

PUBLIC FILE

1st Quarter, 2018

KZBT – 93.3 FM – Midland, TX

KZBT has identified the following issues as significant issues facing our community in this quarter:

- A. Traffic Awareness: The status of road conditions and traffic in the Permian Basin Area.
- B. Education: Issues relating to public school education in our community.
- C. Crime: Recent incidents of robberies in the downtown business district and the efforts of the community to deal with such crimes.
- D. Gas Prices: The price of gas and the impact on commuting patterns in our community.
- E. Stray animal population growth and pet adoptions
- F. Oil Prices: The impact that rising or declining oil prices have on the area..
- G. Public Health: The benefits of getting education on how to better take care of yourself. .

KZBT addresses these issues through responsive programming that includes:

- 1) AM Newscasts
- 2) Traffic reports
- 3) Weekly Public affairs program called Radio Health Journal which airs at 5am Sunday morning
- 4) Weekly Public airs program called Viewpoint which airs at 5:30 Sunday morning
- 5) Live interviews with community leaders and citizens
- 6) Live appearances at various community and charity events by station personalities
- 7) Providing free air time for public service announcements (PSA's). KZBT airs PSA's throughout the day.
- 8) Partnering with other local media for breaking news reports
- 9) Weather alerts, storm coverage.
- 10)EAS messages (child abductions, storm warnings, etc.)

This report is representative of the Issues Programming aired by KZBT and is by no means exhaustive.

Education & Public Safety – 8:10 to 8:20 am – March 15th, 2018 – Leo Caro and Rebecca Cruz interviewed city officials from Keep Odessa Beautiful to discuss annual clean up campaign as well as address other significant public awareness needs

Public Safety – 8:10 to 8:20 am – January 12th, February 19th and March 16th, 2018 – Leo Caro and Rebecca Cruz Interviewed Midland Human Coalition representative Emily English to discuss rising animal population and steps a local person can take to eliminate the problem through reporting and adoption.

Community Military Support – 8:10 to 8:20 am In Studio Interview – March 13th, 2018 – Leo Caro and Rebecca Cruz discussed Gold Star Heroes night at Pride Game. Interview with Harold Fuller to discuss night and how to show support.

Health – 6:00 to 8:00 pm On location remote interview – March 23rd, 2018 – Rebecca Cruz hosted a station promotion with Medical Center Health Systems to promote a health fair for women called “Girls Night Out.” Interviews included how social activity can improve wellness along with interviews regarding mammograms, regular health check ups and more.

Radio Health Journal – 30 minute program that airs 5am to 5:30am on Sundays.

Program	18-10	Producers	Reed Pence & Polly Hansen
Air Week	03/11/18-03/17/18	Production Director	Sean Waldron

Time	Segment	Dur.
:00	INTRO	:60
1:01	SPOTBREAK 1: VSP "Retirement Resources" OUTCUE: ... at 1-877-988-4746.	:61
2:02	:02 PAUSE FOR LOCAL AVAIL	:02
2:04	SEGMENT 1: OVERDOING SCHOOL LOCKDOWN DRILLS	12:39
	<p>Synopsis: The rise of school shootings has made lockdown drills an everyday part of school life. However, without consensus on the best way to carry out these drills, some schools may make them too realistic and traumatize students and staff more than prepare them for an intruder. A noted expert discusses how schools go wrong and what they should do to be effective.</p> <p>Host: Reed Pence. Guest: Dr. David Schonfeld, Director, National Center for School Crisis and Bereavement, University of Southern California</p> <p>Compliance issues covered: youth at risk; children; public safety; school safety; education; police; firearms; legislation; drunk driving</p> <p>Links for more information: https://www.schoolcrisiscenter.org</p>	
14:43	SPOTBREAK 2: CVS "Price Item You You You" Nasacort "Wired Differently" OUTCUE: ...use as directed	:30 :30
15:43	02 PAUSE FOR LOCAL AVAIL	:02
15:45	SEGMENT 2: THE MYSTERY OF ANESTHESIA	7:11
	<p>Synopsis: Anesthesia is a bedrock of medical practice, yet doctors admit we don't know exactly how it works. An expert discusses anesthesia's back story and recent improvements.</p> <p>Host: Nancy Benson. Guest: Dr. Henry Jay Przybylo, Assoc. Prof. of Anesthesiology, Northwestern Univ. School of Medicine and author, <i>Counting Backwards: A Doctor's Notes on Anesthesiology</i></p> <p>Compliance issues covered: health care; technology; patient safety</p> <p>Links for more information: https://www.henryjaymd.com</p>	
22:56	SPOTBREAK 3: California Dried Plum Board "Bone Health" Donate Cars "Going to Do"	:62 :60

