

Issue and Program List

Station Call Letters: KOXR

For quarter ending: December 2018

Section I: Issues

During the preceding quarter, the following were the 5-10 issues of concern in the station's service area:

1. Mexican Consulate (3)
2. Inlakech
3. Oxnard PD
4. Servants of Mary
5. City of Oxnard
6. Our Lady of Guadalupe
7. El Rio Little League

Section II: Responsive Programs

During the preceding quarter, the following program and announcements were broadcast in response to the list issues listed above:

1. Issue No 1 (Mexican Consulate)

(a) Program or PSA series Title: Mexican Consulate, Sr. Roberto Rodriguez

Date(s) and time(s) of broadcast: October 7, 2018 (8:00am- 8:30am)

Duration of program or announcement: 30 min.

Source of material: Produced by Station

Summary of content, including names of hosts and guests, if any:
Roberto Rodriguez from the Mexican Consulate informs the community about all the services that they offer.

(b) Program or PSA series Title: Mexican Consulate, Jonathan Alvarez

Date(s) and time(s) of broadcast: November 18, 2018 (8:00am- 8:30am)

Duration of program or announcement: 30 min.

Source of material: Produced by Station

Summary of content, including names of hosts and guests, if any:
Jonathan Sanchez, Deputy Consul informed the community about
DACA and mobile services they have.

(c) Program or PSA series Title: Mexican Consulate, Sr. Roberto Rodriguez Hrdz

Date(s) and time(s) of broadcast: December 23, 2018 (8:00am- 8:30am)

Duration of program or announcement: 30 min.

Source of material: Produced by Station

Summary of content, including names of hosts and guests, if any: Mr.
Roberto Rodriguez Hernandez from the Mexican consulate gave the
community a Christmas and New Years message from everyone in the
consulate.

2. Issue No.2 (Inlakech)

(a) Program or PSA series Title: Inlakech, Javier Gomez

Date(s) and time(s) of broadcast: October 21, 2018 (8:00am- 8:30am)

Duration of program or announcement: 30 min.

Source of material: Produced by Station

Summary of content, including names of hosts and guests, if any:
Javier Gomez shares with the community the vital historical cultural
traditions of Mexico.

3. Issue No.3 (Oxnard PD)

(a) Program or PSA series Title: Foster Oxnard PD , Miguel Serrato

Date(s) and time(s) of broadcast: October 28, 2018 (8:00am- 8:30am)

Duration of program or announcement: 30 min.

Source of material: Produced by Station

Summary of content, including names of hosts and guests, if any:
Miguel Serrato informs the community about the committed communication that the community has with the officers that patrol and investigate crimes in their communities.

4. Issue No.4 (Servants of Mary)

(a) Program or PSA series Title: Servants of Mary, Sister Silvia and Maria

Date(s) and time(s) of broadcast: November 11, 2018 (8:00am- 8:30am)

Duration of program or announcement: 30 min.

Source of material: Produced by Station

Summary of content, including names of hosts and guests, if any:
Sister Silvia and Sister Maria from Servants of Mary informing the community to help out with homeless on the streets and trash in the alleys.

5. Issue No.5 (City of Oxnard)

(a) Program or PSA series Title: City of Oxnard, Yolanda Piña

Date(s) and time(s) of broadcast: November 25, 2018 (8:00am- 8:30am)

Duration of program or announcement: 30 min.

Source of material: Produced by Station

Summary of content, including names of hosts and guests, if any:
Yolanda Piña invited the community to the Tamale Festival a free event for the community.

6. Issue No.6 (Our Lady of Guadalupe)

(a) Program or PSA series Title: Our Lady of Guadalupe, Father Manuel

Date(s) and time(s) of broadcast: December 9, 2018 (8:00am- 8:30am)

Duration of program or announcement: 30 min.

Source of material: Produced by Station

Summary of content, including names of hosts and guests, if any:
Father Manuel from Our Lady of Guadalupe invited the community the Fiesta Guadalupana. A Fiesta that takes place every year on December 11th and 12.

7. Issue No.7 (El Rio Little League)

(a) Program or PSA series Title: El Rio Little League; Carlos Madera

Date(s) and time(s) of broadcast: December 16th, 2018 (8:00am- 8:30am)

Duration of program or announcement: 30 min.

