

KZPS  
Dallas, TX  
Quarterly Issues/Programs List  
First Quarter, 2021  
04/16/2019

KZPS  
Quarterly Issues/Programs List

KZPS provides its listeners with programming and public service announcements that address issues of concern to our local community.

**Section I**  
**LOCAL PROGRAMMING**

Section I lists regularly-scheduled and special programs that represent the station's issue-responsive programming providing the most significant treatment of the issues listed above for the calendar quarter.

**January 1, 2021**

**To: I Heart Public File for KZPS**

**From: Anna de Haro**

**Re: Issues & Programs Summary for January 1, 2021 through March 31, 2021**

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**Below is a list of issues targeted for on-air coverage during the 1st Quarter from January 1, 2021 through March 31, 2021. These issues have been ascertained to be of ongoing importance to the communities of Fort Worth and Dallas, Texas and the surrounding areas.**

- 1) Public Health Issues & Healthcare Issues -- Coronavirus**
- 2) Local/National Economic Issues and Employment Related Issues**
- 3) Education Issues**
- 4) Child Welfare Issues**
- 5) Drugs and Alcohol Abuse**
- 6) Terrorism and Homeland Security**
- 7) Crime and Violence**
- 8) Racism and Discrimination**
- 9) Transportation and Traffic Issues**
- 10) Environmental Issues**

## 11) Community Involvement

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
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Spot Frequency Report for Specific Spot Number  
 From: 01/01/2021 To: 03/31/2021  
 KZPS-FM

Air Date	Air Time	Spot Number	Spot Title	Length	Played	ISCI Code
01/03/2021	06:01:28	0050764-011	SUNDAY MORNING MAGAZINE	1-3-21		29:17.564 1
01/10/2021	06:01:12	0050764-012	SUNDAY MORNING MAGAZINE	1-10-21		28:19.858 2
01/17/2021	05:58:42	0050764-013	SUNDAY MORNING MAGAZINE	1-17-21		27:55.511 3
01/24/2021	06:01:06	0050764-014	SUNDAY MORNING MAGAZINE	1-24-21		29:19.262 4
01/31/2021	06:02:05	0050764-001	SUNDAY MORNING MAGAZINE	1-31-21		31:05.897 5
02/07/2021	05:59:09	0050764-002	SUNDAY MORNING MAGAZINE	2-7-21		30:18.588 6
02/14/2021	05:59:31	0050764-003	SUNDAY MORNING MAGAZINE	2-14-21		30:07.486 7
02/21/2021	06:00:03	0050764-001	SUNDAY MORNING MAGAZINE	2-21-21		29:50.000
02/28/2021	05:58:27	0050764-004	SUNDAY MORNING MAGAZINE	2-28-21		28:48.803 8
03/07/2021	05:58:46	0050764-005	SUNDAY MORNING MAGAZINE	3-7-21		28:51.937 9
03/14/2021	06:01:22	0050764-006	SUNDAY MORNING MAGAZINE	3-14-21		29:30.443 10
03/21/2021	05:59:42	0050764-007	SUNDAY MORNING MAGAZINE	3-21-21		29:15.814 11
03/28/2021	06:00:45	0050764-008	SUNDAY MORNING MAGAZINE	3-28-21		30:12.684 12

\*\*More Detailed Information  
 PUBLIC AFFAIRS PROGRAMS FOR 1<sup>st</sup> QUARTER 2021

January 1, 2021 through March 31, 2021

“Sunday Morning Magazine” cart #50764

January 3, 2021

Aired 6am to 6:30am

30 minute program

Issues Covered: Mental Health Issues and the impact of Covid 19 and the pandemic on our mental health.

Guest: Vanita Halliburton the co-founder of the Grant Halliburton Foundation.

Topic: As we embark on a new year I wanted to focus on the issue of mental health since the past year has weighed heavily on so many people. Vanita Halliburton the co-founder of the Grant Halliburton Foundation joined me on the program to talk about the toll that the pandemic has had on people’s mental health with people feeling isolated and disconnected, especially young people. We talked about signs to be on the lookout for that someone may be spiraling in to depression or struggling with mental health issues and we talked about the work that the Grant Halliburton Foundation does to help youth dealing with mental health issues here in North Texas. We talked about the program that they have and how they have adapted to virtual programs for schools since many schools are still online and with limited access to be in schools for presentations. We talked about the issues facing youth and families and how to get help and to fight the stigma surrounding mental health issues and the rise in the number of suicides as a result of the pandemic.

