



QUARTERLY ISSUES AND PROGRAMS REPORT

STATIONS: KLUC-FM & HD2
KMXB-FM & HD2
KXTE-FM & HD2
KXNT-FM/AM & HD2
KXST-AM

1st QUARTER, 2015
(January 1st through March 31st, 2015)

Prepared by:

Sandee Bonita Madrid
CBS Radio Las Vegas
March 31st, 2015



Issues of Concern to Las Vegas, NV
Addressed in Responsive Programming in the 1st Quarter, 2015

	<u>Subject:</u>	<u>Description of Issue of Concern</u>
1	Planned Parenthood	Programs, services, and safe health education.
2	Glaucoma Awareness	Support and services for those individuals suffering and living with Glaucoma.
3	Financial Wellness Awareness	Providing free education for families and kids on how to be financially well.
4	Family Fitness Lifestyle Awareness	Providing free services and programs to encourage family fitness and wellness
5	Zero Teen Fatalities	Providing safety tips and information for teenagers behind the wheel.
6	Friends of Parkinson's	Support and services for individuals and their family living with Parkinson's.
7	Las Vegas Rescue Mission	Shelter, programs, and services provided for people overcoming homelessness.
8	Pancreatic Cancer Awareness	Support services and programs provided for those suffering from Pancreatic Cancer.
9	Las Vegas Metropolitan Police Department Honor Guard	Bringing awareness on the impact the LVPD Honor Guard brings to those fallen police heroes.
10	NSPCA	Discussing, shelter, services, and nutrition that is provided for animals.
11	Make A Wish Southern Nevada	Support services to help inspire children with life threatening diseases.
12	Cataract Prevention Care	Discussing the causes, treatment, and prevention of cataracts and eye conditions.
13	Opportunity Village	Programs, services, education, and employment for individuals suffering from a disability.

**CBS Radio Programs That Address Community Issues
(Regularly Scheduled Public Affairs Programs)
1st Quarter, 2015**

<u><i>Public Affairs Program</i></u>	<u><i>Schedule and Description</i></u>
1. CBS Radio Public Affairs Program	Sundays 6:00-6:30 a.m. KXNT-FM, AM, & HD2 6:00-6:30 a.m. KXTE-FM & HD2 6:30-7:00 a.m. KXMB-FM & HD2 7:00-7:30 a.m. KLUC-FM & HD2, KXST-AM Weekly interview with local non-profit organizations highlighting events and services offered to our community.
2. Local News and Review	Sundays 5:00-5:30 a.m. KXNT-FM, AM, & HD2 6:00-6:30 a.m. KMXB-FM & HD2 6:30-7:00 a.m. KXTE-FM & HD2 7:30-8:00 a.m. KLUC-FM & HD2, KXST-AM Weekly local news review produced by Sandee Bonita Madrid and reported by Carlos Diaz and Dayna Roselli - focusing on community events, national news and interviews with newsmakers.
3. Local Traffic Reports	Monday-Friday, twice per hour between 6:00 a.m.-9:00 a.m. and again from 3:00 p.m.-6:00 p.m. One minute reports updating the latest local traffic conditions.

**Most Significant Issue-Responsive Programming
1st Quarter, 2015 (January 1st through March 31st)**

Issue: Planned Parenthood

Show: CBS Radio Public Affairs Program

Date: Sunday, January 4th, 2015

Time: 6:00am, 6:30am, 7:00 am

Length: 30 minutes of a 30 minute show

LaTonya Dawson, member of Planned Parenthood joined Sandee Bonita Madrid this week. Planned Parenthood offers free to low-cost services for those seeking health exams. They discussed the free programs and services offered such as safe sex education, cholesterol screening, high blood pressure exams, physicals, help in quitting smoking, Flu shots, and much more. Planned Parenthood welcomes parents with their teens and offers special free classes on how health communication is important. Everyone in the Las Vegas community is encouraged to take advantage of their services and programs.