Source of material: Produced by Station

Summary of content, including names of hosts and guests, if any:
Carlos Madera, vice president of El Rio Little League invited the community to participate and join El Rio Little League. He explained to the community the importance of having kids in sports.



200 South A Street #400
Oxnard Ca, 93030
Phone 805-240-2070 Fax 805-240-5960

ASCERTAINMENT FORM

Organization: Consulado de Mexico en Oxnard

Representative: Gilberto Equino

Title: Area de Proteccion y Asuntos legales

Signature: 

Recibido

Problems & Issues facing our community

- Semana de Derechos laborales 2018
- Orientación legal
- Localización de personas.
- Cartas de no antecedentes penales
- Plan de contingencia para casos de detención
- Consulados móviles y jornadas sabatinas.

Date Recorded: 10/3/18

To Be Aired on: 10/7/2018



200 South A Street #400
Oxnard Ca, 93030
Phone 805-240-2070 Fax 805-240-5960

ASCERTAINMENT FORM

Organization: Inlaked Cultural Arts Center
Representative: Javier Gons
Title: ARTISTIC DIRECTOR
Signature: [Handwritten Signature]

Problems & Issues facing our community

Presenting on the Dia de los
Muertos celebration, inviting
Public to this free event.
Showing the vital historical
Cultural Traditions of Mexico.

Date Recorded: 10/16/18
To Be Aired on: 10/21/18



200 South A Street #400
Ornard Ca, 93030
Phone 805-240-2070 Fax 805-240-5960

ASCERTAINMENT FORM

Organization: Ornard P.D.
Representative: MIGUEL SERRATO / ROBERT VALENZUELA
Title: HOMICIDE DETECTIVE
Signature: [Handwritten Signature]

[Handwritten note: Please call...]

Problems & Issues facing our community

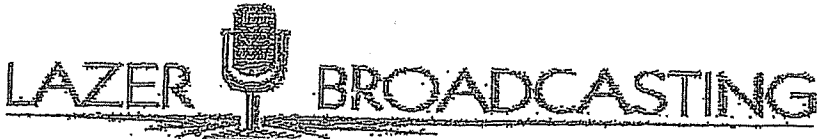
THE LIMITED COMMUNICATION THAT
THE COMMUNITY HAS WITH THE OFFICERS
THAT PATROL AND INVESTIGATE CRIMES
IN THEIR COMMUNITIES.

PARENTS SHOULD BE MORE OPEN AND
COMFORTABLE SPEAKING TO AN
OFFICER OR DETECTIVE ABOUT THEIR
CONCERNS.

VIOLENCE IN GENERAL IN OUR CITY.
WE NEED TO WORK TOGETHER.

Date Recorded: 10-23-16

To Be Aired on: 10-28-16



200 South A Street #400
Oxnard Ca, 93030
Phone 805-240-2070 Fax 805-240-5960

ASCERTAINMENT FORM

Organization: Servants of Mary
Representative: Sister Silvia Rodriguez / Sister Maria Lopez
Title: superior
Signature: Dr. Maria Lopez: d.m.

Handwritten signature/initials

Problems & Issues facing our community

- 1) Homeless on the streets are increasing.
- 2) Trash in the alleys.

Date Recorded: 11-07-18

To Be Aired on: 11-11-18

LAZER BROADCASTING



200 South A Street #400
Oxnard Ca, 93030
Phone 805-240-2070 Fax 805-240-5960

ASCERTAINMENT FORM

Organization: Consulate of Mexico
Representative: Jonathan E. Alvarez
Title: Deputy Consul
Signature: [Signature]

[Handwritten signature]

Problems & Issues facing our community

Actividad de DACA, Consules Móviles y servicios
del Consulado de México.

Date Recorded: 11/14/18
To Be Aired on: 11/18/18

LAZER BROADCASTING

200 South A Street #400
Oxnard Ca, 93030
Phone 805-240-2070 Fax 805-240-5960

ASCERTAINMENT FORM

Organization: City of Oxnard
Representative: Jolanda Sina & Jessy Tajia
Title: Director of Development
Signature: Jamale Director of Development

Review

Problems & Issues facing our community

1. de Dec. 2018 Sabado: 11th Annual

Jamale Festival

Kids Area

- Pictures with pants

- Artesania

- Lo mejor Jamales

- Entertainment from Lazer

Date Recorded: 11/21/18

To Be Aired on: 11/25/18

LAZER BROADCASTING

200 South A Street #400
Ornard Ca, 93030
Phone 805-240-2070 Fax 805-240-5960

ASCERTAINMENT FORM

Organization: Our Lady of Guadalupe
Representative: Fr. Manuel Rosiles, MSPS
Title: Parrish Administrator
Signature: Fr. Manuel Rosiles, MSPS

Received

Problems & Issues facing our community

Fiesta Popular Guadalupeana!