24:52	Medical Notes & News. Host: Shel Lustig	1:36
26:28	SPOTBREAK 4: Geico "Geico Savings" CVS "Parent Care"	:30 :30
27:28	Program Conclusion	:30
27:58	TOTAL TIME	

Program	18-11	Producer	Reed Pence
Air Week	03/18/18-03/24/18	Production Director	Sean Waldron

Time	Segment	Dur.
:00	INTRO	:60
1:01	SPOTBREAK 1: VSP "Spring Cleaning" OUTCUE: ... at 1-877-988-4746.	:60
2:01	:02 PAUSE FOR LOCAL AVAIL	:02
2:03	SEGMENT 1: DRUNKOREXIA	11:47
	<p>Synopsis: Studies show that a large proportion of college students are at least occasionally "drunkorexic," avoiding food when they know they'll be drinking later in order to get a better buzz or to keep from gaining weight. Experts discuss dangers of drunkorexia and methods colleges are using to limit the damage.</p> <p>Host: Reed Pence. Guests: Dr. Dipali Rinker, Research Asst. Prof., Univ. of Houston; Joy Stephenson-Laws, founder Proactive Health Labs; Dr. Petros Levounis, Prof. and Chrmn., Psychiatry, Rutgers New Jersey Medical School; William Mupo, Health Promotion Coordinator, Univ. of Texas-Austin</p> <p>Compliancy issues covered: youth at risk; alcohol abuse; education; public health</p> <p>Links for more information: http://www.uh.edu/class/psychology/about/people/dipali-rinker/; https://www.amazon.com/Joy-Stephenson-Laws-JD/e/B01N59UXTS; https://asam.org/about-us/leadership/board-of-directors/biography-petros-levounis; https://www.healthyhorns.utexas.edu/healthpromotion.html</p>	
13:50	SPOTBREAK 2: Grainger "Hats" Allegra D "Back to the Moment" OUTCUE: ...at the pharmacy counter	:30 :30
14:50	02 PAUSE FOR LOCAL AVAIL	:02
14:52	SEGMENT 2: BIG DATA AND HEALTHCARE	8:04
	<p>Synopsis: Big data is changing the world, but it's been slow in coming to healthcare. An expert in healthcare IT explains how that's changing and what it could mean to treatment.</p> <p>Host: Nancy Benson. Guest: Paddy Padmanabhan, CEO, Damo Consulting and author, <i>The Big Unlock: Harnessing</i></p>	

	<i>Data and Growing Digital Health Businesses in a Value Based Healthcare Era</i>	
	Compliance issues covered: health care; technology	
	Links for more information: https://www.cio.com/author/Paddy-Padmanabhan/	
22:56	SPOTBREAK 3: Alnylam “Bridge the Gap”	:60
	Fresenius “Kidney Month”	:62
24:58	Medical Notes & News. Host: Shel Lustig	1:30
26:28	SPOTBREAK 4: Grainger “Runner”	:30
	Allegra D “Back to the Moment”	:30
27:28	Program Conclusion	:30
27:58	TOTAL TIME	

Program	18-12	Producer	Reed Pence
Air Week	03/25/18-03/31/18	Production Director	Sean Waldron

Time	Segment	Dur.
:00	INTRO	:60
1:01	SPOTBREAK 1: VSP “Yearly Eye Exam” OUTCUE: ... at 1-877-988-4746.	:62
2:03	:02 PAUSE FOR LOCAL AVAIL	:02
2:05	SEGMENT 1: HOSPITALS AND HOUSING	13:48
	<p>Synopsis: A number of hospitals, particularly in large cities, are beginning to develop or operate housing units for the homeless, finding they markedly reduce healthcare costs for this population. Experts discuss their “housing first” approach that does not require people to get off addictions before they get an apartment.</p> <p>Host: Reed Pence. Guests: Stephen Brown, Director, Preventive Emergency Medicine, Univ. of Illinois Hospital and Health Sciences, Chicago; Shannon Nazworth, Pre./CEO, Ability Housing, Jacksonville, FL</p> <p>Compliance issues covered: homeless; housing; public health; substance abuse & addictions; economics; Medicaid; economics; non-profit organizations</p> <p>Links for more information: https://chicago.medicine.uic.edu/departments/academic-departments/emergency-medicine/about/directory/sbrown/; https://abilityhousing.org/our-people/</p>	

