

Quarterly Issues – Programs

January 1st to March 31st, 2024

The following is a list of (6) problems that consistently appear in the community ascertainment made by Maria Barquin, 1st Quarter 2024.

ISSUES AND CONCERNS ON OUR COMMUNITY

HEALTH

ENTREPRENEUR

HISPANIC CULTURE

IMMIGRATION

FINANCES

IMPACT NEWS

RESPONSIVE PROGRAMMING

“PUNTO DE VISTA”

TALK SHOW WITH A VARIETY OF INTERVIEWS IMPACTING THE HISPANIC AUDIENCE. EDUCATING ON IMMIGRATION, POLITICS, RELEVANT NEWS, HEALTH AND BUSINESS. MONDAY – FRIDAY 10:15 – 10:39 AM

Immigration Tuesday	Host: Franco Immigration questions	All Tuesdays	10:15 - 10:39	Every Tuesday our expert Dr. De La Rosa answers an average of 10 to 12 phone calls live and WhatsApp questions on air from our listeners, with different immigration issues. On 2/6 we spoke about the new law SB4.
Motivational Fridays	Host: Franco, Tony Motivation	All Fridays	10:15 - 10:39	On January 12, the well-known motivator Paco Rodríguez shares the best way to cope as a couple and family when financial resources are the limit or scarce at the beginning of the year.
Prostate	Host: Franco Cancer	2/14	10:15 - 10:39	On February 14, Dr. Bejarano spoke about the disease that affects the prostate in large numbers in our Latino community.
Entrepreneur	Host: Tony, Franco Mental health	2/19	10:15 – 10:39	This day we had an entrepreneur who started her own business Estersila Perez “Pizzas Mangatan” on 2/19 and shared with the public how she achieved it to inspire others.
Financial	Host: Tony, Franco Financial	2/29	10:15 - 10:39	We talked about finances on 2/29 Paola Montez, financial expert to educate the community on how to save money and find a way to have a healthy financial life.

RADIO CAMPESINA NEWSCAST: We run 5 news segments throughout the day each with a length of 30sec. Expanding from international, national and local. Following are examples of important news coverage days that we had throughout the quarter:

	NEWS
5PM 1/25	<i>INTERNATIONAL:</i> Mexican president creates a commission to investigate the creation of fentanyl.
12:00 PM 2/21	<i>INTERNATIONAL:</i> The UNO organization joins in to support Gaza with resources with the collaboration of the United States.
3:00 PM 3/13	<i>NATIONAL:</i> Trump Penalty for Defamation E Jean Carroll
8:00AM 2/23	<i>LOCAL:</i> The launch of the proposal of SB2060 and SB 1070-2.0 that would once again impact the immigrant community with racial profiling

RADIO CAMPESINA HAS MONTHLY SPECIAL CAMPAIGNS:

-January: January is Financial Wellness Month, and we want to make sure our listeners are well informed on how to manage and grow their finances. For our Hay Que Hacer Dinero campaign we will be providing information on air about the areas of finances that interest and affect our community most such as predatory lending, side-hustles, and even buying a home for the first time

-February: February is Black History Month, so we'll be highlighting the contributions various Afro-Latines have made to the Latine community through special on-air vignettes, episodes of Punto De Vista and images or videos posted on our social media profiles.

-March: March is Cesar Chavez Month so we will highlight the stories that embody the vision Cesar had for the campesino (farmworker) community. With the campaign Historias de Sí Se Puede, we'll be airing audio clips of some of Cesar's most memorable public addresses as well as the personal stories of persons who were or come from families that are/were campesinos and how through hard work and perseverance they were able to make their dreams come true. We will also include the stories of the people who are still deeply embedded in the farmworker movement.