

## Issue and Program List

**Station Call Letters: KOXR**

**For quarter ending: March 2019**

### **Section I: Issues**

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

1. US Small Business Administrator
2. FEMA
3. Mexican Consulate
4. Oxnard Pólice Department
5. Clínicas del Camino Real
6. ARC
7. Oxnard Revival Center
8. Oxnard Union High School District

### **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 (CHP)

- (a) Program or PSA series Title: US Small Business Administrator, Rigoberto Gonzalez

Date(s) and time(s) of broadcast: January 6, 2019 (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:

Rigoberto Gonzalez from US Small business administrator informed the community regarding due to the wildfires the SBA has deployed a team to support the community through disaster assistance, loans for businesses of all sizes, most non-profit organizations, home owners and renters that suffered.

2. Issue No. 2 (FEMA)

Program or PSA series Title: FEMA, Maria Padron

Date(s) and time(s) of broadcast: January 13, 2019 (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:  
Maria Padron from FEMA informed the community about the help they are offering to all the wild Woolsey Fires. There are loans available for renters, home owners, small businesses and more.

3. Issue No.3 (Mexican Consulate)

(a) Program or PSA series Title: Mexican Consulate, Adan Vega

Date(s) and time(s) of broadcast: February 3, 2019 (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:  
Adan Vega a specialist in the Mexican consulate came to remind the community about all the services that they offer.

4. Issue No.4 (Oxnard Police Department)

(a) Program or PSA series Title: OPD, Commander Luis McArthur

Date(s) and time(s) of broadcast: February 10, 2019 (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:  
Commander Luis McArthur informed the community about everything in general. Two of the topics were DUI and Homeless Issues.

5. Issue No.5 (Clinicas del Camino Real)

(a) Program or PSA series Title: Clínicas del Camino Real, Lucrecia C.

Date(s) and time(s) of broadcast: February 17, 2019 (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:  
Lucrecia Campos talked to the community about mental health problems and lack of awareness of services available in the community.

6. Issue No.6 (ARC)

(a) Program or PSA series Title: ARC, Juan Garcia

Date(s) and time(s) of broadcast: February 24, 2019 (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: Juan Garcia from ARC informed the community about the services they offer to the community specially adults, activities in the community, AAC program etc...

7. Issue No.7 (Oxnard Revival Center)

(a) Program or PSA series Title: Oxnard Revival Center, Adam Lopez

Date(s) and time(s) of broadcast: March 1, 2019 (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:  
Adam Lopez commissioner from Oxnard Revival Center is here to inform the community immigration and lack of funds.

8. Issue No.8 (Oxnard Union High School District)

(a) Program or PSA series Title: Oxnard Union High School District,  
Guadalupe Reyes Castillo

Date(s) and time(s) of broadcast: March 24, 2019 (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:  
Guadalupe Reyes Director categorical programs to invite the  
community to the advertising equity conference for the community,  
students and parents; workshops advertising current educational issues  
and informing community of opportunities.



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

ASCERTAINMENT FORM


Organization: US Small Business Administration (SBA) Office of  
Representative: Rogerio Gonzalez-Nossa Disaster Assistance  
Title: Public Information Officer  
Signature: [Handwritten Signature]

Problems & Issues facing our community

Due to the California wildfires, the SBA:ODIA  
has deployed a team to support the community  
through Disaster Assistance Loans for Businesses  
of all sizes, most non-profit organizations,  
Home Owners, and Partners who suffered  
Physical Damage or Economic Injury to  
businesses due to the CA wildfires.

Date Recorded: 03 Jan 2019

To Be Aired on: 06 Jan 2019

**LAZER  BROADCASTING**

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

**ASCERTAINMENT FORM**

Organization: FEMA - SBA  
Representative: MARIA PADRON  
Title: MEDIA SPECIALIST

Signature: \_\_\_\_\_

**Problems & Issues facing our community**

*Review 1/3*  
Confusion about receiving an Ineligibility letter. Undocumented survivors of the Hill Woolsey Fires don't know if their kids are ~~born~~ in the USA they can receive disaster assistance.

There are loans available for renters, home owners, small business owners and private Non Profits such as churches.