January 10, 2021

Aired 6am to 6:30am

30 minute program

Issues Covered: Education and Mentoring and Economic Issues

Guest: Jenny Harper the Market President of Big Brothers Big Sisters Greater Dallas

Topic: The month of January is National Mentoring Month, a time set aside to raise awareness about the importance of mentoring and the impact that it has on the lives of young people. Of course the Coronavirus pandemic has changed the way that mentoring organizations meet up with their mentees from in person to virtual connections. Jenny Harper from Big Brothers Big Sisters Greater Dallas joined me to talk about mentoring in the age of Covid 19 and how they have actually increased the number of mentors because it is easier for people to take part in their programs. We talked about who can become a big and how the organization finds the littles and how they connect them with their mentor. Jenny talked about the time commitment that they expect from those who volunteer to be Bigs and the impact that the Bigs have on the lives of young people. Jenny shared Bigs in

Blue which pairs a little with someone in law enforcement and Operation Bigs which helps children who have a parent in the military and also their program that helps those who have an incarcerated parent. They even have a program that partners people in retirement, assisted living and senior groups with young people and how it helps all of those involved.

January 17, 2021

Aired 6am to 6:30am

30 minute program

Issues Covered: Community Involvement in the age of Covid 19 and Importance of Volunteering

Guest: Tammy Richards the CEO of Volunteer Now

Topic: It's MLK weekend a time that the family of the late civil rights leader has designated as a time to give back to your community so instead of a day off it should be a day on. Tammy Richards joined me on the phone to talk about volunteer opportunities in North Texas and the work that Volunteer Now does to connect volunteers to nonprofits in our area. Tammy talked about how things have changed as a result of Covid 19 but how the need is greater to help organizations that have been impacted by the economic shutdown. The need for help from food banks and school programs has increased and Tammy talked about what was most pressing right now and how volunteers are the backbone of our community. Tammy talked about all of the nonprofits that they work with here in North Texas and how every day there are opportunities for people to help out by donating an hour, two hours, weekly, monthly or yearly and every little bit has a huge impact on our community. We talked about how they help nonprofits with background checks, with donated goods, how they help those who are looking to work community service hours ordered by the court and the work they do to help companies looking for team building projects.

January 24, 2021

Aired 6am to 6:30am

30 minute program

Issues Covered: Economic Issues, Food Insecurity and Education.

Guest: Alison Reese the Executive Director of the Souper Bowl of Caring

Topic: The Coronavirus pandemic has had such a huge impact on the nation's economy and has forced many families to turn to food banks for help. As more and more food banks in North Texas step up to help families in need, some who never had ever turned to a food bank, the food banks are turning to citizens who can help to make donations of food and money so that they can continue their mission of taking care of those in need. The Souper Bowl of Caring, which is underway now through Super Bowl Sunday, highlights the issue of food insecurity in our area. In North Texas 1 in 5 kids is food insecure and that number is surely going to rise as a result of the pandemic. Alison talked about how the Souper Bowl of Caring started and how it works and how we can all do our part. She talked about families that they have seen over the course of the past year and shared face of hunger today.

January 31, 2021

Aired 6am to 6:30am

30 minute program

Issues Covered: Economic Issues and Sex Trafficking and Abuse and Intolerance and Crime.

Guest: Bianca Jackson the Chief Executive Officer of New Friends New Life.

Topic: The month of January is Slavery and Human Trafficking Awareness Month and since most people think this crime only happens in third world countries and not here in the US I wanted to have Bianca Jackson with New Friends New Life, a nonprofit that helps the victims of human trafficking, come in to share the reality of this crime and how it is happening here in North Texas. We talked about the work that New Friends New Life does to help the victims of this crime and their services and programs and we talked about ways the community can help in the fight against human trafficking especially men, we discussed the youth education program that New Friends New Life has that goes into schools to help young people understand the dangers and we also highlighted ways that people can spot someone who may be the victim of human trafficking. We talked about the case of Operation Lost Angels in California earlier this month and how law enforcement was able to rescue 33 children from human traffickers but how in the U.S. every year 100 thousand children are trafficked so it is vitally important to raise awareness about the issue so that people know what to be on the lookout for and how they can help if they suspect someone is being trafficked. We shared the hotline for Human Trafficking 1-888-373-7888 or text 233733 Be Free.