Date Recorded: 12-7-2018

To Be Aired on: 12-9-2018



200 South A Street #400
Ornard Ca, 93030
Phone 805-240-2070 Fax 805-240-5960

ASCERTAINMENT FORM


Organization: El Rio Little League
Representative: Charles Maderna
Title: Vice-President
Signature: [Handwritten Signature]

Problems & Issues facing our community

Inviting the community to sign-up their
kids to El Rio Little League.

Date Recorded: 12/11/2018

To Be Aired on: 12/16/2018

LAZER  BROADCASTING

200 South A Street Suite #400
Oxnard, CA 93030
Phone: 805-240-2070 Fax 240-5960

ASCERTAINMENT FORM

Organization: Mexican Consulate
Representative: Dr. Roberto Rodriguez Hdez.
Title: Consul Titular
Signature: _____

Problems & Issues facing our community

Mensaje

Mensaje Navideño
Salud y Prosperidad
Año Nuevo 2019

Date Recorded: December 18, 2018
To be aired on: December 23, 2018

PSA Quarterly List

Station Call Letters: KOXR
For quarter ending: September 2018

Community issue: Traffic Congestion

1. Lung Cancer Screening
2. Communities in Schools
3. Child Car Safety
4. National Pest Management Association
5. Department of the Air Force

Responsive programming:

(1) Public service announcement, October 1st, 2018-October 14th, 2018: various times: Lung Cancer Screening; PSA states lung cancer is the #1 cancer killer of women and men. Extreme Reach.

(2) Public service announcement, October 15th, 2018- October 28th, 2018: various times: Communities in Schools. CIS does whatever it takes to keep kids in school and on path to success in school and life. Communities in Schools.

(3) Public service announcement, November 5th, 2018- November 18th, 2018: various times: Child Car Safety. Motor vehicles crashes are leading cause of the death for children under 13, PSA show parents how their love for their children extends to car safety. Extreme Reach.

(4) Public service announcement, November 26- December 10th, 2018: various times: National Pest Management Association. Public awareness and education are critically needed to help prevent encounters with the public health pest threats. National Pest Management Association

(5) Public service announcement, Little Flower Church December 24th, 2018- December 31st, 2018: various times: Department of the Air Force. Red, white and Blue Christmas. Department of the Air Force



November 29, 2018

Dear Traffic Manager:

The Ad Council has sent you **Lung Cancer Screening** PSAs digitally via **Extreme Reach**.

Even Former Smokers are at Risk for Lung Cancer

Lung cancer is the #1 cancer killer of men and women. Approximately 8 million people in the U.S. are at high risk for lung cancer and are eligible for the new lung cancer screening. If everyone at high risk were screened, 25,000 lives would be saved.

[Log in](#) to approve and download this important campaign message and show your support by running these PSAs in donated media space. Live Announcer Copy is also available following this notification.

Thank you.

The Ad Council
Lung Cancer Screening

Spot Name	Length	AD-ID	Expiration Date	Language
Next Step	:30	CNLS0039000	4/19/2019	English
Save Your Life	:30	CNLS0040000	4/19/2019	English
Next Step	:30	CNLS0056000	4/19/2019	Spanish
Save Your Life	:30	CNLS0057000	4/19/2019	Spanish

PLEASE NOTE: The attached material designates an expiration date for each PSA. Because of the SAG/AFTRA labor contracts and the agreement with the talent, the material cannot be aired after the expiration date. Airing the PSAs after the expiration date may subject the sponsor, agency, and possibly your organization and its principals to additional talent fees, penalties and damages; as well as legal action regarding claims of right by the relevant talent. All Rights within the PSAs are owned by the Advertising Council or the named Sponsors. Sale of sponsorship to any other party is prohibited. PSAs may only be placed in donated media, and may not be used in any manner that would imply an association with any commercial enterprise. You cannot, for example, exhibit the PSA with corporate logos appearing in conjunction with it. No cropping, editing or modifications are permissible.