Date Recorded: 1/3/2019

To Be Aired on: 1/13/2019



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

ASCERTAINMENT FORM

Organization: Consulado de México en Oxnard  
Representative: Aden Vega  
Title: Especialista  
Signature: [Handwritten Signature]

Problems & Issues facing our community

[Handwritten scribble: Please see...]  
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Date Recorded: 1/28/2019  
To Be Aired on: 2/3/2019



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

ASCERTAINMENT FORM

Organization: Oxnard Police Dept.  
Representative: Louis M. McFarlane  
Title: Police Commander  
Signature: [Handwritten Signature]

Problems & Issues facing our community

DUI enforcement has been ever  
end of year crime stats  
prop. 47 & 57  
Homeless Issues

[Handwritten Signature]

Date Recorded: 12/7/19  
To Be Aired on: 2/10/19





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

ASCERTAINMENT FORM

Organization: Clinicas del Caminos Real, Inc.  
Representative: Lucrecia Campos-Juarez, LCSW  
Title: Director of Mental Health Services  
Signature: Lucrecia Campos-Juarez, LCSW

Problems & Issues facing our community

Stigma regarding mental  
health problems.  
Not a lack of awareness  
of services available in  
the community.

*Lucrecia Juarez*

Date Recorded: 2/13/2019

To Be Aired on: 2/17/2019



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

ASCERTAINMENT FORM

Organization: El Arc de Ventura en Oxnard  
Representative: Juan Garcia  
Title: manejador del programa de Oxnard  
Signature: [Handwritten Signature]

Problems & Issues facing our community

- Servicios para adultos con discapacidades intelectuales.
- Actividades en la comunidad
- Programa AAC
- Program activities
  - Prom
  - Talent show
  - Volunteer

*[Handwritten signature/initials]*

Date Recorded: 7/2/2019  
To Be Aired on: 7/24/2019



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

ASCERTAINMENT FORM

Organization: OXNARD REVIVAL CENTER  
Representative: ADAM LOPEZ  
Title: COMISIONARIO  
Signature: [Handwritten Signature]

Problems & Issues facing our community

- ~~---~~
  - INMIGRACION
  - FALTA DE ~~TECH~~ RECURSOS
- Planned*

Date Recorded: 2/28/2019  
To Be Aired on: 3/1/19



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

ASCERTAINMENT FORM

Organization: Oxnard Union High School District  
Representative: Guadalupe Reyes Castillo  
Title: Director Categorical Programs  
Signature: Guadalupe Reyes Castillo

Problems & Issues facing our community

Advertising Equity Conference #2. Conference  
for the community, students and parents. Workshops  
addressing current educational issues, informing  
community of opportunities.

*J. Reyes*

Date Recorded: 3/20/2019

To Be Aired on: 3/24/2019

## PSA Quarterly List

**Station Call Letters: KOXR**  
**For quarter ending: March 2019**

Community issue: Traffic Congestion

1. Conciencia sobre los antibioticos
2. AARP Foundation
3. Reaching our Potential
4. Faterhood involvement
5. Heart Valve Disease Awareness

Responsive programming:

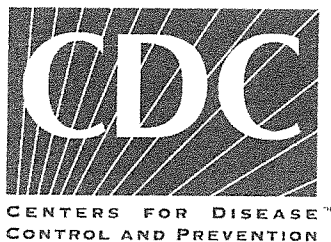
(1) Public service announcement, January 1<sup>st</sup>, 2019-January 15, 2019: various times: PSA informs the community about antibiotic awareness. CDC.

(2) Public service announcement, January 16, 2019- January 27, 2019: various times: According to the Centers for disease control and prevention more than one of four adults, 65 and older, falls each year, and many of these falls result in serious injuries. AARP Foundation.

(3) Public service announcement, January 28, 2019-February 14, 2019: various times: PSA informs the community how YMCA focuses on strengthening communities –with programs and resources designed to nurture the potential of every child and teen, improve the nation’s health and wellbeing. The YMCA.

(4) Public service announcement, February 15, 2019-March 2<sup>nd</sup> , 2019: various times: Kids that spend time with their dads grow up to be smarter and more successful . Ad Council.

(5) Public service announcement, March 4, 2019- March 29 , 2019: various times: Heart Valve encourages listeners to visit the doctor and ask about heart valve disease. Heart Valve Voice US.



Estimado director/directora de Servicio Público:

Le escribo para solicitar que transmita un anuncio de servicio público de los Centros para el Control y la Prevención de Enfermedades (CDC) titulado "La herramienta correcta", que educa al público sobre la importancia de usar antibióticos solamente cuando sean necesarios. Los antibióticos son el instrumento más poderoso que tenemos para luchar contra afecciones potencialmente mortales, como la septicemia y la neumonía. Han sido instrumentales para combatir infecciones que en otros tiempos eran mortales o debilitantes, y han salvado un sinnúmero de vidas.

