues it causes for both providers and patients.</p>	<p>Joan Alker, executive director, the Georgetown University Center for Children and Families; dermatologist Dr. Mercedes E. Gonzalez and Ashley Ellis; Dr. Ravi Jhaveri, MD, Associate Division Head of Pediatric Infectious Diseases at the Ann &amp; Robert H. Lurie Children's Hospital of Chicago and Professor of Pediatrics at Northwestern University Feinberg School of Medicine; Dr. Alejandro Badia, orthopedic hand surgeon</p>	10/18/2020 07:03 AM	030:00
Non-Profit/Health	EL PASO PUBLIC FORUM	<p>Creative Kids, Walk to End Alzheimer's,</p>	<p>Michael Tipton, El Paso Alzheimer's Association; Xochitl</p>	10/25/2020 07:02 AM	028:34

	<p>Medicare enrollment</p> <p>Details on an upcoming fundraiser supporting Creative Kids, which has provided youth development and empowerment through high quality art education in the El Paso area with programs designed specifically for those who are experiencing severe life challenges, such as cancer, domestic abuse, migrant life styles, and poverty; Details on the upcoming fundraiser and awareness event for the Alzheimer's Association of El Paso called the Walk to End Alzheimer's and the importance of support and awareness of the event; Discussion of the current Medicare Advantage and Prescription Drug Annual Election Period through Dec. 7 and the factors Medicare eligible individuals need to consider when deciding how to choose the right Medicare Advantage or Prescription Drug plan for 2021 safely and securely.</p>	<p>Leon – Senior Vice President Hispanic Segment Strategy Wells Fargo &amp; Company and Erica Mancinas - Financial Empowerment Program Manager for Unidos US; Kathryn Ross, Open Innovation Global Lead and Black Founders Development Program Lead, Accenture</p>		
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<p>Health/Finances/Start Up Companies</p>	<p>EL PASO PUBLIC FORUM</p>	<p>Walk to End Alzheimers, Financial information for Latino Community, Black Business Start-up</p> <p>Details on the upcoming fundraiser and awareness event for the Alzheimer's Association of El Paso called the Walk to End Alzheimer's and the importance of support and awareness of the event; Discussion of how the recession caused by the pandemic has affected the Latino community and tips to protect or build credit and how to manage your budget in times of recession-economic downturn, financial recovery resources available to support Latino businesses, and on how to protect vulnerable homeownership growth amongst U.S. Latinos; Discussion of how minority founders of companies face obstacles, including how black founders of companies receive less than 1% of all venture capital funding, and the launch of the Black Founders Development Program</p>	<p>Michael Tipton, El Paso Alzheimer's Association; Xochitl Leon – Senior Vice President Hispanic Segment Strategy Wells Fargo &amp; Company and Erica Mancinas - Financial Empowerment Program Manager for Unidos US; Kathryn Ross, Open Innovation Global Lead and Black Founders Development Program Lead, Accenture</p>	<p>11/01/2020 07:00 AM</p>	<p>028:52</p>
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		and the Black Founders Development Fund which will make strategic investments in early-stage, Black-founded and -run software startups and other market development initiatives.			
Non-Profit/ Education/ Health	EL PASO PUBLIC FORUM	<p>YMCA of El Paso Virtual Turkey Trot, College Board Opportunity Scholarships, Medicare enrollment</p> <p>Details and discussion of how the 44th annual YMCA of El Paso's Turkey Trot will be held virtually this year support more than 15,000 children that participate in Y programs each year through swim classes, sports, family events, after school child care, summer camps &amp; more; Details on how potential college students can stay on track with college planning through the College Board Opportunity Scholarships, which has a five-year \$25 million investment by the College Board to help students move through the steps</p>	<p>Bill Coon, President and CEO, YMCA of El Paso; Lacey Allen, Associate Director of Scholarships Strategy at the College Board; Jeff Fernandez, Segment Vice President, Retail West- Medicare, Humana</p>	11/08/2020 07:01 AM	029:02

		<p>necessary for college applications, which 25 students each year will then receive the \$40,000 Complete Your Journey scholarship for; Discussion of the current Medicare Advantage and Prescription Drug Annual Election Period through Dec. 7 and the factors Medicare eligible individuals need to consider when deciding how to choose the right Medicare Advantage or Prescription Drug plan for 2021 safely and securely.</p>			
<p>Non-Profit/Employment Aid/Health</p>	<p>EL PASO PUBLIC FORUM</p>	<p>EPCF Spirit of Giving Tree, Workforce Solutions Borderplex resources, and Paso del Norte Health Fou</p> <p>Details on the 32nd annual Spirit of Giving campaign, which allows for the anonymous donation of gifts to those in need and how this year's effort has been adapted to the pandemic with traditional in-store and virtual ways to purchase gifts for those in need plus a drive-by/drop-off</p>	<p>Doug Pullen, Program Director, El Paso Community Foundation; Leila Melendez, CEO, Workforce Solutions Borderplex; Jana Renner, program officer, Healthy Eating &amp; Active Living priority area, Paso Del Norte Health Foundation</p>	<p>11/22/2020 07:00 AM</p>	<p>029:28</p>



