

KONE

LUBBOCK, TX

[Quarterly Issues/Programming Report for FIRST QUARTER 2021]

During this quarter, this station gave particular attention to the issues listed in the following report. These issues are not listed in order of importance and it should be noted that the station may have also aired other programming that was responsive to the community's informational needs.

ISSUE: PSA

Program Name	Date	Time and Duration	Description
GIRL SCOUTS COOKIE SALES	JAN 13TH- JAN 20TH		KONE helped spread the word about Girl Scout cookie sales in the Lubbock area. We let listeners know that they could buy cookies via Grubhub this year and also download the Girl Scout Cookie app to find where cookies are being sold. Girl Scouts are the preeminent leadership development organization for girls.

ISSUE: 5-5-5 INITIATIVE

Program Name	Date	Time and Duration	Description
PORCH LIGHTS ON	JANUARY 8TH-11TH		IN MEMORY OF TWO LOCAL FIRST RESPONDERS WHO LOST THEIR LIVES LAST YEAR. 555 IS A SAFETY INITIATIVE THAT ENCOURAGES MOTORISTS TO SLOW DOWN AND DRIVE CAUTIOUSLY WHEN APPROACHING EMERGENCY VEHICLES.

ISSUE:UMC MIRACLE PENNIES

Program Name	Date	Time and Duration	Description
Change Bandits.	Feb. 15-March 31		KONE encouraged local businesses to sign up their offices as Change Bandits to raise money for Children's Miracle Network. Spare change collected by employees was donated by participating businesses. Lubbock's CMN hospital is Children's Hospital at University Medical Center. The money raised is used to buy the latest cutting edge medical equipment to treat childhood accidents, trauma, and diseases. These purchases are made possible by CMN money and would not be possible in the normal operating budget of the hospital.

ISSUE: Hospice of Lubbock

Program Name	Date	Time and Duration	Description
The Mayor's Beans & Cornbread Luncheon	March 5TH 2021		KONE helped spread the word about Hospice of Lubbock's largest fundraiser of the year. The Mayor's Beans & Cornbread Luncheon happened on Friday March 5. KONE ran PSA's during the week leading up to the event. Money raised during the event provides free hospice care to the unfunded and underfunded in the Lubbock region.

ISSUE: 4Hk

Program Name 4H	Date	Time and Duration	Description
PROGRAMS	March 1ST-29TH 2021		KONE ran 30 second PSA's in March supporting membership in 4-H programs and highlighting the benefits of 4-H for high school students.

ISSUE: Flu Vaccinations

Program Name	Date	Time and Duration	Description
Flu Vaccinations	MARCH 2021		KONE ran 30 second PSA's reminding people of the importance of obtaining flu vaccines.. Listeners were encouraged to visit www.getmyflushot.org to learn more.