15:53	SPOTBREAK 2: Icy Hot Tens “When I Played Ball” Grainger “Hats” OUTCUE: ...who get it done	:30 :30
16:53	02 PAUSE FOR LOCAL AVAIL	:02
16:55	SEGMENT 2: STEM CELLS FOR COPD	5:57
	Synopsis: Lung diseases such as COPD are difficult to treat, but a new method taking a patient’s own stem cells, concentrating them, and reinfusing them is showing success. An expert explains. Host: Nancy Benson. Guest: Dr. Jack Coleman, Medical Director, Lung Health Institute Compliance issues covered: health care; technology Links for more information: http://www.thelunghealthinstitute.com	
22:52	SPOTBREAK 3: Alnylam “Bridge the Gap” Alzheimer’s Association “Facts and Figures 2018”	:58 :62
24:52	Medical Notes & News. Host: Shel Lustig	1:35
26:27	SPOTBREAK 4: Geico “Teller INS Savings” CVS “Price Item Spring”	:30 :30
27:27	Program Conclusion	:30
27:57	TOTAL TIME	

Viewpoints -- 30 minute program that airs 5:30 am to 6:00am on Sundays.

Program	18-10	Producers	Reed Pence, Evan Rook
Air Week	3/11/2018	Production Director	Sean Waldron

Time	Segment	Dur.
:00	INTRO	:45
:45	SPOTBREAK 1: Progressive Insurance/Laughing Get Pumped Sports Nasacort/Wired Differently	:30 :30
	OUTCUE: ...use as directed.	
1:45	:02 PAUSE FOR LOCAL AVAIL	:02
1:47	SEGMENT 1: Education For Students With Autism	9:26
	Synopsis: The right to an education is guaranteed to all students by federal law. But experts and parents are now wondering if we're doing enough to help students with autism reach their full potentials. Host: Gary Price. Guests: Mark Claypool, CEO of ChanceLight Behavioral Health and co-author, <i>How Autism is Reshaping Special Education</i> Links for more info: http://chancelight.com/ https://www.amazon.com/How-Autism-Reshaping-Special-Education/dp/1475834977/ref=asap_bc?ie=UTF8 https://www.autismspeaks.org/ Compliance Issues Covered: Education, Disability, Family Issues, Childhood development	
11:13	SPOTBREAK 2: American Society of Gastrointestinal Endoscopy/Preventable, Treatable, Beatable CVS/Moments Allegra D/Back to the Moment Tennis	:62 :30 :30
	OUTCUE: ...pharmacy counter.	
13:15	02 PAUSE FOR LOCAL AVAIL	:02
13:17	SEGMENT 2: The Spanish Flu of 1918	9:35
	Synopsis: We all know about the Bubonic Plague, but fewer of us know very much about the Spanish Flu. Author Susan Meissner's new novel explores the illness, and she joins the show to discuss the disease itself, how it interacted with World War I, and the immense cost of the sickness. Host: Marty Peterson. Guests: Susan Meissner, author, <i>As Bright As Heaven</i> Links for more info: https://www.penguinrandomhouse.com/books/552037/as-bright-as-heaven-by-susan-meissner/9780399585968/ Compliance Issues Covered: History, Diseases, Sanitation, Public Issues	
22:52	SPOTBREAK 3: Augusta Precious Metals	:60
	OUTCUE: ...legal advisors.	
23:52	Culture Crash: Hulu's Big Push	2:34
	Synopsis: For years, Netflix has been the top choice for TV streaming enthusiasts. But Hulu has slowly become a more well-rounded service with top-tier original titles and a huge back-log of TV classics. Host: Evan Rook Compliance Issues Covered: Media, Culture, Television, Business	
26:26	SPOTBREAK 4: Geico/Arctic Circle CVS/Price Item	:30 :30
	OUTCUE: ...CVS pharmacy.	
27:26	Program Conclusion	:32
27:58	TOTAL TIME	

Program	18-11	Producers	Reed Pence, Evan Rook
Air Week	3/18/2018	Production Director	Sean Waldron