		<p>event at the EPCF offices to give donors another way to deliver the gifts they purchase; Discussion of the services Workforce Solutions Borderplex provides to the region including weekly job updates with immediate openings from various employers varying from essential to work-from-home opportunities and weekly reports on unemployment claims as provided by TWC; Details on the Paso del Norte Health Foundation announcement of funding opportunities for eligible organizations to promote the Foundation's Strategic Plan for Healthy Eating Active Living (HEAL) and how specifically programs should be designed to improve nutrition and increase physical activity and decrease sedentary behavior.</p>			
<p>Small Business/ Military Support/ Local Community Foundation Support/ Non-Profit</p>	<p>EL PASO PUBLIC FORUM</p>	<p>SBA Small Business Saturday, USO Holiday programs, Project Vida on open enrollment, EPCF Spirit of Discussion of Small Business Saturday and how the SBA is</p>	<p>U.S. Small Business Administration District Director Dante Acosta; U.S. Army (Retired) Gen. George Casey, chairman, USO's Board of Governors; Maria Elena</p>	<p>11/29/2020 07:02 AM</p>	<p>029:23</p>

		<p>helping small businesses during this pandemic, plus resources and information available to local small businesses and consumers; Discussion of the challenges facing military families and deployed service members during this holiday season and how the USO will distribute 40,000 special USO Holidays care packages to service members around the world along with the programming December 1-12 when the USO will celebrate “12 Days of Gratitude” which will highlight a different USO program or service each day and thank our community of military supporters for all that they’ve done, and continue to do, to help strengthen, connect and honor our military; Details on the resources available for new, renewed or revised enrollment for the Affordable Care Act, also known as Obamacare, available from Project Vida Health Center Navigators through the open enrollment period and the changes</p>	<p>Fernandez, Lead Navigator, Project Vida Health Center; Doug Pullen, Program Director, El Paso Community Foundation</p>		
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		<p>the program has in place this year to respond to the pandemic; Details on the 32nd annual Spirit of Giving campaign, which allows for the anonymous donation of gifts to those in need and how this year's effort has been adapted to the pandemic with traditional in-store and virtual ways to purchase gifts for those in need plus a drive-by/drop-off event at the EPCF offices to give donors another way to deliver the gifts they purchase.</p>			
<p>Non-Profit/ Technology/ Military Support/ HIV &amp; AIDS</p>	<p>EL PASO PUBLIC FORUM</p>	<p>Stanglife toy drive, holiday shopping consumer information, USO Holiday programs, World Aids Day aw</p> <p>Details on an upcoming charity car show and toy drive organized by the Stanglife Mustang car Club of El Paso, a non-profit group and how people can get involved by donating a new, unwrapped toy to benefit families at the Child Crisis Center of El Paso; Discussion of consumer information on how to shop smart</p>	<p>Brian Vaughn, event coordinator, Stanglife Mustang car Club of El Paso; Chris Byrne, author, independent consultant and toy historian; U.S. Army (Retired) Gen. George Casey, chairman, USO's Board of Governors; Dr. Laura Cheever, Physician and Associate Administrator for the HIV/AIDS Bureau at the Health Resources and Services Administration</p>	<p>12/06/2020 07:01 AM</p>	<p>029:06</p>

		<p>and safely this holiday season, with online sales projected to boom presenting opportunities and a few challenges, such as how to stay safe and secure while shopping digitally; Discussion of the challenges facing military families and deployed service members during this holiday season and how the USO will distribute 40,000 special USO Holidays care packages to service members around the world along with the programming December 1-12 when the USO will celebrate “12 Days of Gratitude” which will highlight a different USO program or service each day and thank our community of military supporters for all that they’ve done, and continue to do, to help strengthen, connect and honor our military; Discussion of World Aids Day and details of a new report being released by the Health Resources and Services Administration (HRSA) that shows</p>			
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		<p>that clients receiving Ryan White HIV/AIDS Program medical care are virally suppressed at a record levels, and bringing attention to the HIV epidemic, sharing information on where to access HIV testing, care and treatment, how to show support and commitment to those living with the disease, and remembering those who have died from HIV/AIDS in our country and around the world.</p>			
Health/Non-Profit	EL PASO PUBLIC FORUM	<p>Coronavirus convalescent plasma and blood donation, El Paso United Family Resiliency Center tour, T</p> <p>Discussion of how all local COVID-19 Coronavirus survivors in the region are encouraged to give blood for patients in need, with blood supplies already low during this season, there is also a desperate need for convalescent plasma to help those still recovering from the disease in the region and how to donate;</p>	<p>Carla A. Alexander, Marketing &amp; Communications Manager, Vitalant; Christina Lamour, VP of Community Impact, United Way of El Paso; Sal Gentile, CEO and Co-Founder, Friday Health Plans</p>	12/13/2020 07:03 AM	029:31

