

PUBLIC FILES FOR KMMX, KONE, KLLL AND KBTE APRIL/MAY/JUNE 2016

APRIL 1ST THROUGH APRIL 11TH---LUBBOCK COUNTY HAS THE HIGHEST CHILD ABUSE RATE PER CAPITA IN THE STATE OF TEXAS, WITH AN AVERAGE OF 4 CHILDREN PER DAY ABUSED. KLLL, KONE, KMMX AND KBTE, IN CONJUNCTION WITH THE CHILDREN'S ADVOCACY CENTER, PROMOTED "STAND UP FOR KIDS", USING NEWSCASTS, PSA'S AND ONE ON AIR INTERVIEW.

STAND UP FOR KIDS IS A FAMILY EVENT, THIS YEAR AT SOUTHCREST CHURCH, INTENDED TO SHOW HOW MANY CHILDREN ARE ABUSED EACH YEAR ON THE SOUTH PLAINS. THE OUTDOOR EVENT ENLISTS ATTENDEES TO STAND IN REPRESENTATION OF EACH CHILD. WHILE THE EVENT IS SURROUNDED BY ENTERTAINMENT, IT ALSO PROVIDES A POWERFUL MESSAGE REGARDING THE NUMBER OF ABUSED CHILDREN. JUDY POWELL WITH CHILDREN'S ADVOCACY CENTER WAS INTERVIEWED BY JEFF, KELLI AND MUDFLAP ON KLLL, TUESDAY, APRIL 7TH. THE EVENT TOOK PLACE ON APRIL 11TH.

APRIL 1ST THROUGH APRIL 11TH, THROUGH PSA'S AND NEWSCASTS, KLLL, KMMX, KBTE AND KONE PROMOTED THE 2ND ANNUAL SCHOLARSHIP GOLF TOURNAMENT, TO BENEFIT UPWARD BOUND, THROUGH SOUTH PLAINS COLLEGE IN LEVELLAND. UPWARD BOUND HELPS FIRST GENERATION. LOW INCOME COLLEGE STUDENTS ATTEND COLLEGE. THE TOURNAMENT TOOK PLACE APRIL 11TH.

APRIL 15TH- APRIL 17TH, KLLL RAN PSA'S REGARDING A MEDICATION CLEAN OUT AT TEXAS TECH UNIVERSITY HEALTH SCIENCE CENTER IN LUBBOCK. IN ORDER TO PROTECT THE ENVIRONMENT, TEXAS TECH AND LUBBOCK COUNTY SHERIFF'S COLLECT EXPIRED MEDICATIONS FROM SOUTH PLAINS RESIDENTS. THE COLLECTION TOOK PLACE APRIL 18TH FROM 10 UNTIL 2 AT TEXAS TECH HEALTH SCIENCE CENTER.

APRIL 4TH THROUGH APRIL 18TH, KONE AND KLLL PROMOTED THE BIG BROTHERS/ BIG SISTERS GOLF TOURNAMENT, OBVIOUSLY TO BENEFIT BIG BROTHERS/BIG SISTERS OF THE SOUTH PLAINS. THE TOURNAMENT TOOK PLACE ON MAY 1ST, WITH KONE'S SEAN DILLON AND KLLL'S JEFF SCOTT AND MUDFLAP PARTICIPATING.

APRIL 13TH THROUGH APRIL 22ND, KONE AND KLLL PROMOTED ADMINISTRATIVE ASSISTANT DAY TO BENEFIT CHILDREN'S MIRACLE NETWORK AT UNIVERSITY MEDICAL CENTER. KLLL AND KONE HAVE A LONG STANDING CONNECTION TO CMN/UMC, HEAVILY PARTICIPATING IN EVENTS THROUGHOUT EACH YEAR, AND HOSTING THE CMN RADIOTHON ON KLLL. UMC IS THE

ONLY LEVEL ONE TRAUMA CENTER BETWEEN DALLAS AND LAS VEGAS, AND CHILDREN ACROSS THE SOUTH PLAINS AND EASTERN NEW MEXICO ARE TREATED THROUGH UMC NICU/PEDIATRICS AND BURN UNIT. ON APRIL 22ND, ADMINISTRATIVE PROFESSIONALS DAY TOOK PLACE AT TEXAS ROAD HOUSE, WITH 2 SITTINGS AND 2 SILENT AUCTIONS. KLLL'S JEFF, KELLI AND MUDFLAP, J.R. AND KONE'S SEAN DILLON WERE CELEBRITY WAIT STAFFERS.