Issue: Local News

Show: Las Vegas News in Review

Date: Sunday, January 4th, 2015

Time: 5:00 am, 6:00 am, 6:30 am, 7:30am

Duration: “30 minutes of a 30 minute program”

Correspondent Sandee Bonita Madrid discussed clothing donations and how upcycling them gives hundreds of people employment opportunities. Also discussed this week was how to maintain healthy during Flu season, and tips on how to stay on track and follow through with a New Year’s resolution.

Issue: Glaucoma Awareness

Show: CBS Radio Public Affairs Program

Date: Sunday, January 11th, 2015

Time: 6:00am, 6:30am, 7:00 am

Length: 30 minutes of a 30 minute show

This week, Sandee Bonita was joined by Dr. Raymond Theodosios, Ophthalmologist at the Shepherd Eye Centers of Las Vegas. Dr. Theodosios shared information on how to prevent eye sight failure and provided information on glaucoma, its symptoms, early detection methods, diagnosis, and treatment. Since January is national glaucoma awareness month, they urged residents of Las Vegas to follow up with their eye sight health and schedule a yearly eye exam.

Issue: Local News
Show: Las Vegas News in Review
Date: Sunday, January 11th, 2015
Time: 5:00 am, 6:00 am, 6:30 am, 7:30am
Duration: “30 minutes of a 30 minute program”

News in Review Sandee Bonita Madrid correspondent explores the local housing market, discuss the latest on avoiding and preventing credit card debt. Also discussed was the CES 2015 convention and how new platforms are being launched such as the Digital Cookie that helps the Southern Nevada Girl Scouts reach new cookie sale goals.

Issue: Financial Wellness Awareness
Show: CBS Radio Public Affairs Program
Date: Sunday, January 18th, 2015
Time: 6:00am, 6:30am, 7:00 am
Length: 30 minutes of a 30 minute show

Michelle Jackson, President of Junior Achievement of Southern Nevada joined Sandee Bonita Madrid this week. Junior Achievement of Southern Nevada is a non-profit organization dedicated to inspire and prepare young people to succeed in the global economy. Since January is considered financial wellness awareness month, they discussed the services and programs that Junior Achievement offers to focus on entrepreneurship, work readiness, and financial literacy. Junior Achievement relies heavily on volunteers and donations; the public is encouraged to help.

Issue: Local News
Show: Las Vegas News in Review
Date: Sunday, January 18th, 2015
Time: 5:00 am, 6:00 am, 6:30 am, 7:30am
Duration: “30 minutes of a 30 minute program”

Correspondent Sandee Bonita Madrid explores the latest on homelessness in Las Vegas and talks about a free documentary screening highlighting this issue. Also discussed this week were the regulations on betting on the Olympics in Nevada, Caesar’s Entertainment bankruptcy details, as well as the top 5 search trends and the top YouTube video of the week.

Issue: Family Fit Lifestyle Awareness
Show: CBS Radio Public Affairs Program
Date: Sunday, January 25th, 2015
Time: 6:00am, 6:30am, 7:00 am
Length: 30 minutes of a 30 minute show

Cheryl Bella, Director of Marketing and Public Relations for the Las Vegas YMCA joined Sandee Bonita Madrid this week. YMCA is a non-profit facility that encourages

family activities at free or low cost memberships. Since January is considered national Family Fit Lifestyle Month, they discussed all the healthy work out classes and seminars available for families. YMCA is able to keep up with the latest fitness trends, trainers, and even special active older citizen's classes to keep our community well rounded and healthy. Because the YMCA is a non-profit organization, residents of Southern Nevada are encouraged to obtain membership to raise funds to pay for the numerous programs offered.

Issue: Local News

Show: Las Vegas News in Review

Date: Sunday, January 25th, 2015

Time: 5:00 am, 6:00 am, 6:30 am, 7:30am

Duration: "30 minutes of a 30 minute program"

This week KXNT's News in Review correspondent Sandee Bonita Madrid discusses the upcoming music festival "Rock in Rio." Also discussed this week was the launch of a new free filing software from the IRS, hidden credit card facts, and a local puppy invited to be featured on the Animal Planet "Puppy Bowl."