		<p>Discussion of the upcoming event for the El Paso United Family Resiliency Center to mark the first full year of serving those impacted by the August 3rd shootings and offering the community a virtual tour of the facility, program services and sharing stories of healing and hope; Discussion of important priorities for consumers to consider when shopping for health plans during the Affordable Care Act open enrollment period and details of a new survey shedding light on Texans' perception of health insurance including how nearly half of Texans are concerned about reviewing or changing their current health insurance coverage plan, the importance of affordability and the emphasis on mental health and virtual coverage.</p>			
<p>Art/Pandemic Safety/Health/Mental Health</p>	<p>EL PASO PUBLIC FORUM</p>	<p>Border Art Residency fundraiser, diabetes and the holidays, Annie E. Casey Foundation, mental health</p> <p>Discussion of the return of the Border</p>	<p>Kate Feuille, Board President, and Patrick Gabaldon, Board Member, Border Art Residency, Larry Kurt Midyett, M.D., pediatric endocrinologist, Midwest Women's</p>	<p>12/20/2020 07:00 AM</p>	<p>028:33</p>

	<p>Art Residency and its current fundraising campaign to help furnish its new studio and apartment space in El Paso for its annual residency program for visual artists, and how local artists are supporting the program and what it offers to the region;</p> <p>Discussion of how the challenges for getting together with family &amp; friends this holiday season, and other routine holiday traditions are different this year, and the complications that all these concerns can bring to those with chronic conditions like diabetes and the additional obstacles they are facing during this time, and what new solutions are available to help ease the stress and monitor their challenges;</p> <p>Discussion on the data from the new 50-state report, Kids, Families and COVID-19: Pandemic Pain Points and the Urgent Need to Respond, that shows how children and families are suffering from the unprecedented disruption and economic storm set off by the global health</p>	<p>and Children's Specialty Group; Lisa Hamilton, president and chief executive officer, Annie E. Casey Foundation; Psychiatric Nurse Practitioner, Dr. Jessica Whelan</p>		
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		<p>crisis, and how families require an immediate policy response to meet the needs of children during the COVID-19 pandemic, which has left millions struggling with finances, school, work and mental health, according to that policy report from The Annie E. Casey Foundation;</p> <p>Discussion of how the holiday season can be a joyous time of year, but it can also be a stressful time for many people with factors like financial worries over a long gift list, anxiety about difficult family dynamics, exhaustion from juggling a hectic schedule, or loneliness being apart from loved ones due to these unprecedented times, emotions are often heightened at this time of year and mood changes are common, and how people with no history of mental illness may feel confused about whether they are experiencing the temporary feelings of “depression” associated with the “holiday blues” or if symptoms may be something more</p>			
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		serious that should be discussed with their healthcare provider.			
Health/ Nature	EL PASO PUBLIC FORUM	<p>TOPS weight loss in local area, Texas Master Naturalist program, and Vitalant convalescent plasma</p> <p>Discussion of the importance of losing weight even though it can seem intimidating, especially when you consider 1 in 3 American adults are obese and New Mexico has an obesity rate of 32.3%, and how during our present situation with COVID-19, those that are obese are at a higher risk to contract the Coronavirus, but by committing to a healthier lifestyle, people can achieve weight loss and overall wellness; Details on the upcoming course for the 2021 Texas Master Naturalist program which helps participants gain a better understanding of the natural and man-made factors of the environment in our region and receive state certification and help in local non-</p>	Kerry Coleman, 2019 TOPS New Mexico Queen; Joseph Arteaga, President, Texas Master Naturalist, Trans-Pecos Chapter; Carla A. Alexander, Marketing & Communications Manager, Vitalant	12/27/2020 07:02 AM	029:18

		profits; Discussion of how all local COVID-19 Coronavirus survivors in the region are encouraged to give blood for patients in need, with blood supplies already low during this season, there is also a desperate need for convalescent plasma to help those still recovering from the disease in the region and how to donate.			
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**Section II**

**NETWORK (and/or SYNDICATED) PROGRAMMING**

Section II lists the network-provided (and/or syndicated) programming that the station broadcast during the preceding calendar quarter that addresses community issues.

<b>ISSUE</b>	<b>PROGRAM / TITLE</b>	<b>DESCRIPTION</b>	<b>DATE/TIME</b>	<b>DURATION</b>
<b>(Insert network and/or syndicator-provided programs lists here.)</b>				

**Section III**

**PUBLIC SERVICE ANNOUNCEMENTS**

Section III lists public service announcements that the station broadcast during the preceding calendar quarter that address community issues.

<b>ISSUE</b>	<b>ORGANIZATION OR TITLE</b>	<b>DURATION</b>	<b>RUNS</b>
<b>(This station aired no public service announcements during the quarter in question.)</b>			