February 7, 2021

Aired 6am to 6:30am

30 minute program

Issues Covered: Health Issues, Covid 19, Heart Health and Education and Economic Issues

Guest: Dr. Mark Casanova the President of the Dallas County Medical Society

Topic: The month of February is Heart Health Month, a time to spotlight the issue of heart disease the number one killer of Americans even during the age of Covid 19. Dr. Casanova joined me to talk about what everyone should know about heart health and how covid 19 which was thought to be a respiratory virus has morphed in to a vascular illness as well with those with heart issues more likely to have bad outcomes if they get covid 19. Dr. Casanova talked about signs of heart attacks and strokes and we talked about heart attacks are different for men and women and how to be proactive about your health especially during the pandemic since many patients are putting off going to the emergency room because of the pandemic and then they end up dying at home or with a worse situation. We also talked about gaps in services to so many people in North Texas and how the pandemic has brought this to light and how people who are at highest risk for heart attacks or high blood pressure don't have insurance, we also discussed the vaccine rollout and what people should know about the covid 19 vaccine and why people should still be practicing social distancing, mask wearing and washing their hands and not become complacent.

February 14, 2021

Aired 6am to 6:30am

30 minute program

Issues covered: Emergency Preparedness, Relationship issues, Mental Health, Education and Economic Issues

Guest: Chris Robinson a Licensed Professional Counselor with Summit Counseling.

Topic: It is Valentine's Day but North Texans are hunkered at home as a huge winter storm blankets our area bringing some of the coldest weather that the area has seen in decades. We shared information on 211 the social services hotline for help for those needing a warming center or help due to an accident in icy road conditions. Chris Robinson a licensed professional counselor with Summit Counseling joined me on the program to talk about relationship issues on this Valentine's Day since so many couples have been struggling during the pandemic to stay connected and to deal with economic concerns that add stress to relationships. Chris Robinson shared tips on how to reconnect and how to deal with problems before your relationship is broken. We talked about the five love languages and how to know which language your partner uses and wants.

February 21, 2021

Aired 6am to 6:30am

30 minute program

Issues Covered: Winter Storm and Emergency Preparedness and Covid 19

February 28, 2021

Aired 6am to 6:30am

30 minute program

Issues Covered: Winter Storm and Emergency Preparedness, Economic Issues and Blood Supply

Guest: Dan Halyburton with the American Red Cross North Texas

Topic: The winter storms left a path of destruction across North Texas and even though the weather has warmed up so many families are still dealing with the aftermath, working with FEMA, insurance companies, plumbers and electricians and more. The storm is a reminder as we prepare for the spring storm season that we all need to be prepared for severe weather and Dan Halyburton with the American Red Cross North Texas joined me to talk about how the Red Cross helped during the winter storm and how they are still helping families impacted by the winter weather and we talked about how to be Red Cross ready for spring storms such as tornadoes, hail and high wind. We talked about the Red Cross Emergency App that has all the information you need and provides instant access to weather alerts. We also talked about the impact that the winter storm had on our area's blood supply which is dangerously low right now and how people can help by donating blood at any Red Cross Blood Center. Dan also shared other programs that the Red Cross offers to help people in North Texas and how those programs have been impacted by the covid 19 pandemic from training and certification classes to swim classes. We also talked about their April Home Fires Sound the Alarm Campaign aimed at getting people to install smoke detectors for fire safety.

March 7, 2021

Aired 6am to 6:30am

30 minute program

Issues Covered: Economic Issues, Education and Women's Rights

Guest: Roslyn Dawson Thompson the President and CEO of Texas Women's Foundation

Topic: March 8<sup>th</sup> is International Women's Day, a global day celebrating the social, economic, cultural and political achievements of women. Roslyn Dawson Thompson joined me to talk about how the Texas Women's Foundation works towards advancing economic security and leadership opportunities for women and girls in North Texas and we talked about the impact that Covid 19 has had on women in the workforce with more and more women leaving the workforce to take care of kids who

were not able to go to school because of the pandemic and no child care to care for the children while they worked. We talked about the economic hurdles women must deal with in the workforce due to the lack of equal pay for equal work and we talked about how helping women helps families since so many families in North Texas are headed up by single moms. We talked about the impact that inequality has on our economy as a whole and how the foundation helps girls follow their educational goals. We also talked about the importance of the upcoming US census and how the foundation is working to make sure that women are counted so that the money allocated goes to programs aimed at helping women.