APRIL 10TH THROUGH APRIL 25TH, KONE PROMOTED THE 17TH ANNUAL BLUE RIBBON CAR AND TRUCK RALLY TO RAISE MONEY TO BATTLE CHILD ABUSE ON THE SOUTH PLAINS. THE EVENT TOOK PLACE APRIL 25TH IN THE DEPOT DISTRICT, AND KONE'S SEAN DILLON ATTENDED.

APRIL 13TH-MAY 9TH 2015, KLLL, KMMX, KONE, AND KBTE PROMOTED LUBBOCK LEMONADE DAY. LUBBOCK LEMONADE DAY IS AN EVENT WHICH IS INTENDED TO INSPIRE KIDS TO LEARN HOW TO BUILD A BUSINESS, MANAGE THE BUSINESS, AND MANAGE PROFITS. THE CHILDREN ARE ALSO ENCOURAGED TO DONATE SOME OF THEIR EARNINGS TO LOCAL CHARITIES. CATHY LANDTROOP, COORDINATOR OF LUBBOCK LEMONADE DAY, APPEARED WITH KLLL'S JEFF, KELLI AND MUDFLAP ON TUESDAY, APRIL 28TH AT 8:15 AM, TO TALK ABOUT THE EVENT. LUBBOCK LEMONADE DAY TOOK PLACE ON MAY 9TH, PRODUCING OVER 800 STANDS AND INVOLVING OVER 3600 KIDS. KLLL'S MUDFLAP AND KELLI D'ANGELO AND KBTE'S AMY O VISITED MULTIPLE STANDS.

MAY 4TH-MAY 7TH, AFTER OVER 4 YEARS OF SEVERE DROUGHT, TORRENTIAL RAINFALL HIT THE SOUTH PLAINS IN MULTIPLE WAVES. THE STORMS CAUSED UP TO BASEBALL SIZED HAIL, AND MUCH FLOODING. LUBBOCK IS BASICALLY BUILT ON AN OLD LAKEBED, AND WITH THE ALREADY PARCHED LAND FROM THE DROUGHT, VERY PRONE TO FLOODING. KLLL, KMMX, KONE AND KBTE WARNED LISTENERS ABOUT FLOODED ROADWAYS AND AREAS TO AVOID, INCLUDING I-27, WHICH WAS AT TIMES SHUT DOWN, AS WELL AS US 87. THE TXDOT PHRASE "TURN AROUND, DON'T DROWN" WAS HEAVILY REPEATED ON ALL 4 STATIONS.

APRIL 20TH – MAY 2ND, KLLL, KBTE, KONE AND KMMX THROUGH PSA'S AND SOME NEWSCASTS, PROMOTED THE "R 2 R" RUNNING TO RESCUE EVENT, TO RAISE AWARENESS OF AND HELP BATTLE HUMAN TRAFFICKING ON THE SOUTH PLAINS. HUMAN TRAFFICKING IS A 32 BILLION DOLLAR AND GROWING BUSINESS WORLDWIDE, AND THE GROWTH HAS SADLY AFFECTED LUBBOCK. THE CITY IS ALMOST IN THE EXACT CENTER OF THE COUNTRY, AND TRAFFICKERS BRING IN, OR FIND VICTIMS AND EITHER USE THEM ON THE SOUTH PLAINS, OR "DISPERSE" THEM TO OTHER PARTS OF THE U.S. RECOGNITION OF THIS CONDITION IS ONE OF THE BIGGEST KEYS IN BATTLING THE PROBLEM. LUBBOCKITES DON'T WANT TO BELIEVE THAT SOMETHING SO HORRIBLE COULD BE HAPPENING IN THEIR CITY. TRINITY CHURCH IN LUBBOCK HAS BEGUN A MISSION TO BRING AWARENESS, AND THIS INCLUDES THE RUNNING TO RESCUE EVENT. RUNNING 2 RESCUE IS A 5 AND 10 K RUN, AT WHICH MUCH INFORMATION IS PROVIDED ABOUT HUMAN TRAFFICKING. PROCEEDS BENEFIT THE A 21 CAMPAIGN TO ABOLISH HUMAN TRAFFICKING.....AND ALSO "VOICE OF HOPE", A NON PROFIT CONFIDENTIAL "INTERVENTION" PROGRAM TO ASSIST VICTIMS, AND ALSO PROMOTE PUBLIC AWARENESS IN LUBBOCK COUNTY.

