



**KCBD-TV**  
**October 1- December 31**  
**4<sup>th</sup> Quarter 2023**

## **QUARTERLY LIST OF PROGRAMMING PROVIDING THE MOST SIGNIFICANT TREATMENT OF COMMUNITY ISSUES 4<sup>th</sup> Quarter 2023**

The following issues were identified as significant and addressed by KCBD to serve the community and act in the public interest as set forth by the Federal Communications Commission.

**Community Development/Outreach/Awareness**-includes efforts to enhance the community and promote increased pride, special events, fundraising, revitalizing neighborhoods and volunteerism.

**Crime & Law Enforcement/First Responders**-Crime prevention, law enforcement matters, safety, community involvement.

**Economy**-local business matters, job opportunities, state of the economy and consumer issues. Innovations and developments in various industries.

**Education**-school safety, education standards, efforts to keep up with growth in the area, budget matters.

**Environmental/Weather Issues**-includes matters relating to soil, air, water, climate, and pollution in our community. Also, severe weather preparedness and safety on the South Plains.

**Government/Politics/Laws/Voting**-State, county and local political issues/events, profiles and headlines regarding political leaders and newsmakers. Also includes federal government issues.

**Health & Medical**-Health education and awareness, affordable healthcare, wellness, fitness and prevention.



## **SYNDICATED NEWS PROGRAMS THAT DEAL WITH COMMUNITY ISSUES**

Meet the Press

Sunday

9:30AM-10:30AM

*Meet the Press with Chuck Todd* is a syndicated weekly news program that offers political interviews and analysis of current events by elected officials and experts.

## Community Development/Outreach/Awareness

Issue	Date	Program	Segment	Summary	Duration
Community Development	10/1/2023 10:30:00 PM	KCBD at 10	10P VETERAN HABITAT HOME DEDICATION	MARINE MATT BENISHEK WAS HANDED THE KEYS TO HIS NEW AFFORBABLE HOME IN A DEDICATION CEREMONY THIS AFTERNOON. HE SERVED IN THE MILITARY FROM 2000 TO 2006... AND CONTINUES TO SERVE HIS BROTHERS AND SISTERS BY WORKING FOR VETSTAR. THE VETERAN PUT IN 150 HOURS OF CLASSWORK AND 100 HOURS OF CONSTRUCTION FOR THE HOME. HE WILL CLOSE ON THE HOUSE THIS WEEK...	00:00:27
Community Development	10/1/2023 10:30:00 PM	KCBD at 10	10P VETERAN HABITAT HOME DEDICATION	"Very surreal. I'm still having a hard time believing it was me. So, hopefully with that fresh start, you know, no interest on the mortgage and what-not, that'll help make things a little easier for us to get by with the day-to-day stuff like that." THE BUILD WAS MADE POSSIBLE BY SHERYL MATTISON... A LOCAL ARMY VETERAN AND FORMER TEXAS TECH PROFESSOR.	00:00:17

Community Development	10/7/2023 9:59:00 PM	KCBD at 10	LMOW NEEDS VOLUNTEERS	IT'S LOOKING FOR MORE DELIVERY DRIVERS TO SERVE HOMEBOUND, ELDERLY AND DISABLED CLIENTS IN LUBBOCK AND WOLFFORTH. COMPARED TO LAST YEAR.... THE ORGANIZATION IS ADDING AROUND 70 NEW CLIENTS EACH MONTH AND DELIVERING ALMOST 200 MORE MEALS. THOSE MEALS ARE PICKED UP BETWEEN 10-45 AND 11-15 ON WEEKDAYS... AND EACH ROUTE ONLY TAKES ABOUT AN HOUR.	00:00:28
Community Development	10/14/2023 9:59:00 PM	KCBD at 10	CELEBRACION HISPANA	THE ANNUAL 'CELEBRACION HISPANA' WAS TONIGHT AT THE ALDERSGATE CHURCH NEAR 105TH AND INDIANA. YOU MAY HAVE EVEN SEEN OUR VERY OWN TELEMUNDO ANCHORS IVAN PONCE DELEON AND LORAIN DIANE. THEY EMCEED THE EVENT. FESTIVITIES KICKED OFF WITH AN EXPO OF LOCAL, HISPANIC-OWNED BUSINESSES. THERE WAS ALSO PLENTY OF FOOD AND ACTIVITIES CELEBRATING HISPANIC CULTURE.	00:00:33