Sin embargo, en los Estados Unidos se recetan muchos antibióticos innecesariamente. Los CDC estiman que, en los consultorios médicos y las salas de emergencia, se recetan cada año aproximadamente 47 millones de cursos de antibióticos para infecciones que no los necesitan, como los resfriados y la influenza, lo cual representa aproximadamente el 30 % de los antibióticos que se recetan. Esto pone a los pacientes en riesgo de daños por su uso innecesario y contribuye a la resistencia a los antibióticos, que es una de las amenazas más urgentes a la salud del público.

Los CDC crearon este anuncio de servicio al público como parte de su esfuerzo de educación nacional, *Tome Conciencia sobre los Antibióticos*, que tiene el objetivo de crear conciencia entre los proveedores de atención médica, los pacientes y sus familias sobre la resistencia a los antibióticos y la importancia de recetarlos y usarlos apropiadamente.

Todos cumplimos un papel para mejorar el uso de antibióticos para proteger a los pacientes y combatir la resistencia a los antibióticos. Espero que considere transmitir este importante anuncio de servicio público. Está dirigido a todas las audiencias y listo para ser transmitido de inmediato. Por favor, descargue el anuncio de servicio público para radio "La herramienta correcta" (de :30).

**Para más información acerca de la campaña, visite:**

[www.causewaypsa.com/EPK/65013\\_AU\\_Radio\\_SPN/](http://www.causewaypsa.com/EPK/65013_AU_Radio_SPN/)

[www.causewaypsa.com/CDC/](http://www.causewaypsa.com/CDC/)

**Le pedimos que nos informe acerca del uso de los PSAs en su estación. Por favor de visitar este sitio de Internet para darnos los detalles acerca de las transmisiones de los PSAs:**

<http://radio2.causewaypsa.com/?p=D138874>

Para obtener más información sobre el uso de antibióticos, visite [cdc.gov/antibioticos](http://cdc.gov/antibioticos).

Le agradezco su apoyo de antemano.

Atentamente,

Jessica Schindelar, MPH  
Directora adjunta de Comunicación  
División de Promoción de la Calidad de la Atención Médica (DHQP)  
Centros para el Control y la Prevención de Enfermedades  
[ghq1@cdc.gov](mailto:ghq1@cdc.gov)



February, 2019

Dear Public Service Director:

The numbers are staggering. According to the Centers for Disease Control and Prevention, more than one out of four adults, 65 and older, falls each year, and many of these falls result in serious injury. Each year, 2.8 million older people are treated in emergency rooms for fall-related injuries. As 10,000 baby boomers turn 65 every day, these numbers have the potential to become catastrophic.

In addition to the risk of injury, falls can dramatically affect a person's quality of life and make it harder to remain independent. AARP Foundation, the charitable affiliate of AARP, dedicated to providing resources and services and serving as an advocate for low-income older Americans, and UnitedHealthcare, an organization dedicated to the health and well-being of seniors, teamed up to take on this important issue.

They produced the enclosed Public Service Announcements (PSAs) to raise awareness and encourage older Americans to talk to their doctors about how they can prevent falls.

By airing these :30 and :60 PSAs, you can shine a light on a serious problem and empower seniors to live fuller lives.

For more information, please visit [www.aarpfoundation.org](http://www.aarpfoundation.org) or [www.MedicareMadeClear.com/falls](http://www.MedicareMadeClear.com/falls).

Thank you for your support of this important public service message. For questions or inquiries on an alternate format, please contact Julia Liu at [psa@boombroadcast.com](mailto:psa@boombroadcast.com) or (609) 748-7411.

Best,  
Taylor Joseph  
UnitedHealthcare Medicare & Retirement



REACHING  
**OUR POTENTIAL**

[CLICK HERE TO PREVIEW  
OR DOWNLOAD THE PSAs](#)

We hope that you can support this very important YMCA campaign, please email [tom.derreaux@plowsharegroup.com](mailto:tom.derreaux@plowsharegroup.com) (PSA campaign manager) if you have any questions.

