

1st QUARTER 2020

KUBE TV-57 ISSUES/PROGRAM LIST

Baytown, Texas
RNN National, LLC

In accordance with 47 CFR 73.3526 of the Federal Communications Commission's rules, the following, in the opinion of KUBE TV-57, are the problems and needs of the community for the period noted above. The issues are not necessarily listed in the order of importance. Each is covered by significant public affairs and/or public service programming in response to these needs.

Section 1. Issues

- A. Education
- B. Creating Opportunities
- C. Community Development
- D. Health
- E. Food Insecurity

Section 2. Programs

A. Education

"Houston Legends" Duration: 30 minutes Episode broadcast Saturday, 1/18/20 at 6:30 AM produced in conjunction with the Houston Hispanic Chamber of Commerce and hosted by Dr. Laura G. Murillo, President & CEO of the Chamber, and guest Dr. Cesar Maldonado, Chancellor, Houston Community College Systems discussed positive changes in the Houston Community College System (HCC) during his tenure. He has partnered with industry to develop curriculum compatible with industry needs. This has been a tremendous success, allowing HCC graduates to 'hit the ground running' by being employed in well paying jobs with futures as soon as they finish their studies.

"Houston Legends" Duration: 30 minutes Episode broadcast Saturday, 2/15/20 at 6:30 AM produced in conjunction with the Houston Hispanic Chamber of Commerce and hosted by Dr. Laura G. Murillo, President & CEO of the Chamber, and guest Juliet Stipeche, Houston Mayor Sylvester Turner's Director of Education discussed the state of

education in Houston. Ms. Stipeche, a Rice University graduate, emphasized one can never be too selfish when it comes to education. Schools need the participation of the community in order to be successful. Schools need to be a safe, enriching environment for all students. The Mayor's Office has been experimenting with a trial program which involves 'Wrap Around Coordinators' who link families to community services. Student success rates soar when many of the problems families encounter in everyday life are eased by connecting with help. Many families aren't aware of assistance and/or don't know how to go about seeking help. This community outreach is helping families and, in the process, improving student outcomes.

"Houston Legends" Duration: 30 minutes Episode broadcast Saturday, 3/28/20 at 6:30 AM produced in conjunction with the Houston Hispanic Chamber of Commerce and hosted by Dr. Laura G. Murillo, President & CEO of the Chamber, and guest Neil Bush, Chairman, Barbara Bush Houston Literacy Foundation discussed the great need for literacy volunteers. Mr. Bush spoke of his Mother's realization that children who fall behind in reading, may never catch up and that brings life-long negative impact to their success. Mr. Bush works with an elementary school child weekly to improve reading skills and emphasized that the need is great, he encouraged viewers to volunteer.

B. Creating Opportunities

"Houston Legends" Duration: 30 minutes Episode broadcast Saturday, 2/15/20 at 6:30 AM produced in conjunction with the Houston Hispanic Chamber of Commerce and hosted by Dr. Laura G. Murillo, President & CEO of the Chamber, and guest Mary Bass, Consultant, Spencer Stuart discussed her role as a head hunter and teaching executives how to create opportunities. She believes networking is critically important for success. One should present oneself as someone who fits the role one aspires to. Package yourself for what you want to do. Confidence is critical and often a challenge for women. She enjoys working with women on their career development.

"Houston Legends" Duration: 30 minutes Episode broadcast Saturday, 2/29/20 at 6:30 AM produced in conjunction with the Houston Hispanic Chamber of Commerce and hosted by Dr. Laura G. Murillo, President & CEO of the Chamber, and guest Tilman Fertitta, well-known Houston Entrepreneur. In his recent best seller, "Shut Up And Listen!", Fertitta shares his business philosophies: 1- People want to work for a strong leader. 2- Find yourself a partner who knows something you don't. 3- Never invest with

someone who has less money than you do. 4- Strive for perfection by worrying about the details. These are the things that create opportunities for people to succeed.

C. Community Development

“Houston Legends” Duration: 30 minutes Episode broadcast Saturday, 3/28/20 at 6:30 AM produced in conjunction with the Houston Hispanic Chamber of Commerce and hosted by Dr. Laura G. Murillo, President & CEO of the Chamber, and guest Gerald Smith, Chairman & CEO Smith Graham Investment Management Firm discussed his humble beginnings in Houston’s 3rd Ward. He credits his single Mom and businesswoman Grandmother with launching him toward success. And he emphasized the importance of determination and persistence in achieving success. He has established the Smith Center for Entrepreneurship & Innovation at Texas Southern University as his focus for giving back to the community.

D. Health

KUBE 57 aired several Public Service Announcements Q1 2020 addressing the importance of maintaining good health and seeking treatment for illness in order to maximize well being:

:30 ***When I Grow Up*** PSA emphasizes the importance of newborn screening to rule out diseases which could compromise your baby’s future.