Community Development	10/18/2023 12:00:00 PM	KCBD at 10	OPEN HOUSE AT OPEN DOOR	THE CLINIC INCLUDES TWO HEALTH CARE PROVIDERS...11 MEDICAL STUDENT VOLUNTEERS... AND A MACHINE THAT DIAGNOSES DIABETES. ACCORDING TO THE RELEASE, A SMALL PHARMACY WILL SOON BE AVAILABLE AS WELL. THE CLINIC WILL HOST ITS ANNUAL OPEN HOUSE EVENT FROM 5:30 TO 7:30 ON THURSDAY. ADMISSION IS FREE FOR ALL AGES WHO WANT TO LEARN MORE ABOUT THE PROGRAM.	00:00:27
Community Development	10/20/2023 12:00:00 PM	KCBD at Noon	2ND ANNUAL BREAST CANCER WALK	FIRST OFF...TOMORROW MORNING.... "GANT-MAN DEVELOPMENT" AND "BRITTANEY DEVIN'S ANGELS" ARE HOSTING THE SECOND ANNUAL BREAST CANCER WALK...IT'S TAKING PLACE AT MAE SIMMONS PARK AND DUNBAR LAKE....FROM 8 AM TO 10-30 AM. THE COST IS 10 DOLLARS FOR INDIVIDUAL WALKERS, AND 20 DOLLARS FOR TEAMS OF 2 OR MORE. YOU CAN REGISTER *AT THE EVENT...	00:00:27
Community Development	11/5/2023 10:36:00 PM	KCBD at 10	10P FREE THANKSGIVING MEAL	THE FIRST UNITED METHODIST CHURCH OF LUBBOCK IS HOSTING ITS FREE THANKSGIVING MEAL SATURDAY. ANYONE IS WELCOME TO COME SHARE A TURKEY MEAL MADE BY VOLUNTEERS WITH DONATIONS FROM LOCAL BUSINESSES. IT'S AT THE CHURCH SATURDAY FROM 11-30 TO 1.	00:00:16

Community Development	11/15/2023 9:59:00 PM	KCBD at 10	10P SALVATION ARMY RED KETTLE CAMPAIGN	THE SALVATION ARMY'S BIGGEST FUNDRAISER -- THE RED KETTLE CAMPAIGN -- STARTS TOMORROW. ALL OF THE MONEY RAISED GOES TOWARD THE SALVATION ARMY'S SERVICES LIKE EMERGENCY SHELTERS, FOOD VOUCHERS, DISASTER RESPONSE, AND AID FOR THOSE EXPERIENCING HOMELESSNESS. THE CAMPAIGN GOAL FOR THIS YEAR IS 200 THOUSAND DOLLARS.	00:00:32
Community Development	11/28/2023 9:59:00 PM	KCBD at 10	UNITED WAY LUNCHEON	THE ORGANIZATION EXCEEDED ITS FUNDRAISING GOAL FOR THIS YEAR'S CAMPAIGN... WITH FIVE POINT EIGHT MILLION DOLLARS. IT MADE THE ANNOUNCEMENT AT TODAY'S CELEBRATION LUNCH. THAT MONEY IS GOING TO 23 PARTNER AGENCIES... SUPPORTING WORK WITH LITERACY, SAFETY, MENTAL HEALTH, AND ECONOMIC MOBILITY. THE UNITED WAY HAS HELPED THE LUBBOCK AREA SINCE 1946.	00:00:25