**Lung Cancer Screening
Live Announcer Copy**

:30 |

Are you a former smoker?

No matter how much you smoked, early detection of lung cancer screening could save you.

You stopped smoking, now start screening.

You could be saved by the scan with this new lung cancer screening.

Go to Saved by the Scan dot org for an easy quiz to see if you qualify.

Visit Saved by the Scan dot org.

Brought to you by the Ad Council and the American Lung Association.

:15 |

Are you a former smoker?

No matter how much you smoked, early detection of lung cancer screening could save you.

Go to Saved by the Scan dot org for an easy quiz to see if you qualify.

Visit Saved by the Scan dot org.

Brought to you by the Ad Council and the American Lung Association.

:10|

Are you a former smoker?

No matter how much you smoked, this new lung cancer screening could save you.

Go to Saved by the Scan dot org to learn more.

Visit Saved by the Scan dot org.

Brought to you by the Ad Council and the American Lung Association.



Dear PSA Director,

In your community, there are likely thousands of at-risk kids that face challenges at home and at school. But did you know that there is one organization singularly devoted to helping these students stay in school and graduate?

Throughout the country, Communities In Schools (CIS) works inside schools, one-on-one with students, in communities across the country to help them with basic needs like food, clothing and shelter as well as more complex issues like emotional counseling. As the name suggests, CIS marshals a *community of resources* to meet each student's needs and to have a brighter future.

Please preview and download this new CIS Radio PSA "Headcount" and learn how CIS does whatever it takes to keep kids in school and on a path to success in school and life.

By airing this PSA, you will be supporting Communities In Schools and helping it expand beyond the 1.57M students currently served.

Additional campaign information is available here:

http://www.causewaypsa.com/EPK/65007_CIS/

<http://www.causewaypsa.com/CIS/>

Your usage of our PSAs is very important to us. Please use this website to provide us with your PSA airing information: <http://radio2.causewaypsa.com/?p=C138508>

Thank you in advance for your generous media support.

Sincerely,

A handwritten signature in black ink that reads "Steve Majors".

Steve Majors
Vice President, Marketing & Communications
Communities In Schools



November 13, 2018

Dear Traffic Manager:

The Ad Council has sent you **Child Car Safety** PSAs digitally via **Extreme Reach**.

Make sure kids are safely secured in the car.

Motor vehicle crashes are a leading cause of death for children under 13. PSAs show parents how their love for their children extends to car safety. This means knowing the right seat for their child's age and size - from rear-facing car seats, forward-facing car seats, boosters, all the way to seat belts - and that they are correctly buckled for every ride.

[Log in](#) to approve and download this important campaign message and show your support by running these PSAs in donated media space. **Thank you.**

The Ad Council
Child Car Safety

Spot Name	Length	AD-ID	Language
Hot Cross Buns	:30	CNCS0037000	English
Kiddie Music	:30	CNCS0038000	English
Bake	:15	CNCS0039000	English
Boy Band	:15	CNCS0040000	English
Sleep	:15	CNCS0041000	English
Wipe	:15	CNCS0042000	English
Hot Cross Buns	:30	CNCS0043000	Spanish
Kiddie Music	:30	CNCS0044000	Spanish
Bake	:15	CNCS0045000	Spanish
Boy Band	:15	CNCS0046000	Spanish
Sleep	:15	CNCS0047000	Spanish
Wipe	:15	CNCS0048000	Spanish

Spots Expire: 11/13/2019

PLEASE NOTE: The attached material designates an expiration date for each PSA. Because of the SAG/AFTRA labor contracts and the agreement with the talent, the material cannot be aired after the expiration date. Airing the PSAs after the expiration date may subject the sponsor, agency, and possibly your organization and its principals to additional talent fees, penalties and damages; as well as legal action regarding claims of right by the relevant talent. All Rights within the PSAs are owned by the Advertising Council or the named Sponsors. Sale of sponsorship to any other party is prohibited. PSAs may only be placed in donated media, and may not be used in any manner that would imply an association with any commercial enterprise. You cannot, for example, exhibit the PSA with corporate logos appearing in conjunction with it. No cropping, editing or modifications are permissible.