March 14, 2021

Aired 6am to 6:30am

30 minute program

Issues Covered: Health Issues, Covid 19 and the impact on Healthcare for the elderly

Guest: Dr. Diana Kerwin the President and Founder of Kerwin Medical Center in Dallas, a clinical research site dedicated to improving treatment options of Alzheimer's and Dementia patients.

Topic: This week marked the one year anniversary of the Coronavirus pandemic here in the US and among the most vulnerable during the pandemic have been the elderly and organizations that help those with Alzheimer's and Dementia have seen first hand how bad the pandemic has hurt their patients who have been separated from loved ones and have been dealing with confusion in assisted living and memory care centers. Dr. Kerwin joined me to talk about how covid 19 has affected those with memory issues and the work that the Alzheimer's Association does to help families. We talked about what all families should know about Alzheimer's and Dementia since it is estimated that every 60 seconds someone is diagnosed with Alzheimer's. We talked about the services and programs offered by the association and we talked about research and she offered tips on dealing with a loved one with memory issues.

March 21, 2021

Aired 6am to 6:30am

30 minute program

Issues: Economic Issues, Education and FEMA's work in North Texas following last month's winter storm

Guest: Nathan Custer a media relations specialist with FEMA the Federal Emergency Management Agency.

Topic: It has been a month since the winter storm that wreaked havoc on North Texas and many families are still dealing with issues due to burst pipes and high electric bills and apartments and homes that are unlivable and trying to deal with the cost of repairs when they are already hurting economically due to the pandemic. Nathan Custer joined me to talk about what families who were affected by the storms should know about the help that FEMA can provide as a result of this storm and future storms. We talked about the deadline for apply for assistance and what sort of assistance is available, we discussed what is not covered by FEMA and we talked about the devastation that FEMA found when they surveyed the state in the aftermath of the winter storm. Nathan talked about misconceptions that people have about what FEMA provides and we talked about the economic impact of the storm and how FEMA will work with the Small Business Administration to help businesses and also with Texas Workforce Commission.

March 28, 2021

Aired 6am to 6:30am

30 minute program

Issues Covered: Health Issues/Coronavirus and blood supply

Guests: Cindy Brinker Simmons the Founder of Wipe Out Kids Cancer and Dalton Stewart with Jersey Mike's Subs.

Topic: Coming up on Wednesday, March 31<sup>st</sup>, it's Jersey Mike's annual Day of Giving with 100 percent of sales going to the North Texas charity Wipe Out Kids Cancer. Cindy Brinker Simmons joined me to talk about the importance of the fund raiser and Dalton Stewart talked about why as a franchiss who has more than 50 Jersey Mike Sub shops in North Texas it is important for them to make a difference in the communities they serve. Cindy shared how Wipe Out Kids Cancer came about as a tribute to her mom who died of cancer when Cindy was only 12 years old and how the idea of the charity came up at her mother's funeral. She talked about the work that the charity does to raise money for important research in to pediatric cancer and how their work has led to new medicine for children with cancer and she talked about the programs that they have that help families with a child with cancer and how the pandemic has meant that many of their programs have gone virtual but how they have not stopped serving the families who receive that diagnosis. Dalton talked about how people can help Wipe Out Kids Cancer simply by buying their lunch or dinner at any Jersey Mikes in North Texas on March 31<sup>st</sup>.

## **Section II**

### **NETWORK (and/or SYNDICATED) PROGRAMMING**

Section II lists the network-provided (and/or syndicated) programming that the station broadcast during the preceding calendar quarter that addresses community issues.

ISSUE	PROGRAM / TITLE	DESCRIPTION	DATE/TIME	DURATION
<b>(Insert network and/or syndicator-provided programs lists here.)</b>				

**Section III  
PUBLIC SERVICE ANNOUNCEMENTS**

Section III lists public service announcements that the station broadcast during the preceding calendar quarter that address community issues.