Issue: Friends of Parkinson's

Show: CBS Radio Public Affairs Program

Date: Sunday, February 1st, 2015

Time: 6:00am, 6:30am, 7:00 am

Length: 30 minutes of a 30 minute show

Jamillah Ali Rah-man, Executive Director of Friends of Parkinson's joined Sandee Bonita Madrid this week. Friends of Parkinson's are a local non-profit organization that connects and creates, local, nationwide and international initiatives that support the neurological community related to Parkinson's. They discussed how Friends of Parkinson's supports healing, care, and lifestyle management that applies to various forms of mental illnesses and the people that support it. Through fundraising activities. Awareness campaigns, and other related endeavors, Friends of Parkinson's looks to ensure and build resources and hope in the neurological community. They also discussed the upcoming Davis Phinney Victory Summit that will help the Las Vegas community learn more about Parkinson's; everyone is encouraged to attend.

Issue: Local News

Show: Las Vegas News in Review

Date: Sunday, February 1st, 2015

Time: 5:00 am, 6:00 am, 6:30 am, 7:30am

Duration: "30 minutes of a 30 minute program"

Correspondent Sandee Bonita Madrid examines the latest insurance claim numbers in the valley and how they're affecting insurance rate prices. Other issues discussed this week were big game statistics, proper etiquette during flu season, the Las Vegas Business and Development conference, and relationship advice for this upcoming Valentine's Day.

Issue: Zero Teen Fatalities/ Nevada Donor Day
Show: CBS Radio Public Affairs Program
Date: Sunday, February 8th, 2015
Time: 5:30am, 6:00am, 6:30am, 7:00 am
Length: 30 minutes of a 30 minute show

Myisha Stokes, Program Manager for Zero Teen Fatalities joined Sandee Bonita Madrid today. Zero Teen Fatalities is campaign from the Office of Public Safety, Department of Public Safety and is aimed to keep teenagers alert while on the road. Zero Teen Fatalities has targeted certain schools and social media campaigns to bring awareness on the safety measures to prevent car crashes. They discussed how the campaign has been effective and how the Las Vegas community has come together to support these safety driving techniques. The public is encouraged to support this campaign and information.

Issue: Local News
Show: Las Vegas News in Review
Date: Sunday, February 8th, 2015
Time: 5:00 am, 6:00 am, 6:30 am, 7:30am
Duration: “30 minutes of a 30 minute program”

Correspondent Sandee Bonita Madrid discusses the latest trends of Las Vegas Tourism, a possible NHL team, and Valentine’s Day fun walk to benefit NF disease.

Issue: Las Vegas Rescue Mission
Show: CBS Radio Public Affairs Program
Date: Sunday, February 15th, 2015
Time: 6:00am, 6:30am, 7:00 am
Length: 30 minutes of a 30 minute show

John Fogel, Executive Director for the Las Vegas Rescue Mission joined Sandee Bonita Madrid this week. Las Vegas Rescue Mission is a non-profit organization that has been serving Las Vegas since 1970. They discussed the services the Mission provides for those fighting homelessness. They also discussed their latest fundraising event titled “Lobe Your Community” that will be benefitting the services provided by the Mission. Those services include shelter, meals, and addiction counseling. Because this is a non-profit organization, donations are always welcomed.

Issue: Local News
Show: Las Vegas News in Review
Date: Sunday, February 15th, 2015
Time: 5:00 am, 6:00 am, 6:30 am, 7:30am
Duration: “30 minutes of a 30 minute program”

Correspondent Sandee Bonita discusses the latest housing market news, Obamacare Open Enrollment deadline, internet security, and credit card reward statistics.

Issue: Pancreatic Cancer Awareness
Show: CBS Radio Public Affairs Program
Date: Sunday, February 22nd, 2015
Time: 6:00am, 6:30am, 7:00 am
Length: 30 minutes of a 30 minute show

Rebecca Shanahan, a member of the Pancreatic Cancer Action Network joined Sandee Bonita Madrid this week. They discussed Pancreatic Cancer Action Network which is a non-profit nation-wide network dedicated to work together to advance research, support patients and create hope for those affected by Pancreatic Cancer. Many of the programs that Shanahan discussed are focused on patient support, community outreach, and government support. They discussed the “Wage of Hope” 5k Fun Walk that will be taking place in order to raise funds for the Las Vegas individuals living with Pancreatic Cancer and honor those that have passed away from it. Because this organization is the first of its kind in Southern Nevada, they are the key foundation to turn to for Pancreatic Cancer families in need of support. The Pancreatic Cancer Action Network is always looking for volunteers and donations.