:60 ***Type 2 Diabetes Prevention*** PSA runs through a check list of symptoms which could indicate the need to schedule a Pre-Diabetes Screening.

:60 ***High Blood Pressure – Manage Your Numbers*** PSA grabs attention through clips from people who have suffered strokes and heart attacks due to not managing their blood pressure. People are encouraged to take high blood pressure seriously and manage it in order to avoid more serious health consequences.

:60 ***Kids With Cancer Deserve Better*** PSA points out that many juvenile cancer treatments are harsh and can lead to health risks down the road. The Children’s Cancer Research Fund is working hard to find better and safer treatments for childhood cancer.

:60 ***Fighting Blindness*** PSA advocates hope with their research on fighting retinal disease.

E. Food Insecurity

KUBE 57 aired Public Service Announcements Q1 2020 addressing the very real problem of food insecurity:

:60 *I Am Hunger in America* PSA profiles various people who face hunger and points out that you'd be surprised to realize how many people may be struggling to feed their family. The message promotes support for local food banks.

:60 *Ending Hunger – Teacher* PSA follows a single mom teacher from her classroom, to public transportation home, and preparing broth for her children's dinner. The point being that hunger is a real issue among people you might least expect and give suggestions for how we can all help.

Section 3. Community Initiatives

1. Supporting boys and girls high school sports through High School SportsZone weekly broadcasts and KUBE 57's Annual High School Football and Half-Time Band Performance Awards Luncheon, January 17, 2020.
2. KUBE-TV in conjunction with the University of Houston has created an online Job Portal for U of H graduates.

Section 4. PSA Report

Title/Campaign	Description	Lengths:	# Airtimes	Airdates	
				From 01/01/20	To 03/31/20
Ad Council - Bullying	Bullying prevention is the focus of this spot. This PSA teaches that, "Because of you, someone's entire day can change." By offering friendship and support to someone being bullied you can make all the difference, one person at a time.	:30	20	01/01/20	03/31/20
Ad Council - Child Safety	The wrong car seat can have devastating results. Be aware of the best choice for your child, based on age and weight. The PSA shows loving parents with the best of intentions but who didn't realize they made a bad choice in car seat protection. 'Go to nhtsa.gov/therightseat to learn more, make sure your child is in the right seat.'	:30	25	01/01/20	03/31/20
Ad Council - Diabetes	This PSA focuses on type 2 diabetes prevention and control. A list of symptoms related to diabetes is presented. If you have 3 or more of these symptoms, you are urged to get tested. The sooner you deal with diabetes, the better your outcome.	:30	18	01/01/20	03/31/20
Ad Council & FEMA - Emergency Preparedness	Natural disasters are a fact of life, preparing for them is essential. How will you reunite with your family in the event a disaster happens? This PSA emphasizes the need to develop a family plan and suggests going to ready.gov for helpful suggestions.	:60	18	01/01/20	03/31/20
Ad Council - Fatherhood Involvement	This PSA Campaign emphasizes the very significant role a father plays in children's lives. Being an actively involved dad contributes immeasurably to raising happy, healthy, well adjusted children. "Dance like a Dad" encourages all fathers to be involved in a positive way with their children.	:60	30	01/01/20	03/31/20
Ad Council - High Blood Pressure	Manage your numbers is the theme of this PSA and it profiles people who have suffered strokes and heart attacks as a result of not diligently monitoring and treating high blood pressure. These people have now suffered debilitating additional health problems. Avoid this by knowing your numbers and managing them.	:60	15	01/01/20	03/31/20
Ad Council - Hunger	"I am what hunger looks like in America", profiles various people who face hunger every day. They're not necessarily who you think they are. The PSA promotes supporting local food banks.	:60	15	01/01/20	03/31/20
Ad Council - Hunger	This PSA is an 'end hunger in America' plea. The spot focuses on a single mom and follows her from work via public transportation and then we see her preparing broth to feed her children. Feeding America is a priority and the spot is bringing attention to the very real need by encouraging those who can to get involved and donate.	:60	18	01/01/20	03/31/20
Ad Council - Wildfire Prevention	Jeff Foxworthy voices a Smokey the Bear PSA educating on the hazards of wildfires and what the public can do to prevent them. The spot directs people to smokeybear.com to learn more.	:30	15	01/01/20	03/31/20
Best Friends Animal Society - Pet Adoption	This PSA portrays a dog giving a campaign-style speech on behalf of promoting pet adoptions. Stats on the number of abandoned animals and the great need for saving animal shelter pets are provided.	:30	12	01/01/20	03/31/20
Boys Town - Child Development	This PSA, "10 Ways to Praise" is a sweet spot with a young girl opening her lunch box in the school cafeteria to find an encouraging note from her mother. The message, "It doesn't matter how you do it, just do it," when it comes to praising your child. They recommend a 4 to 1 praise ratio, for every four critiques/corrections, add one praise.	:60	15	01/01/20	03/31/20
Bunker Labs - Support Service Members	Every year 200,000 service members transition out of military service. Bunker Labs helps guide them into opening their own businesses.	:30	13	01/01/20	03/31/20
Children's Cancer Research Fund - Kids Cancer	This PSA is titled "Kids With Cancer Deserve Better" and it focuses on research being done every day to improve children's cancer treatments. In many cases, treatments currently available are very harsh on small children. The treatments can often create future health risks. Doctors are constantly working on improved treatments and they need financial support.	:60	11	01/01/20	03/31/20
Department of Veterans Affairs - Choose VA	This PSA is a series of testimonials from veterans who have been helped at the VA. They strongly urge veterans to take advantage of what the VA offers, "I Choose VA".	:30	11	01/01/20	03/31/20

