

**KTLM-TV**

**QUARTERLY LIST OF PROGRAMMING  
PROVIDING THE MOST SIGNIFICANT TREATMENT  
OF COMMUNITY ISSUES**

**JANUARY - MARCH 2015**

## **QUARTERLY ISSUES AND PROGRAMS REPORT JANUARY - MARCH 2015**

Through formal and informal ascertainment of the general public, community leaders, public officials - inclusive of different ethnic organizations and service organizations, the following list emerged as issues needing media attention and support.

The programs produced to meet the needs of the public included locally produced shows and newscasts as well as national programs, public service announcement campaigns, and sales marketing campaigns.

### **COMMUNITY ISSUES**

Cultural

Sexuality

Education

Beauty

Health and Medical

Immigration

Safety

## **REGULARLY SCHEDULED PROGRAMS**

Our locally produced, regularly scheduled programs are aired specifically to address community issues, concerns and needs. The programs are as follows:

### NEWSCASTS

KTLM daily newscasts focus on local issues and community problems in the Rio Grande Valley and surrounding areas. Regularly scheduled newscasts include:

BUENOS DIAS FRONTERA

9:00 - 9:30 PM

M-F

## CULTURE

Program: 9:00 AM

Date: 02/19/15

Description: Organizer explains the importance of keeping the Mexican tradition alive through their annual festival “Charro Days” in Cameron county.

Length:4:30

Program: 9:00 AM

Date: 02/26/15

Description: Keep McAllen Beautiful Organization talks about the importance of Arbor Day and how the community should protect the trees around them because it is beneficial to our health.

Length:4:30

Program: 9:00 AM

Date: 02/04/15

Description: City representative talks about the importance of recycling, allowing to keep a city clean.

Length:4:30

Program: 9:00 AM

Date: 03/03/15

Description: IHOP celebrated the National Pancake Day, a celebration that began in 2006 and that has raised over \$16 million dollars to donate to charity.

Length:4:30

## **SEXUALITY**

Program: 9:00 AM

Date: 03/12/15

Description: Gynecologist talks about the importance of women's health and their yearly checkups to avoid any type of illness.

Length:4:40

Program: 9:00 AM

Date: 02/04/15

Description: Expert explains the importance of sexuality in a couple, in a way in which is also safe for one's health.

Length:4:40

Program: 9:00 AM

Date: 02/09/15

Description: Life Expert and Coach talks about the importance of marriage and what needs to be done to have a happier life as a couple.

Length:4:34

## EDUCATION

Program: 9:00 AM

Date: 02/05/15

Description: Fitness expert explains the different exercises that could help loose the extra weight gained after the Christmas vacations.

Length:4:30

Program: 9:00 AM

Date: 02/19/15

Description: South Texas College representative talks about the importance of financial aid for students planning to earn a higher education.

Length:4:30

Program: 9:00 AM

Date: 02/09/15

Description: Life Expert and Coach talks about the importance of marriage and what needs to be done to have a happier life as a couple.

Length:4:34

Program: 9:00 AM

Date: 02/24/15

Description: Nutrition expert talks about the importance of eating right to stay healthy and at the same time lose weight.

Length:4:40

Program: 9:00 AM

Date: 02/04/15

Description: City representative talks about the importance of recycling, allowing to keep a city clean.

Length:4:30

Program: 9:00 AM

Date: 02/04/15

Description: Expert explains the importance of sexuality in a couple, in a way in which is also safe for one's health.

Length:4:40

**BEAUTY**

Program: 9:00 AM

Date: 02/05/15

Description: Fitness expert explains the different exercises that could help loose the extra weight gained after the Christmas vacations.

Length:4:30

Program: 9:00 AM

Date: 02/23/15

Description: Image consultant talks about the importance of feeling good about yourself by making a few changes to your image and wardrobe.

Length:4:30

Program: 9:00 AM

Date: 02/24/15

Description: Nutrition expert talks about the importance of eating right to stay healthy and at the same time lose weight.

Length:4:40

Program: 9:00 AM

## HEALTH AND MEDICAL

Program: 9:00 AM

Date: 02/05/15

Description: Fitness expert explains the different exercises that could help loose the extra weight gained after the Christmas vacations.

Length:4:30

Program: 9:00 AM

Date: 02/12/15

Description: Dentist explains dental problems and how to avoid tooth cavity

Length:4:30

Program: 9:00 AM

Date: 02/26/15

Description: Keep McAllen Beautiful Organization talks about the importance of Arbor Day and how the community should protect the trees around them because it is beneficial to our health.

Length:4:30

Program: 9:00 AM

Date: 03/12/15

Description: Gynecologist talks about the importance of women's health and their yearly checkups to avoid any type of illness.

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Length:4:40

Program: 9:00 AM

Date: 02/04/15

Description: Expert explains the importance of sexuality in a couple, in a way in which is also safe for one's health.

Length:4:40



## **IMMIGRATION**

Program: 9:00 AM

Date: 02/24/15

Description: Immigration attorney answers viewers' questions about this issue and gives advice about their cases.

Length:4:35

Program: 9:00 AM

Date: 02/17/15

Description: Immigration attorney talks about the myth regarding the Executive Action Order presented by President Obama and how to avoid being a victim of scammers.

Length:4:40

**SAFETY**

Program: 9:00 AM

Date: 02/12/15

Description: Dentist explains dental problems and how to avoid tooth cavity

Length:4:30

Program: 9:00 AM

Date: 02/24/15

Description: A representative from the Texas Department of Transportation talks about the importance of driving safely especially by roads that are under construction and that drivers should keep in mind the "Slow Down or Move Over" law.

Length:4:30

Program: 9:00 AM

Date: 02/17/15

Description: Immigration attorney talks about the myth regarding the Executive Action Order presented by President Obama and how to avoid being a victim of scammers.

Length:4:40