Time	Segment	Dur.
:00	INTRO	:45
:45	SPOTBREAK 1: Grainger/Play It Safe Icy Hot Tens/Battle Back	:30 OUTCUE: ...only as directed. :30
1:45	:02 PAUSE FOR LOCAL AVAIL	:02
1:47	SEGMENT 1: Studying School Shootings and Gun Violence	9:22
	<p>Synopsis: Since the shooting in Parkland, Florida, gun reform debates have been happening all across the country, but researcher Adam Pah says one thing missing from the debate are the essential data points that he says] can and should be informing future policy decisions.</p> <p>Host: Gary Price. Guests: Adam Pah, Clinical assistant professor at the Kellogg School of Management at Northwestern University</p> <p>Links for more info: https://insight.kellogg.northwestern.edu/article/school-shootings-rise-and-fall-with-the-unemployment-rate http://www.kellogg.northwestern.edu/faculty/directory/pah_adam.aspx</p> <p>Compliancy Issues Covered: Public safety, Guns, Schools, Education, Politics</p>	
11:09	SPOTBREAK 2: Milk Processor Education Board/Milk at Meals Geico/Arctic Circle	:51 :30
	Allegra D/Back to the Moment	OUTCUE: ...pharmacy counter. :30
13:00	02 PAUSE FOR LOCAL AVAIL	:02
13:02	SEGMENT 2: Spring 2018's Biggest Books	9:56
	<p>Synopsis: Springtime is almost here, and with it come an onslaught on books. We talk to three authors about some of the biggest books of the year.</p> <p>Host: Marty Peterson. Guests: Matt Haig, author, <i>How to Stop Time</i>; Chloe Benjamin, author, <i>The Immortalists</i>; CJ Tudor, author, <i>The Chalk Man</i>:</p> <p>Links for more info: http://www.matthaig.com/how-to-stop-time/, https://www.penguinrandomhouse.com/books/551044/the-immortalists-by-chloe-benjamin/9780735213180/, https://www.penguinrandomhouse.com/books/556729/the-chalk-man-by-c-j-tudor/</p> <p>Compliancy Issues Covered: Literature, Culture, Books, Mental Health, Family issues</p>	

22:58	SPOTBREAK 3: Augusta Precious Metals	OUTCUE: ...legal advisors.	:60
23:58	Culture Crash: Adapting a Book into a Movie: <i>Annihilation</i>		2:26
	Synopsis: The new sci-fi adventure movie, <i>Annihilation</i> , is based on a book but the adaptation is looser than what we typically expect. How director Alex Garland created something new.		
	Host: Evan Rook	Compliance Issues Covered: Media, Culture, Movies, Books	
26:24	SPOTBREAK 4: Progressive Insurance/Real Friends		:30
	Grainger/Runner	OUTCUE: ...get it done.	:30
27:24	Program Conclusion		:32
27:56	TOTAL TIME		

Program	18-12	Producers	Reed Pence, Evan Rook, Polly Hansen
Air Week	3/25/2018	Production Director	Sean Waldron

Time	Segment	Dur.
:00	INTRO	:45
:45	SPOTBREAK 1: Progressive Insurance/Laughing Get Pumped	:30
	Icy Hot Tens/Battle Back	OUTCUE: ...only as directed.
1:45	:02 PAUSE FOR LOCAL AVAIL	:02
1:47	SEGMENT 1: Racism in 2018	9:22
	Synopsis: We talk to two experts on sociology and racism who say that racism still exists in 2018. We discuss what racism looks like in our modern world and what we all can be doing to help make the world more tolerant and less racially biased.	
	Host: Gary Price. Guests: Paul Kivel, activist and author, "Uprooting Racism: How white people can work for racial justice;" Bruce Haynes, professor of sociology at The University of California-Davis and author, "Down the Up Staircase: Three generations of a Harlem family"	
	Links for more info: http://sociology.ucdavis.edu/people/bdhaynes , https://cup.columbia.edu/book/down-the-up-staircase/9780231181020 , http://paulkivel.com/	
	Compliance Issues Covered: Sociology, Racism, American history, Economics	
11:27	SPOTBREAK 2: Alzheimer's Association/Facts & Figures	:62
	CVS/Price Item Spring	:30