ISSUE	ORGANIZATION OR TITLE
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**Advertiser: Local Promo PSA  
Order No.: 1519297503**

6	KZPS-FM	PSA Trains at NorthPark	PSA Trains at NorthP	Verified	Fri
6	KZPS-FM	PSA Trains at NorthPark	PSA Trains at NorthP	Verified	Fri
6	KZPS-FM	PSA Trains at NorthPark	PSA Trains at NorthP	Verified	Fri
6	KZPS-FM	PSA Trains at NorthPark	PSA Trains at NorthP	Verified	Fri
6	KZPS-FM	PSA Trains at NorthPark	PSA Trains at NorthP	Verified	Sat
6	KZPS-FM	PSA Trains at NorthPark	PSA Trains at NorthP	Verified	Sat
6	KZPS-FM	PSA Trains at NorthPark	PSA Trains at NorthP	Verified	Sat
6	KZPS-FM	PSA Trains at NorthPark	PSA Trains at NorthP	Verified	Sat

**Order No.: 1719230475**

6	KZPS-FM	PSA KZPS Community Calendar	PSA KZPS	Verified	Sun
6	KZPS-FM	PSA KZPS Community Calendar	PSA KZPS	Verified	Mon
6	KZPS-FM	PSA KZPS Community Calendar	PSA KZPS	Verified	Mon
6	KZPS-FM	PSA KZPS Community Calendar	PSA KZPS	Verified	Tue
6	KZPS-FM	PSA KZPS Community Calendar	PSA KZPS	Verified	Tue
6	KZPS-FM	PSA KZPS Community Calendar	PSA KZPS	Verified	Wed
6	KZPS-FM	PSA KZPS Community Calendar	PSA KZPS	Verified	Wed
6	KZPS-FM	PSA KZPS Community Calendar	PSA KZPS	Verified	Thu
6	KZPS-FM	PSA KZPS Community Calendar	PSA KZPS	Verified	Thu
6	KZPS-FM	PSA KZPS Community Calendar	PSA KZPS	Verified	Thu
6	KZPS-FM	PSA KZPS Community Calendar	PSA KZPS	Verified	Fri
6	KZPS-FM	PSA KZPS Community Calendar	PSA KZPS	Verified	Fri
6	KZPS-FM	PSA KZPS Community Calendar	PSA KZPS	Verified	Fri
6	KZPS-FM	PSA KZPS Community Calendar	PSA KZPS	Verified	Sat
6	KZPS-FM	PSA KZPS Community Calendar	PSA KZPS	Verified	Sun
6	KZPS-FM	PSA KZPS Community Calendar	PSA KZPS	Verified	Sun
6	KZPS-FM	PSA KZPS Community Calendar	PSA KZPS	Verified	Mon
6	KZPS-FM	PSA KZPS Community Calendar	PSA KZPS	Verified	Mon
6	KZPS-FM	PSA KZPS Community Calendar	PSA KZPS	Verified	Mon
6	KZPS-FM	PSA KZPS Community Calendar	PSA KZPS	Verified	Tue
6	KZPS-FM	PSA KZPS Community Calendar	PSA KZPS	Verified	Tue
6	KZPS-FM	PSA KZPS Community Calendar	PSA KZPS	Verified	Tue
6	KZPS-FM	PSA KZPS Community Calendar	PSA KZPS	Verified	Wed
6	KZPS-FM	PSA KZPS Community Calendar	PSA KZPS	Verified	Wed
6	KZPS-FM	PSA KZPS Community Calendar	PSA KZPS	Verified	Wed
6	KZPS-FM	PSA KZPS Community Calendar	PSA KZPS	Verified	Thu
6	KZPS-FM	PSA KZPS Community Calendar	PSA KZPS	Verified	Thu
6	KZPS-FM	PSA KZPS Community Calendar	PSA KZPS	Verified	Fri

