Issue: Local News
Show: Las Vegas News in Review
Date: Sunday, February 22nd, 2015
Time: 5:00 am, 6:00 am, 6:30 am, 7:30am
Duration: “30 minutes of a 30 minute program”

Correspondent Sandee Bonita Madrid discusses the latest update on a newly appointed Director of Secret Service, Nevada legislature and the potential changes that we can see in Clark County. Also discussed was the Riviera Casino and Hotel up for sale, the change it can potentially bring to the Las Vegas Strip. Discussed lastly was the latest in the Las Vegas housing market; a no kill animal shelter; and how beneficial it can be to provide your pet with health insurance.

Issue: Las Vegas Metropolitan Police Department Honor Guard
Show: CBS Radio Public Affairs Program
Date: Sunday, March 1st, 2015
Time: 6:00am, 6:30am, 7:00 am
Length: 30 minutes of a 30 minute show

Richard Fletcher, Captain at the Las Vegas Metropolitan Police Department Honor Guard joined Sandee Bonita Madrid this week. The Las Vegas Metropolitan Police Department Honor Guard is a non-profit organization that was founded in 1986 to serve the police department and the community as visual reminder of the service and traditions of law enforcement; forever respecting and remembering with honor and distinction past and present police officers for their dedication and service to the citizens of Southern Nevada. They discussed personal stories and the incredible work the 30 police officers that make

up the Honor Guard and their hard work to make each event a memorable one. By attending over 50 conferences, meetings, and public events within the community annually they are able to bring comfort to families. Because the honor guard is a non-profit organization, donations to maintain the program are always welcomed.

Issue: Local News

Show: Las Vegas News in Review

Date: Sunday, March 1st, 2015

Time: 5:00 am, 6:00 am, 6:30 am, 7:30am

Duration: “30 minutes of a 30 minute program”

Correspondent Sandee Bonita Madrid explores the latest statistics on mental illness and accident collision prevention. Also discussed this week was the rapid growth of Downtown Las Vegas; credit card fraud prevention; and the latest job fairs being held for individuals on the job hunt.

Issue: NSPCA

Show: CBS Radio Public Affairs Program

Date: Sunday, March 8th, 2015

Time: 6:00am, 6:30am, 7:00 am

Length: 30 minutes of a 30 minute show

Kathy Topp and Jason Egan, Board Directors at Nevada SPCA joined Sandee Bonita Madrid this week. Nevada SPCA is a non-profit, no-kill, animal shelter that takes pride in rescuing pets from homelessness. The shelter is ran by volunteer staff and all donations go straight into the well being of the animals being cared for. They discussed the upcoming event titled “Nevada’s Big Give” in which the organization will be participating in order to receive state grant. Besides collecting monetary funds, Nevada SPCA encourages individuals to donate dog/cat food and blankets. Also, they discussed what the Nevada SPCA adoption process consists of and shared some pet tips for fellow animal lovers. Again, because this shelter is completely non-profit, donations are extremely encouraged.

Issue: Local News

Show: Las Vegas News in Review

Date: Sunday, March 8th, 2015

Time: 5:00 am, 6:00 am, 6:30 am, 7:30am

Duration: “30 minutes of a 30 minute program”

Correspondent Sandee Bonita Madrid discusses the latest update on the Nevada legislature, tax information and how to avoid being a victim of a scam. Also discussed was NASCAR weekend and what that means and brings to our city; and, an extreme sports event that will be held in Downtown Las Vegas. Lastly discussed was the possibility of the Lion Habitat being shut down by Clark County officials.