Community Development	12/7/2023 9:59:00 PM	KCBD at 10	10P SPFB'S MOBILE PANTRY	AS WE CONTINUE U CAN SHARE TONIGHT, WE'RE LEARNING HOW YOUR DONATION TO THE SOUTH PLAINS FOOD BANK HELPED PEOPLE IN NEED THIS YEAR ALL OVER THIS REGION. THE FOOD BANK TOOK ITS MOBILE PANTRY TO JAYTON AFTER ITS ONLY GROCERY STORE BURNED DOWN... AND TO MATADOR AFTER A DEADLY TORNADO TORE THROUGH THE SMALL COMMUNITY PROVIDING FOOD AND SUPPORT. Jones says, "We would still be picking up trash right now there is no way we could have got any of that stuff done without all the volunteer organizations such as the South Plains Food Bank."	00:00:31
Community Development	12/22/2023 9:59:00 PM	KCBD at 10	10P CHRISTMAS IS FOR KIDS WRAPPING	EVERY YEAR, C-P-S APPRECIATES TOY DONATIONS FOR THE LOCAL KIDS IN ITS CARE. THANKS TO YOUR HELP, THE DONATIONS HAVE BEEN VERY GENEROUS THIS YEAR. C-P-S SAYS THIS NOT ONLY HELPS MAKE SURE FOSTER KIDS HAVE A MERRY CHRISTMAS...IT ALSO HELPS FAMILIES IN GENERAL WHEN TIMES ARE TOUGH. SOCIAL WORKERS WRAPPED ALL THE GIFTS TODAY.	00:00:23

## Crime & Law Enforcement/First Responders

Issue	Date	Program	Segment	Summary	Duration
Crime & Law Enforcement	10/18/2023 9:59:00 PM	KCBD at 10	6P AREA LAW ENFORCEMENT GRANTS	THE MONEY WILL BE USED TO MODERNIZE THE LUBBOCK POLICE DEPARTMENT, THE LUBBOCK COUNTY SHERIFF'S OFFICE, AND THE LUBBOCK DISTRICT ATTORNEY'S OFFICE. TEXAS SENATOR JOHN CORNYN ANNOUNCED THE GRANT TODAY... SAYING THE NEW SOFTWARE AND EQUIPMENT UPGRADES WILL EMPOWER LAW ENFORCEMENT AGENCIES TO BETTER ADDRESS SPECIFIC NEEDS WITHIN THE COMMUNITY.	00:00:28
Crime & Law Enforcement	10/25/2023 12:00:00 PM	KCBD at Noon	LSO NEW GRANT FOR TECHNOLOGY	AND IT WILL BE MADE POSSIBLE THROUGH A 'JUSTICE ASSISTANCE GRANT' FROM THE FEDERAL GOVERNMENT. THE GOVERNMENT HAS ALLOCATED ROUGHLY 229 THOUSAND DOLLARS TO LUBBOCK LAW ENFORCEMENT AGENCIES SO FAR. THE LUBBOCK *COUNTY S-O SAYS IT PLANS TO USE ITS PORTION OF FUNDS ON NEW TECHNOLOGY AND NEW CAMERAS.	00:00:26

Crime & Law Enforcement	11/14/2023 9:59:00 PM	KCBD at 10	10P LSO SCAM ALERT	THE LUBBOCK COUNTY SHERIFF'S OFFICE IS WARNING OF A SCAM GOING AROUND THE COUNTY. RESIDENTS ARE RECEIVING CALLS REGARDING A WARRANT FOR THEIR ARREST IF THEY DON'T PAY A FINE OVER THE PHONE. L-S-O SAYS AT TIMES THE SCAMMER IS EVEN SENDING PEOPLE A COPY OF A WARRANT TO CONVINCING THEM. THE SHERIFF'S OFFICE WARNS SCAMS ARE INCREASING AS THE HOLIDAYS APPROACH.	00:00:25
Crime & Law Enforcement	12/21/2023 9:59:00 PM	KCBD at 10	10P NEW LSO CHIEF DEPUTY	RYAN BROUS WAS SWORN IN AS THE CHIEF DEPUTY OF THE LUBBOCK COUNTY DETENTION CENTER THIS AFTERNOON. THIS FOLLOWS THE RETIREMENT OF CHIEF DEPUTY CODY SCOTT AFTER HIS 36 YEARS OF SERVICE. BRAUS HAS WORKED WITH THE LUBBOCK COUNTY SHERIFF'S OFFICE FOR 15 YEARS, LARGELY ATTRIBUTING HIS KNOWLEDGE TO SCOTT.	00:00:26