MAY 18TH-MAY 29TH, KLLL, KMMX, KONE AND KBTE PROMOTED THROUGH NEWSCASTS AND PSA'S "CLICK IT OR TICKET". CLICK IT OR TICKET IS AN EFFORT BY THE TEXAS DEPARTMENT OF PUBLIC SAFETY (IN THE RUN UP TO MEMORIAL WEEKEND) TO ENCOURAGE PEOPLE TO BUCKLE UP. LUBBOCK POLICE BELIEVE THAT MULTIPLE DEATHS COULD HAVE BEEN PREVENTED LAST YEAR WITH PROPER SEATBELT

USE. 45 PER CENT OF ALL TRAFFIC FATALITIES HAPPEN TO UNRESTRAINED DRIVERS. DURING CLICK IT OR TICKET, DPS, LUBBOCK COUNTY SHERIFF'S AND LUBBOCK POLICE INCREASE PATROLS, LOOKING FOR SEATBELT VIOLATORS, DRUNK DRIVERS AND SPEEDING DRIVERS.

MAY 27TH- MAY 29TH, KLLL AND KONE PROMOTED THE UMC/CHILDREN'S MIRACLE NETWORK TELETHON WITH KCBD NEWSCHANNEL 11. KLLL'S JEFF, KELLI AND MUDFLAP, JR, KATE RAINES, AND ROCK 101.1'S SEAN DILLON ANSWERED THE PHONE BANK, AND PRESENTED THE CHECK FROM THE KLLL CMN RADIOTHON, TO KCBD'S KARIN MC KAY AND ABNER EURESTI ON AIR DURING THE TELETHON. THE PRESENTATION WAS MADE ON MAY 31ST AT THE MC INTURFF CENTER/UMC.

MAY 20TH THROUGH JUNE 3RD, KLLL, KBTE AND KONE PROMOTED THROUGH PSA'S AND NEWSCASTS, THE WORKFORCE SOLUTIONS YOUTH JOB FAIR. WORKFORCE SOLUTIONS IS GOVERNMENT BACKED, AND WAS CREATED TO LINK PEOPLE WITH JOBS ACROSS THE SOUTH PLAINS. THIS JOB FAIR WAS AIMED AT SUMMER EMPLOYMENT FOR PEOPLE AGES 16-21. APPLICANTS WERE INVITED TO "DRESS FOR SUCCESS", AND VISIT WITH MULTIPLE POSSIBLE EMPLOYERS IN ONE LOCATION. KLLL'S KELLI D'ANGELO, ROCK 101.1'S SEAN DILLON AND KBTE'S DJ LOPEZ ATTENDED. THE JOB FAIR TOOK PLACE JUNE 3RD, FROM 10 UNTIL 3 AT THE LUBBOCK MEMORIAL CIVIC CENTER.

JUNE 6TH THROUGH JUNE 20TH, KONE PROMOTED THE 2ND ANNUAL BEER RUN AND BASH AT BUFFALO LAKE. THE EVENT WAS TO RAISE EPILEPSY AWARENESS ON THE SOUTH PLAINS. THE EVENT TOOK PLACE JUNE 20TH, AND ROCK 101.1'S NICK FREEDMAN ATTENDED.

JUNE 10TH-17TH, KLLL AND KONE PROMOTED THROUGH NEWSCASTS AND PSA'S, "PUTTS FOR MUTTS" TO BENEFIT THE HAVEN ANIMAL CARE SHELTER. THE HAVEN IS ONE OF LUBBOCK'S FEW "NO KILL" SHELTERS. THE TOURNAMENT TOOK PLACE JUNE 20TH AT MEADOWBROOK GOLF COURSE.