Dear Public Service Director,

When most of us think about pests, what comes to mind? Many people just consider them to be a nuisance, as in the case of those pesky mosquitoes whose bites cause itchy welts, or the termites that can wreak havoc in our homes. However, what we often don't realize is that common pests found in our homes and communities are vectors of serious diseases such as West Nile virus and Lyme disease, and can trigger asthma and allergy symptoms.

These illnesses can have a devastating toll on our health, daily life and productivity. Pests are often responsible for trips to the emergency room, hospitalizations, missed days at work and time spent away from loved ones. For the thousands who are impacted, these problems can have major financial implications and adversely affect family members, employers and co-workers. Pest-related illnesses can also have a big impact on the health and well-being of our children. According to the Centers for Disease Control and Prevention (CDC), asthma, which is often triggered by rodents and cockroaches, is a leading chronic illness among children and adolescents in the United States. This is also a leading cause of school absenteeism, which can result in kids having problems with their assignments, tests and grades.

Public awareness and education are critically needed to help prevent encounters with these public health pest threats. Your station can help educate your audience about the significant impact pests can have on our health by airing the new public service announcement (PSA), titled "Sick Day" (:30, :30). Using a variety of real-life scenarios, this PSA gives audiences important insights into all of the problems and losses that can result from having to take sick days due to a pest-related illness. The campaign is a joint effort from the National Pest Management Association (NPMA) and the CDC. The campaign has no end date for use and encourages audiences to learn more by visiting PestWorld.org.

The NPMA is a nonprofit organization committed to the protection of public health, food and property from the diseases and dangers posed by common household pests. The CDC is the nation's health protection agency, dedicated to protecting health and promoting quality of life through prevention and control of disease, injury, and disability.

Additional campaign information is available here:

http://c360m.com/EPK/36699_NPMA_Radio/

<http://www.c360m.com/PSAConnect/npma/>

Your usage of our PSAs is very important to us. Please use this website to provide us with your PSA airing information:

<http://psa.c360m.com/?p=M138452>.

If you have any questions, please contact our distribution representative, Holly Mulé (212-624-9196; hmule@c360m.com). As always, thank you in advance for your support of our public service campaigns.

Respectfully,

Cindy Mannes
Vice President of Public Affairs
National Pest Management Association

Lyle R. Petersen, MD, MPH
Director, Division of Vector-Borne Diseases
Centers for Disease Control and Prevention



**DEPARTMENT OF THE AIR FORCE
AIR FORCE RECRUITING SERVICE (AETC)**

Dear Public Service Director,

The Air Force has enjoyed a close relationship with the country music industry for more than three decades. Over the years entertainers have graciously provided support to give back to their fans and radio stations through our public service announcement (PSA) program.

For this package, we've selected PSAs from Lady Antebellum, Lee Ann Womack and Tracy Lawrence. They are positive and uplifting messages that show there's no challenge too great to overcome in realizing our dreams and goals. The PSAs are titled "**Working Together**" — Lady Antebellum (:30), "**Achieving Goals**" — Lee Ann Womack (:30) and "**Tough Choices**" — Tracy Lawrence (:30). There is no end date for use and they can be aired as soon and as often as you want.

Also, our annual "**Red, White and Air Force Blue Christmas**" radio special is available for your station's use. This year we take a look back at some of our favorite moments from past shows. The one-hour program features interviews and songs from Blake Shelton, Rascal Flatts, Reba McEntire, Lady Antebellum, Faith Hill, Leann Rimes, Darius Rucker, Lee Ann Womack and Willie Nelson.

We hope you'll add the show to your holiday programming schedule. It's fully produced and includes spot breaks and local avails. It's our gift to you and a way to say "thank you" for supporting the men and women proudly serving around the world.

Additional campaign information is available here:

http://www.c360m.com/EPK/36821_USAF_Radio/

<http://www.c360m.com/PSAConnect/usaf/>

Your usage of our PSAs is very important to us. Please use this website to provide us with your PSA airing information.

<http://psa.c360m.com/?p=D138434>

For any questions regarding the PSAs or holiday special, please contact our distribution representative, Shaliza Thomas, at Connect360 Multimedia (e-mail: sthomas@c360m.com; ph: 212-624-9187).

Thank you in advance for sharing these PSAs and holiday show.

Sincerely,

A handwritten signature in black ink that reads "Timothy J. Hanson".

Timothy J. Hanson
Chief of Marketing
U.S. Air Force