

## PUBLIC AFFAIRS REPORT

Q1 2018 - ENDING MARCH 31, 2018

This report lists the significant public affairs and/or public service programming that aired during the period of January 1, 2018 through March 31, 2018 in which issues of importance to the community are addressed. The issues are listed in alphabetical order and not in order of importance.

The programming to address the community issues aired a total of eleven hours at various times throughout the quarter.

### **Community Issues**

<b>Title</b>	<b>Organization</b>	<b>Issue Addressed</b>	<b>Brief Description</b>
Ballet	Foundation for a Better Life	Human Services	Campaign promoting the virtue of confidence - FBL's mission statement is to promote campaigns that can benefit a specific community.
Battlefield	The Department of Transportation's National Highway Traffic Safety Administration (NHTSA)	Research and Public Policy	Campaign expressing the importance of children and teens being buckled in at all times while a vehicle is moving
Be The Breakthrough	Stand Up To Cancer	Cancer Awareness	Stand Up To Cancer's mission is to increase awareness of and educate about the critical importance of individual contributions, such as getting screened regularly and participating in clinical trials, to continue advancing progress against cancer
Boys Will Be Boys	Joyful Heart Foundation	Sexual Assault Awareness	Campaign aimed to challenge typical gender norms in order to raise boys who grow up to respect women
Bullying Prevention - Ben's Story	I Am A Witness	Bullying Prevention	Campaign sharing a personal firsthand account of one child's experience with bullying to raise awareness
Childhood Hunger - 1 in 6	Feeding America	Human Services	Organization that highlights the prevalence of childhood hunger and provides information regarding avenues for solution
Code Purple	CodePurple	Cancer Awareness	Raising awareness around pancreatic cancer sufferers and research
College	Foundation for a Better Life	Human Services	Campaign promoting the virtue of Gratitude - FBL's mission statement is to create public service campaigns that can benefit a specific community.
Diversity & Inclusion - We Are America	Love Has No Labels (via Ad Council)	Diversity	The Ad Council's Love Has No Labels is a campaign that encourages people to examine and challenge their own implicit bias.
Enough Her	Joyful Heart Foundation	Sexual Assault Awareness	Campaign dedicated to challenging societal norms that perpetuate cycles of sexual violence against women and girls

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Enough Him	Joyful Heart Foundation	Sexual Assault Awareness	Campaign dedicated to challenging societal norms that perpetuate cycles of sexual violence against women and girls
Everything I Do	Foundation for a Better Life	Human Services	Campaign promoting the virtue of Caring/Empathy - FBL's mission statement is to promote campaigns that can benefit a specific community.
Foster Care Awareness	FosterMore	Human Services	Campaign for awareness of the benefits of the Foster Care system
Hall of Fame	Foundation for a Better Life	Human Services	Campaign promoting the virtue of Achievement - FBL's mission statement is to promote campaigns that can benefit a specific community.
I Believe	Foundation for a Better Life	Human Services	Campaign promoting the virtue of Belief - FBL's mission statement is to promote campaigns that can benefit a specific community.
Imagine	Foundation for a Better Life	Human Services	Campaign promoting the virtue of Imagination - FBL's mission statement is to promote campaigns that can benefit a specific community.
Jon Bon Jovi Soul Foundation	Jon Bon Jovi Soul Foundation	Poverty	The Jon Bon Jovi Soul Foundation exists to combat issues that force families and individuals into economic despair. Through the funding and creation of programs and partnerships, they support innovative community efforts to break the cycle of poverty and homelessness
Lonely Road	CodePurple	Cancer Awareness	Raising awareness around pancreatic cancer sufferers and research
My Wish	Foundation for a Better Life	Human Services	Campaign promoting the virtue of Parenthood - FBL's mission statement is to promote campaigns that can benefit a specific community.
Saved By The Scan	American Lung Association	Cancer Awareness	Promoting advanced screening and awareness as a means to prevent lung cancer related fatalities
Your Body Your Hope	Stand Up To Cancer	Cancer Awareness	Promotion of immunotherapy as a means to treat cancer

### **Children's Programming**

Qubo Kids Corner is a block of regularly scheduled E/I Programming addressing educational topics of interest to children. The featured shows in "Qubo Kids Corner" are *Secret Millionaire's Club*, *Thomas Edison's Secret Lab*, and *Zoo Clues*.

*Secret Millionaire's Club* – The Secret Millionaire's Club is designed to stimulate curiosity about, interest in, and knowledge of the world of economics, business, and financial literacy among 8-12-year-olds. It invites children to follow the antics and adventures of four entrepreneurial teens as they discover the basics of smart, responsible money-management, then use that knowledge to help others. In this animated series, Warren Buffett acts as a mentor to this group of kids who have international adventures in business, and meet some very interesting guest stars along the way including Jay-Z, Shaquille O'Neal, Nick Cannon, Kelly Rowland, Bill Gates, and more.

*Thomas Edison's Secret Lab* – Thomas Edison's Secret Lab is designed to stimulate interest in and inspire excitement about science and technology among 8-11-year-olds as it introduces them to a broad range of basic scientific concepts, as well as to an eclectic array of famous scientists and inventors. The series aims to increase elementary school children's engagement with science by making it fun, exciting, comprehensible ... and most of all, cool. In this series, four kids stumble onto a secret lab left behind by famed inventor Thomas Edison. Guided by Edison's holographic image, and accompanied by their trusty robot sidekick Von Bolt, the kids learn about science through a series of informative - and hilarious - adventures.

*Zoo Clues* – Zoo Clues tackles the animal kingdom's most mind-blowing questions, like these: Can birds fly backward? Are whales fish? Do dogs sweat? Questions and clues are presented, giving viewers a chance to guess the right answers. The investigation of the answers takes viewers on a fast-paced and entertaining tour of the animal kingdom. Both older and younger audiences should find this look across the amazing world of animals fascinating. Beyond basic engagement, Zoo Clues leaves viewers with a meaningful perspective about animals and meaningful comparisons to their own human characteristics. The variety of the animal kingdom is truly odd and bizarre enough to read like fiction, but the clever narration of Zoo Clues links disparate information together in a way that always makes clear that what viewers see is real, natural, and relates to their own life in the real world.

**Issues Addressed:** Education, Children, Family, Financial Planning, Animals, Science