

3rd QUARTER 2017

KUBE TV-57 ISSUES/PROGRAM LIST

In accordance with 47 CFR 73.352 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 identified by significant public affairs and/or public service programming in response to these needs.

Section 1. Issues

- A. Education
- B. Poverty
- C. Small Business Development
- D. Job Development
- E. Homelessness
- F. Refugee Assistance
- G. Suicide Prevention

Section 2. Programs

A. Education

"Dialogue Houston" Duration: 30 minutes Episode broadcast Saturday, 8/26/17 at 6:30 AM and Sunday, 8/27/17 at 4:30 AM hosted by Dr. Laurence Payne, President Educational Excellence Resource Group with guest Felipe Reyes, Houston Community College (HCC) Director of Communication Services discussed the importance of education and the vital role the HCC System provides for students in making higher education affordable. Mr. Reyes has been with HCC for 24 years and told his story of being one of 11 children in Mexico. He is the first in his family to receive a degree and has successfully inspired and encouraged his nieces and nephews to seek success and fulfillment through higher education. He feels strongly about the fact that people gave him a helping hand along his path and he now must return the honor. He goes to work to help change lives.

B. Poverty

“Dialogue Houston” Duration: 30 minutes Episode broadcast Saturday, 8/5/17 at 6:30 AM and Sunday, 8/6/17 at 4:30 AM hosted by Dr. Laurence Payne, President Educational Excellence Resource Group with guests Sharon Washington, Ph.D. and CEO Command Line and Pat O’Donnell, CEO Unabridged Technology discussed a new trend in fighting poverty through social impact investing. After billions of dollars spent in social programs, the United States still has 896 million people living below the poverty line. Mr. O’Donnell decided to direct some of his investment funds toward businesses that make money while tackling social injustices. He sees this trend as a win/win; he’s out to prove that one can receive a return on investments while improving the world.

“Dialogue Houston” Duration: 30 minutes Episode broadcast Saturday, 8/19/17 at 6:30 AM and Sunday, 8/20/17 at 4:30 AM hosted by Dr. Laurence Payne, President Educational Excellence Resource Group with guest Gleshia Joyner Givens of The Joyner Pitch discussed the role of women and community in looking after those struggling financially. As a single mom herself, who has had a career in social work, Ms. Givens provides both practical advice and inspiration for families. Her motto is, “It’s not what happens to us, it’s how we react to what happens to us.”

“Dialogue Houston” Duration: 30 minutes Episode broadcast Saturday, 8/26/17 at 6:30 AM and Sunday, 8/27/17 at 4:30 AM hosted by Dr. Laurence Payne, President Educational Resource Group with guest Gabrielle Gunn, Houston Independent School District (HISD) Teacher discussed the challenges teachers face daily in educating children who come to school hungry, not properly socialized and, in many cases, dealing with emotional burdens beyond their years. For underperforming HISD schools, the overarching problem at the center of the issue is poverty. When dealing with students who don’t have the basics either emotionally or socially, learning gets lost. Ms. Gunn is promoting more community involvement through mentors and volunteers to help fill the gap in the public school system.

C. Small Business Development

“Dialogue Houston” Duration: 30 minutes Episode broadcast Saturday, 7/8/17 at 6:30 AM and Sunday, 7/9/17 at 4:30 AM hosted by Dr. Laurence Payne, President Educational Excellence Resource Group promoted the annual Liftoff Houston Start-up Business Plan Competition sponsored by Capital One. This is one of many annual programs Houston Community College participates in to promote entrepreneurship and success for those interested in developing their own small business.

D. Job Development

“Dialogue Houston” Duration: 30 minutes Episode broadcast Saturday, 7/1/17 at 6:30 AM and Sunday, 7/2/17 at 4:30 AM hosted by Laurence Payne, President Educational Excellence Resource Group with his guest William Onorato, Founder of OTI Logistics, Inc. discuss his work with Houston Community College (HCC) in developing training programs for ‘logistics’, a very under publicized specialty with great job potential. Logistics involves moving equipment, parts, and product nationwide and worldwide. If you can’t ‘organize and move it’, commerce doesn’t happen. There is presently a severe shortage in trained logistics specialists and Mr. Onorato has worked with HCC to develop a comprehensive program to address that. He emphasized that with the training, there are always great jobs waiting for these graduates.

E. Homelessness

“Dialogue Houston” Duration: 30 minutes Episode broadcast Saturday, 7/22/17 at 6:30 AM and Sunday, 7/23/17 at 4:30 AM hosted by Dr. Laurence Payne, President Educational Resource Group with his guest Tracy Robinson, VP of Direct HOPE (Houstonians Offering Purpose and Encouragement) discussed the wonderful work being done by the group. They host a weekly hot meal and interaction opportunity in the downtown area (specific location moves weekly). They develop ongoing relationships with the homeless population which allows them to assist individuals with specific needs they may have. The group is working toward being able to provide permanent transitional housing for Houston’s homeless.

F. Refugee Assistance

“Dialogue Houston” Duration: 30 minutes Episode broadcast Saturday, 7/1/17 at 6:30 AM and Sunday, 7/2/17 at 4:30 AM hosted by Dr. Laurence Payne, President Educational Excellence Resource Group with his second guest of the day Sarah K. Howell, a social worker/teacher with the Houston Independent School District’s Las Americas Middle School which caters to the education and overall needs of refugee children. The school’s student body represents 32 countries and 29 languages. These students have experienced various levels of trauma from poverty, to death and war-torn destruction. These children and their families have all fled pervasive violence and the program helps heal them and integrate them as well as educate them. The program has been recognized by the United Nations as a model to be emulated.

G. Suicide Prevention

“Dialogue Houston” Duration: 30 minutes Episode broadcast Saturday, 9/2/17 at 6:30 AM and Sunday, 9/3/17 at 4:30 AM hosted by Dr. Laurence Payne, President Educational Excellence Resource Group with his guest Cheryl Duncan, Founder of the Ashley Jadine Foundation discussed suicide prevention. The sad statistics speak for themselves: 800,000 people per year commit suicide, among 15 to 24 year olds, suicide is the 2nd leading cause of death. Ms. Duncan’s daughter Ashley committed suicide five years ago and she has been determined to bring the problem out of the shadows to turn her tragedy into an opportunity to save lives. Her Foundation educates teens and families on depression, warning signs, and most importantly how to seek help.

Section 3. Community Initiatives

1. Supporting boys and girls high school sports through High School SportsZone weekly broadcasts.
2. KUBE-TV in conjunction with the University of Houston has created an online Job Portal for U of H graduates.
3. On September 26, 2017, KUBE Creative Services Director John Murphy spoke to an Advanced Editing class at Houston Community College.

Section 4. PSA Library List

Below are some of the topics covered by Public Service Announcements which ran in the 3rd Quarter 2017.

Caregiver Assistance	Environment
Drug Addiction	Paralyzed Veterans
Hunger	Safe Medicine
International Healthcare	Diabetes
	Water Safety

See below for a list of lengths and titles from our PSA Library.

KUBE-TV HOUSTON

Station	Length	Advertiser/Product
KUBE	:30	PSA – CAREGIVER ASSISTANCE
KUBE	:30	PSA – OTC DRUG WAR
KUBE	:30	PSA – FEEDING AMERICA
KUBE	:30	PSA – DOCTORS WITHOUT BORDERS
KUBE	:30	PSA – NATURAL RESOURCES
KUBE	:30	PSA – PARALYZED VETS
KUBE	:30	PSA – MEDICINE ONLINE
KUBE	:30	PSA – TYPE 2 DIABETES
KUBE	:30	PSA – WATER SAFETY