6	KZPS-FM	PSA Wipe Out Kids Cancer	Kids PSA Wipe Out Kids	Verified	Sat
6	KZPS-FM	PSA Wipe Out Kids Cancer	PSA Wipe Out Kids	Verified	Sat
6	KZPS-FM	PSA Wipe Out Kids Cancer	PSA Wipe Out Kids	Verified	Sat
6	KZPS-FM	PSA Wipe Out Kids Cancer	PSA Wipe Out Kids	Verified	Sun
6	KZPS-FM	PSA Wipe Out Kids Cancer	PSA Wipe Out Kids	Verified	Sun
6	KZPS-FM	PSA Wipe Out Kids Cancer	PSA Wipe Out Kids	Verified	Sun
6	KZPS-FM	PSA Wipe Out Kids Cancer	PSA Wipe Out Kids	Verified	Mon
6	KZPS-FM	PSA Wipe Out Kids Cancer	PSA Wipe Out Kids	Verified	Mon
6	KZPS-FM	PSA Wipe Out Kids Cancer	PSA Wipe Out Kids	Verified	Mon
6	KZPS-FM	PSA Wipe Out Kids Cancer	PSA Wipe Out Kids	Verified	Mon
6	KZPS-FM	PSA Wipe Out Kids Cancer	PSA Wipe Out Kids	Verified	Tue
6	KZPS-FM	PSA Wipe Out Kids Cancer	PSA Wipe Out Kids	Verified	Tue
6	KZPS-FM	PSA Wipe Out Kids Cancer	PSA Wipe Out Kids	Verified	Tue
6	KZPS-FM	PSA Wipe Out Kids Cancer	PSA Wipe Out Kids	Verified	Tue

## **KZPS Traffic Reports / Weather Reports**

### **1st Quarter 2021**

**2 - 30 second Traffic Updates every hour between 5am and 10am Monday through Friday.**

**2 - 30 second Traffic Updates every hour between 11am and 1pm Monday through Friday.**

**2 - 30 second Traffic Updates every hour between 3pm and 7:40pm Monday through Friday.**

**2 - 10 second Weather Updates every hour between 5am and 9am Monday through Sunday.**

**1 - 10 second Weather Update every hour between 9am and 3pm Monday through Sunday.**

**2 - 10 second Weather Updates every hour between 3pm and 8pm Monday through Sunday.**

## **KZPS Appearances and Events for Non Profits**

**January 1st KZPS participated in Day 1 Dallas/Fort Worth. Day 1 Dallas/Fort Worth is a family fun event held at Main Event location across the metroplex. Day 1 also helps support Vogel Alcove. Vogel Alcove helps children in the Dallas/Fort Worth area overcome lasting traumatic effects of homelessness. KZPS supported the event with website inclusion, PSAs and social media posts to spread awareness.**

**February 12-Feb15 DFW experienced a Winter Storm. In order to help the community, KZPS had resources available on the website with an alert bar. KZPS had information on how to keep warm, where to get water and information on food bank and water distribution across the metroplex. KZPS ran liners and recorded promos to get the information out, along with posting on social media to link back to important information.**

**March 8<sup>th</sup> International Women's Day Lone Star celebrated at 12pm with Debbie Alcocer will toss out all blocks from woman classic rockers from Stevie-to-Joan and more...plus Nancy Wilson takes over the Lone Star airwaves from 7 to midnight with a ton of classic rock... International Women's Day.**

**March 19<sup>th</sup> from 10am to 2pm Anna de Haro the Public Affairs Director for I Heart Media Dallas/Fort Worth along with Dave Keiser, Kevin Maus and David Hynson in the I Heart DFW sales department took part in a virtual career fair with City Career Fairs conducting interviews virtually with prospective employees searching for opportunities in radio.**

**March 24<sup>th</sup> from 10am to 11am Anna de Haro the Public Affairs Director for I Heart Media Dallas/Fort Worth was the virtual guest speaker for the radio production class at the University of Texas at Arlington. Anna talked about how she began her career in radio, education requirements for a career in radio and she answered questions from students about her job and the future of radio and how the radio stations have responded to the Coronavirus pandemic and also the recent winter storm. She also talked about future career opportunities and best practices for finding a job in radio.**

**March 25<sup>th</sup> from noon to 1:30pm Anna de Haro the Public Affairs Director for I Heart Media Dallas/Fort Worth was the virtual emcee for the Project Transformation luncheon. Project Transformation is a North Texas nonprofit that helps kids from low income families with after school programs, summer programs and through mentorship programs. The virtual luncheon was a**

**fundraiser and also a way to raise awareness about the work that Project Transformation does in the community.**

**March 29 – April 2 KZPS partnered with Carter BloodCare to help raise awareness about the emergency/critical level of blood supply in North Texas. KZPS supported with live and recorded mentions, social posts and a dedicated landing page on the station website.**