Issue: Make-A-Wish Southern Nevada
Show: CBS Radio Public Affairs Program
Date: Sunday, March 15th, 2015
Time: 6:00am, 6:30am, 7:00 am
Length: 30 minutes of a 30 minute show

Caroline Ciocca, CEO and President of Make-A-Wish Southern Nevada joined Sandee Bonita Madrid this week. Make-A-Wish Southern Nevada is a non-profit organization that grants the wish of a child diagnosed with a life-threatening medical condition in the Southern Nevada area. They discussed their belief being that a wish experience can be a game-changer. This one belief guides them and everyone who is involved with the organization. It inspires them to grant wishes that change the lives of the kids they so lovingly serve. They also shared past “make-a-wish” success stories, the process of granting wishes and the upcoming “Make-A-Wish” Fun Walk with all funds going back into the purpose of their foundation... granting wishes! Because Make-A-Wish Southern Nevada is a non-profit organization, donations and volunteers are always welcomed.

Issue: Local News
Show: Las Vegas News in Review
Date: Sunday, March 15th, 2015
Time: 5:00 am, 6:00 am, 6:30 am, 7:30am
Duration: “30 minutes of a 30 minute program”

Correspondent Sandee Bonita explores the upcoming Vegas PBS Semi-Annual Military Job Fair. Also discussed this week was the newly released Apple Watch and its apps pro’s and con’s, the St. Baldrick’s Foundation “Shave Heads to Fight Cancer” event, health insurance penalties, and the latest Regional Transportation Commission of Southern Nevada Flamingo Corridor Improvements project.

Issue: Cataract Awareness
Show: CBS Radio Public Affairs Program
Date: Sunday, March 22nd, 2015
Time: 6:00am, 6:30am, 7:00 am
Length: 30 minutes of a 30 minute show

Dr. Abrams, specialist ophthalmologist at Abrams Eye Institute joined Sandee Bonita Madrid this week. Dr. Abrams discussed the cause of cataracts and the damage it can cause to one’s eye sight if not treated in time. He was able to describe the preventive treatments available, the support services offered, and what can happen if cataracts are left untreated. Also discussed were other eye loss causes such as glaucoma and the latest progress in bettering eye care health. Dr. Abrams encouraged our residents to get annual eye check-ups and encouraged the public to stay aware of any eye sight loss as it may be a sign of cataracts.

Issue: Local News
Show: Las Vegas News in Review
Date: Sunday, March 22nd, 2015
Time: 5:00 am, 6:00 am, 6:30 am, 7:30am
Duration: “30 minutes of a 30 minute program”

This week, correspondent Sandee Bonita was able to explore the latest spending number for tourist during March Madness, also the importance of St Patrick ’s Day in Las Vegas, and the negative rewards on gas station credit cards. Also explored this week was the back and forth discussion over the city contract being granted to the Animal Foundation versus the newly formed and passionate No Kill Las Vegas Animal Shelter.

Issue: Opportunity Village
Show: CBS Radio Public Affairs Program
Date: Sunday, March 29th, 2015
Time: 6:00am, 6:30am, 7:00 am
Length: 30 minutes of a 30 minute show

Bob Brown, President of Opportunity Village joined Sandee Bonita Madrid this week. Opportunity Village is a non-profit organization that has been serving Las Vegas since 1955. This organization takes pride and values the belief that people with intellectual disabilities as well as their families should have the choice in where and how they are served. They discussed the 60th anniversary of Opportunity Village, its current programs, and what is the organization is planning and hoping for in the near future. Some of the programs that were of great topic during the interview were its programs that provide employment for special individuals with any intellectual disability. Also discussed were trademark fundraising events like the Magical Forest. Because Opportunity Village is a non-profit organization, the public is encouraged to tour the facility, volunteer, or donate.

Issue: Local News
Show: Las Vegas News in Review
Date: Sunday, March 29th, 2015
Time: 5:00 am, 6:00 am, 6:30 am, 7:30am
Duration: “30 minutes of a 30 minute program”

This week, correspondent Sandee Bonita was able to explore the latest health statistics in Clark County. Also discussed this week was the ranking of Nevada as a retirement option, tips on making a small business successful, the new North Las Vegas Apex Industrial Park project, and the details of the Las Vegas’ strip participation in Earth Hour by dimming its famous light.