**Also accessible on your Extreme Reach PSA Deliveries page:**

- One Number Different :30 (English) - ZPLW50230
- Where You're Born :30 (English) - ZPLW50330
- One Number Different :30 (Spanish) - ZPLW50430
- Where You're Born :30 (Spanish) - ZPLW50530

## DEAR PSA DIRECTOR,

The Y is now... as it has been for over 170 years... a place of possibility and promise for all. We passionately focus on strengthening communities, each year reaching millions of kids, adults, seniors and families - many living in underserved communities - with programs and resources designed to nurture the potential of every child and teen, improve the nation's health and wellbeing and encourage individuals to give back and support their neighbors. We can't do it alone though and many people still would be surprised to learn about the breadth of resources available to them through the Y - many of them free of charge. Please consider running one of our PSAs, and help us raise awareness of the many ways more people can get involved with the Y. Everything the Y does helps empower communities and the "us" who live in them to thrive. Everything the Y does helps build a better us.

### The Y.™ For a better us.

Sincerely,

**Valerie Waller**

Senior Vice President & Chief Marketing Officer  
YMCA of the USA





February 06, 2019

Dear Traffic Manager:

The Ad Council has sent you **Fatherhood Involvement** PSAs digitally via **Extreme Reach**.

**Dad Jokes Rule.**

**Kids that spend time with their dads grow up to be smarter and more successful.** Run endearing PSAs featuring children telling their favorite dad jokes to encourage dads to play an active, responsible role in their children's lives, because even the smallest moments can make the biggest difference.

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**  
**Fatherhood Involvement**

Spot Name	Length	AD-ID	Expiration Date	Language
Groan	:60	CNFI0453000	08/15/19	English
Moments	:60	CNFI0322000	06/09/19	English
Groan	:30	CNFI0454000	08/15/19	English
Guys' Night Out-Moment	:30	CNFI0334000	02/03/20	English
Moments	:30	CNFI0323000	06/09/19	English
Tea Pot-Moment	:30	CNFI0333000	02/03/20	English
Tickle Fight	:30	CNFI0324000	06/09/19	English
Moments-Spanish	:60	CNFI0325000	06/09/19	Spanish
Groan-Spanish	:30	CNFI0455000	08/15/19	Spanish
Moments-Spanish	:30	CNFI0326000	06/09/19	Spanish
Tickle Fight-Spanish	:30	CNFI0327000	06/09/19	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.

## Heart Valve Disease Awareness: Radio PSA in English and Spanish

### Dear PSA Director:

As many as 11.6 million Americans are estimated to have heart valve disease (HVD)—a potentially disabling disease that can be deadly if untreated—yet 3 out of 4 Americans know little to nothing about the condition.

HVD involves damage to one or more of the heart's valves, which disrupts blood flow by not opening or closing properly. The seriousness of the disease, combined with the fact that symptoms are often difficult to detect or are dismissed as a normal part of getting older, make lack of awareness dangerous.

A 60-second radio PSA produced in English and Spanish by Heart Valve Voice US encourages listeners to visit a doctor and ask them to about heart valve disease if they have symptoms like shortness of breath, fainting, chest tightness and / or pain, fatigue, or abnormal heart rhythm sensations (irregular heart beat).

Heart Valve Voice US, a patient advocacy, nonprofit organization, provides patients with a united voice to improve health for people living with heart valve disease by advocating for early detection, meaningful support, and timely access to appropriate treatment for all people affected by heart valve disease. Heart Valve Voice works with people living with heart valve disease, clinicians and other experts, and other patient service and advocacy organizations to identify barriers to improving health for people living with valve disease and advocates for change to enhance health.

Thank you for working with us to continue to help raise awareness about heart valve disease and protect the lives of millions of Americans facing this deadly disease.

Marilyn Serafini  
Executive Director  
Heart Valve Voice US  
HeartValveVoice-US.org



### PSA Script:

Barb: Marie, is that you?

Marie: Oh hi Barb! How are you doing?

Barb: Better now, did you know we had a little health scare with Jeff?

Marie: Oh no, what happened?

Barb: Well, he had been short of breath and was really tired a lot of the time. He just thought he was getting old and was out of shape, but it turns out it was heart valve disease.

Marie: How did you figure it out?

Barb: He finally went to the doctor and she was able to listen to his heart and detected the problem. I didn't realize it, but heart valve disease is more common than you'd think. They were able to replace the valve and he's feeling so much better now.

Marie: I'm so glad to hear that!

VO: More than 5 million Americans are diagnosed with heart valve disease every year, but most people know nothing about the condition, and it can be deadly if untreated. That's why it's important to listen to your heart and ask your doctor if your symptoms may be due to heart valve disease, or if you are at high risk.

A message brought to you by Heart Valve Voice US. For more information about the symptoms and treatments for valve disease go to [heartvalvevoice.org](http://heartvalvevoice.org).