<p>Crime &amp; Law Enforcement</p>	<p>12/30/2023 9:59:00 PM</p>	<p>KCBD at 10</p>	<p>LPD HQ MOVE IN</p>	<p>PLANNING FOR THE NEW MULTI-MILLION DOLLAR FACILITY BEGAN BACK IN 2017 WITH A GROUNDBREAKING IN JULY OF 2021. AT A RECENT CITY COUNCIL MEETING A REQUEST WAS MADE FOR MORE FUNDS TO MAKE SOME LAST SECOND CHANGES ON THE FACILITY THAT WEREN'T INCLUDED IN ITS ORIGINAL DESIGN. ATKINSON: The latest contractor estimate for move-in-ready date is Christmas, December 25th of this year. We propose to start the move-in phase on the second day of January and to complete such by the end of the month. AS FOR THOSE LAST-MINUTE CHANGES THEY WILL ADD MORE THAN 217 THOUSAND DOLLARS TO THE FINAL BILL.</p>	<p>00:00:29</p>
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## Economy

Issue	Date	Program	Segment	Summary	Duration
Economy	11/4/2023 8:59:00 PM	KCBD at 10	KIDS BUSINESS FAIR	THE CHILDREN'S BUSINESS FAIR SHOWCASED 40 BUSINESSES, ALL CREATED AND RUN BY KIDS AGES 6 TO 18. THE KID'S BUSINESS FAIR WAS PUT ON BY "KID-PRENEURS" LUBBOCK FROM 10-30 TO 2-30 TODAY. THE ORGANIZATION IS MADE UP OF A GROUP OF ADULT ENTREPRENEURS, TEACHERS, MENTORS, AND PARENTS, WHO WANT CHILDREN TO LEARN ABOUT ENTREPRENEURSHIP IN A FUN AND PRACTICAL WAY.	00:00:27
Economy	11/5/2023 10:36:00 PM	KCBD at 10	JOB FAIR	IT GOES FROM 10 TO 3 AT M-C-M ELEGANTE HOTEL AND SUITES ON AVENUE Q. PRIORITY ENTRANCE FOR VETERANS STARTS AT 10, WHILE THE GENERAL PUBLIC WILL BE ALLOWED IN STARTING AT 11. THE JOB FAIR IS LOOKING TO CONNECT TRANSITIONING SERVICE MEMBERS, MILITARY SPOUSES, VETERANS AND THEIR FAMILY MEMBERS WITH A DIVERSE RANGE OF EMPLOYERS. THE JOB FAIR IS FREE.	00:00:21

## Education

Issue	Date	Program	Segment	Summary	Duration
Education	10/7/2023 9:59:00 PM	KCBD at 10	5P TTU STEM CORE CONFERENCE	THE "STEM CORE" TEAM IS HOPING TO TRAIN UP THE NEXT WAVE OF WOMEN IN THE FIELDS OF SCIENCE, TECHNOLOGY, ENGINEERING, AND MATH. THE STEM CENTER FOR OUTREACH, RESEARCH, AND EDUCATION BROUGHT IN MIDDLE SCHOOL GIRLS FROM ACROSS LUBBOCK TO THE "SUB" TO SHOWCASE THE OPPORTUNITIES. ALONG WITH HANDS ON WORKSHOPS FOR THE GIRLS... IT FEATURED THE "RAPPING ROCKET SCIENCE".	00:00:29
Education	12/9/2023 9:59:00 PM	KCBD at 10	LCU GRADUATION	L-C-U HELD ITS WINTER COMMENCEMENT CEREMONY IN THE RIP GRIFFIN CENTER AT 10 THIS MORNING. THE CEREMONY RECOGNIZED BOTH UNDERGRADUATE AND GRADUATE STUDENTS FROM THE COLLEGES OF PROFESSIONAL STUDIES, BIBLICAL STUDIES, LIBERAL ARTS, AND THE HONORS COLLEGE AS WELL AS THE SCHOOLS OF BUSINESS AND EDUCATION. DAVID ARRINGTON WAS THE SPEAKER FOR THIS YEAR'S CEREMONY.	00:00:29