	Grainger/Runner	OUTCUE: ...get it done.	:30
13:29	02 PAUSE FOR LOCAL AVAIL		:02
13:31	SEGMENT 2: The Benefits of Music Education		9:56
	<p>Synopsis: Often during a budget crunch, music education is the first thing to go from our schools. But we talk to two experts who give us some insight into the many benefits learning music can have on our brains and how our children develop.</p> <p>Host: Marty Peterson. Guests: Dr. Nina Kraus, Director of the Auditory Neuroscience Laboratory at Northwestern University; Dr. Aniruddh Patel, Professor of Psychology at Tufts University</p> <p>Links for more info: https://communication.northwestern.edu/faculty/NinaKraus, http://www.brainvolts.northwestern.edu/ https://ase.tufts.edu/psychology/people/patel/</p> <p>Compliance Issues Covered: Education, Music, Science, Neurology</p>		
22:54	SPOTBREAK 3: Milk Processor Education Board/Milk At Meals	OUTCUE: ...life dot com.	:60
23:45	Culture Crash: Hype for <i>The Crimes of Grindelwald</i> and Jude Law as young Dumbledore		2:26
	<p>Synopsis: A new installment to JK Rowling's Wizarding World is coming in November. With it comes a new portrayal of an old favorite. We look into the film's teaser trailer and what to expect of our Judge Law's take on Professor Dumbledore.</p> <p>Host: Evan Rook</p> <p>Compliance Issues Covered: Media, Culture, Movies, Books</p>		
26:23	SPOTBREAK 4: Geico/Radio Tube Socks		:30
	Zillow/Life	OUTCUE: ...your way home.	:30
27:23	Program Conclusion		:32
27:55	TOTAL TIME		

PSA List-Townsquare Media

KBAT-FM, KMND-AM, KNFM-FM, KODM-FM, KZBT-FM

- Fatherhood Involvement-Tickle Fight :30
- Hurricane Relief :30
- Buzzed Driving-One More :30
- Caregiving-Are We There Yet? :30
- GED Programs-Karim :30
- Autism Awareness-Smiles :30
- United Way-Live United :30

• Blessings in a Backpack	:30	
• NFCC-Student Debt	:30	
• US Forest Service-Sense of Adventure	:30	
• Seat Belt Safety-Click It	:30	
• Fatherhood Involvement-Tea Pot Moment	:30	
• High Blood Pressure-Stroke Numbers	:30	
• Goodwill-Rock T-Shirt	:30	
• Buzzed Driving-GPS	:30	
• US Forest Service-Benefits	:30	
• Caregiving-Roles	:30	
• Fatherhood Involvement-Moments	:30	
• Goodwill-Designer Jeans	:30	
• Car Seat Safety-Age Means Everything	:30	
• Distracted Driving-Driving Means	:30	
• Caregiving-Caregiver to Mom	:30	
• US Forest Service-Redwoods	:30	
• Buzzed Driving-Online Dating	:30	
• Caregiving-Full Circle	:30	
• Fatherhood Involvement-Guys Night Out	:30	
• US Forest Service-Taxi	:30	
• US Forest Service-Animals	:30	
• Fatherhood Involvement-Groan	:30	
• Car Seat Safety-Overconfidence	:30	
• Social Security-We Are There	:60	
• Veterans Affairs-Victory For Veterans	:60	
• Veterans Affairs-Bittersweet	:60	
• Veterans Affairs-Strength Over Service	:60	
• Stand Up 2 Cancer-Team In Training	:60	
• Stand Up 2 Cancer-Jimmy Smits	:60	:60
• Save The Children	:60	
• Stand Up 2 Cancer-Morgan Freeman	:60	
• Community Service-Senior Corps	:60	
• Diabetes Awareness-Julius Randle	:60	
• Take Me Fishing.org	:60	
• Asthma Awareness-Goldfish	:60	
• Opioid Abuse-Mask	:60	
• Parkinson's Disease	:60	
• Opioid Abuse-Patient/Doctor	:60	
• Leukemia Lymphoma Society-Someday is Today	:60	:60
• American Academy of Dermatology	:60	
• Organ Donation-Steve	:60	
• Organ Donation-Chris	:60	
• Goodwill-Power Suit	:60	
• Goodwill-How We Do It	:60	:60
• Reducing Food Waste-Pavlov Purpose	:60	
• Buzzed Driving-Expensive Night	:60	:60
• DAV-Thank You	:60	:60

- Buzzed Driving-The Probably's :60
- Buzzed Driving-Attention Men :60
- Finish Your Diploma-Jackie :60
- Feed The Pig-Rockstar :60
- Feed The Pig-Rich Uncle :60
- US Forest Service-Only in the Forest :60