

KBTE

LUBBOCK, TX

[Quarterly Issues/Programming Report for 1st QUARTER 2021

During this quarter, this station gave particular attention to the issues listed in the following report. These issues are not listed in order of importance and it should be noted that the station may have also aired other programming that was responsive to the community's informational needs.

ISSUE: 5-5-5 INITIATIVE

Program Name	Date	Time and Duration	Description
VITALENT BLOOD DRIVE	JA		KBTE ran information about the Vitalant for the Blood Drive at the South Plains Mall. KBTE encouraged listeners to donate a pint of blood to help contribute to blood supplies at area hospitals.

ISSUE: PSA

TTU Diversity Program	Date	Time and Duration	Description
	Feb.		TTU diversity Program had key note speaker for black history month on campus for a free event for the communit

ISSUE: PSA

ISSUE: PSA

Program Name	Date	Time and Duration	Description
LUNG YWCA Lubbock Warriors	FEB-		ran post on social media and psa's on the radio for the Golden Gloves Boxing Tournament all proceeds go to the YWCA club for children

ISSUE: PSA

Program Name	Date	Time and Duration	Description
The Children's Miracle Network	FEB & March		<ul style="list-style-type: none">● KBTE partnered with the Children's Miracle Network for the Month of Miracles. KBTE encouraged listeners to sign up their workplace to host a CMN fundraiser to raise money for the Children's Hospital at University Medical Center in Lubbock

ISSUE: PSA

Program Name	Date	Time and Duration	Description
Lubbock Lions Club Pancake Festival.	Feb		In February KBTE promoted the Lubbock Lions Club Pancake Festival. Encouraging Community to attend the event at the Lubbock Civic Center, which benefits many charities in the area

ISSUE: PSA

Program Name	Date	Time and Duration	Description
Hubcity Hangout	March		KBTE promoted the Hubcity Hangout to support Kaleb's Closet which helps the less fortunate kids for clothes and shoes

ISSUE: PSA

Program Name	Date	Description
Texas Vote Rider	Feb & March	KBTE ran psa's to register to vote