Education	12/9/2023 9:59:00 PM	KCBD at 10	WAYLAND GRADUATION	ANOTHER 68 STUDENTS WALKED THE STAGE IN WAYLAND BAPTISTS WINTER GRADUATION CEREMONY THIS AFTERNOON. THE CEREMONY WAS AT HUTCHERSON CENTER ON THE UNIVERSITY'S PLAINVIEW CAMPUS. 23 OF THOSE GRADUATES OBTAINED A MASTER'S DEGREES, 44 RECEIVED BACHELOR'S DEGREES, AND ONE STUDENT RECEIVED AN ASSOCIATE'S DEGREE. THOSE STUDENTS COME FROM 11 DIFFERENT STATES.	00:00:28
Education	12/10/2023 10:44:00 PM	KCBD at 10	STUDENT LOAN REPAYMENT	A REPORT SAYS THE INSTITUTE OF STUDENT LOAN ADVISORS, A NON-PROFIT ORGANIZATION...SAYS PAYING A LITTLE MORE EACH MONTH ON YOUR STUDENT LOANS... EVEN FIVE DOLLARS MORE A MONTH...CAN CUT DOWN YOUR REPAYMENT TIMELINE. THE INSTITUTE SAYS WHEN YOU DO, TELL YOUR SERVICERS TO DIRECT IT TO THE PRINCIPLE SO THAT IT'S NOT FOR FUTURE INTEREST AND PAYMENTS.	00:00:28

## Environmental/Weather Issues

Issue	Date	Program	Segment	Summary	Duration
Environmental & Weather	10/1/2023 10:30:00 PM	KCBD at 10	WATER IRRIGATION GUIDELINES	THE CITY OF LUBBOCK'S FALL AND WINTER IRRIGATION RESTRICTIONS ARE NOW IN EFFECT. UNTIL THE END OF MARCH... YOU CAN WATER *ANY TIME OF DAY ON YOUR TWO ASSIGNED WATERING DAYS. YOU MUST KEEP THAT TO LESS THAN ONE INCH PER ZONE PER MONTH, THOUGH. IRRIGATION SCHEDULES ARE BASED ON THE LAST DIGIT OF YOUR HOME ADDRESS... THOSE ARE LISTED ON THE SCREEN FOR YOU.	00:00:35
Environmental & Weather	10/13/2023 9:59:00 PM	KCBD at 10	10P EPA PROPOSAL AFFECT ON FARMERS	Bessent says, "A lot of it is not being driven by good agronomic practices. They're seeking a way to curb being litigated and sued year in and year out versus actually truly looking at what is the base practice for a specific area or a product label." THE E-P-A IS ASKING FOR PUBLIC COMMENT ...	00:00:11
Environmental & Weather	11/4/2023 8:59:00 PM	KCBD at 10	N9 WATER CONSERVATION ROUNDTABLE	LUBBOCK MAYOR TRAY PAYNE AND LUBBOCK STATE SENATOR CHARLES PERRY HOSTED A ROUNDTABLE ABOUT IT FRIDAY. THERE ARE TWO PARTS TO THIS PROPOSITION --WATER CONSERVATION AND INFRASTRUCTURE REPAIR... AND NEW	00:00:15



				WATER ACQUISITION AND DEVELOPMENT.	
Environmental & Weather	11/15/2023 9:59:00 PM	KCBD at 10	UTILITY SCAM AWARENESS DAY	THIS WEEK IS 'INTERNATIONAL FRAUD AWARENESS WEEK' AND ATMOS ENERGY WANTS TO EDUCATE RESIDENTS ON POTENTIAL SCAMS. UTILITY COMPANIES REPORT SCAMMERS POSING AS EMPLOYEES ATTEMPT TO ACCESS FINANCIAL INFORMATION... OR RECEIVE IMMEDIATE PAYMENT. IT'S ALSO WARNING OF FAKE WEBSITES, Q-R CODES, AND TEXT MESSAGES FROM SCAMMERS POSING AS UTILITY COMPANIES.	00:00:38
Environmental & Weather	11/25/2023 9:59:00 PM	KCBD at 10	PROTECT PETS FROM THE COLD	FIX WEST TEXAS IS REMINDING YOU THAT PETS CAN ALSO SUFFER FROM HYPOTHERMIA JUST LIKE HUMANS. SOME SIGNS TO LOOK OUT FOR WOULD BE - COLD TO TOUCH....PALE GUMS....AND SHIVERING. WHILE ITS NOT IDEAL....IF YOU HAVE TO LEAVE YOUR PETS OUTSIDE THERE ARE CREATIVE WAYS YOU CAN KEEP YOUR PETS WARM.	00:00:18