Foundation For Fighting Blindness - Eyesight	Vision loss effects millions of Americans. Many diseases can be successfully treated and, often, reversed. Fighting blindness requires preventative care. This spot promotes regular eye exams in the fight against retina diseases. Fightingblindness.org has helpful advice everyone should follow for eye health throughout your life.	:50	19	01/01/20	03/31/20
Girl Scouts of America - Gold Award	This PSA promotes the wonderful positive effects scouting has on girls. The achievement of attaining the Gold Award sets young ladies on a successful path for life. "Gold Award Scouts don't just change the world for the better, they change it for good."	:30	14	01/01/20	03/31/20
Goodwill Industries - Job Training	By teaming up with Goodwill Industries to donate 'stuff' from around your house, you can provide jobs and job training for those in need.	:60	16		
The Humane Society - Pet Adoption	"Best Friend" promotes the importance of adopting shelter animals. The stats are staggering with regard to abandoned animals who need homes and the bountiful rewards of inviting a pet into your home.	:30	12	01/01/20	03/31/20
Jeffrey Modell Foundation - Child Illness	For parents, the most precious dream is that their baby is born healthy. Often, a baby may seem fine but if there are underlying medical conditions that go undiagnosed, future health can be compromised. This PSA emphasizes the importance of newborn medical screening which can, quite literally, save a baby's life.	:30	16	01/01/20	03/31/20
Jeffrey Modell Foundation - Child Illness	This PSA advises parents whose child may be experiencing chronic illness to consider medical screening to determine what underlying problem may be contributing to their illness.	:15	18	01/01/20	03/31/20
JDC - Promoting Jewish Values	JDC promotes Jewish values world-wide while providing aid, supplies, and support while rescuing Jews in danger. To build a better tomorrow, go to jdc.org to find out how you can help.	:60	9	01/01/20	03/31/20
NGL Collective & Ad Council - HS Diploma	This PSA introduces us to Jessica, who was unable to graduate high school because her mom was deported. With her husband's encouragement and support, Jessica got her GED at the age of 24. High school equivalency programs are available, seek them out and support if you can.	:60	11	01/01/20	03/31/20
Operation Lifesaver - Railroad Crossing Safety	Educating the public on the Blue & White ENS Sign at railroad crossings. If you are ever stuck on a railroad crossing, exit your vehicle and call the number on the Blue & White ENS Sign for assistance in getting your vehicle off the track.	:30	11	01/01/20	03/31/20
The Public Service Network - Buried Line Safety	This PSA is promoting awareness of the 811 system which allows you to find out if there are buried lines in your yard before digging. "811 - It's Easy", don't take a chance, always call before digging.	:30	13	01/01/20	03/31/20
The Social Security Administration - Scam Alert	Beware of a phone scam ... The Social Security Office will never call you asking for money or making threats. If you receive such a call, do not give the person any personal information and hang up.	:60	26	01/01/20	03/31/20
Tragedy Assistance Program For Survivors	In this PSA, the military's Tragedy Assistance Program For Survivors is introduced through a teenage girl's visit to her mother's grave. She brings flowers and tells her mother about a new friend she has made, while the announcer gives information on this assistance program for survivors.	:30	14	01/01/20	03/31/20
US Department of Health & Human Services	This PSA promotes adoption from the foster care system. The need is great and the rewards surpass the needs for families who open their homes to the thousands of foster care children in the US.	:30	13	01/01/20	03/31/20
Vote Smart - Voter Education	This website provides straight forward facts, voting records, etc. for elected officials. Just go to votesmart.org, select your state and track any politician you're interested in. When there is new information, Vote Smart will email you.	:60	13	01/01/20	03/31/20
TOTAL:			423		