Environmental & Weather	12/22/2023 9:59:00 PM	KCBD at 10	NEEDED MOISTURE FOR CROPS	KODY BESSENT... THE C- E-O OF PLAINS COTTON GROWERS... SAYS HE'S HOPING THE WEATHER WILL WORK TO THE FARMER'S ADVANTAGE THIS YEAR. HE SAYS THE AGRICULTURE INDUSTRY NEEDS A WIN TO RECOVER FROM PREVIOUS YEARS OF HARSH DROUGHT CONDITIONS. TO HELP THAT HAPPEN, BESSENT SAYS WE NEED RAIN FROM JANUARY THROUGH MARCH TO SET US UP FOR A GOOD PLANTING ...AND GROWING SEASON.	00:00:22
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**Government/Politics/Laws/Voting**

Issue	Date	Program	Segment	Summary	Duration
Government	10/8/2023 10:41:00 PM	KCBD at 10	10P VOTER REGISTRATION DEADLINE ADV	TUESDAY IS THE LAST DAY TO REGISTER TO VOTE FOR THE NOVEMBER ELECTION. TEXANS WILL VOTE ON A NUMBER OF CONSTITUTIONAL AMENDMENTS. INCLUDING PROTECTIONS FOR FARMERS AND RANCHERS... TAX EXEMPTIONS FOR CHILDCARE FACILITIES... STATE FUNDS FOR RESEARCH AT UNIVERSITIES	00:00:38

				OTHER THAN U-T AND TEXAS A&M THROUGH THE TEXAS UNIVERSITY FUND.	
Government	10/23/2023 12:00:00 PM	KCBD at Noon	EARLY VOTING BEGINS	EARLY VOTING BEGINS TODAY IN THE TEXAS CONSTITUTIONAL ELECTION. SOME OF THE PROPOSED AMENDMENTS INCLUDE PROPERTY TAX RELIEF...FARMERS RIGHTS.... AND ESTABLISHING THE TEXAS WATER FUND. EARLY VOTING RUNS THROUGH NOVEMBER 3RD.	00:00:14
Government	11/28/2023 9:59:00 PM	KCBD at 10	MARY HERNANDEZ FOR PCT 3 ADV	A REPUBLICAN IS GOING TO ANNOUNCE HER RUN TO REPRESENT NORTHEAST LUBBOCK COUNTY LATER THIS WEEK. MARY HERNANDEZ WANTS THE NOMINATION FOR GILBERT FLORES' SEAT ON THE COMMISSIONERS COURT. SHE WILL ANNOUNCE THURSDAY AT TWO O'CLOCK AT HE-BREWS COFFEE... IN HODGES PARK. THAT'S OFF CESAR CHAVEZ AND MARSHALL STREET.	00:00:23

## Health & Medical

Issue	Date	Program	Segment	Summary	Duration
Healthcare/Medical	10/11/2023 9:59:00 PM	KCBD at 10	ALS walk	THE NEURONS STOP CONNECTING AND MOBILITY WEAKENS. THERE ARE ABOUT 80 PEOPLE IN THIS REGION FACING THAT ILLNESS RIGHT NOW....ACCORDING TO THE WEST TEXAS ALS SUPPORT GROUP...WHICH IS TRYING TO HELP THESE FAMILIES THROUGH AREA FUNDRAISERS.	00:00:15
Healthcare/Medical	10/11/2023 9:59:00 PM	KCBD at 10	ALS walk	"ALS is a very expensive disease. There is a lot of specialty equipment involved. Sometimes insurance is slow to cover, or it doesn't cover and that's when our group steps in to help fill those voids. "We offer many grants for respite care, for equipment, for home modifications, whatever that patient needs and whatever that family needs.	00:00:24
Healthcare/Medical	10/20/2023 12:00:00 PM	KCBD at Noon	CLINICA HISPANA GRAND OPENING	THE GRAND OPENING STARTED ABOUT 30 MINUTES AGO....AT 23-14 50TH STREET. THE CLINIC WILL OFFER BLOOD TESTS, ULTRASOUNDS, PEDIATRIC CARE, AND OTHER MEDICAL NEEDS AT AN AFFORDABLE PRICE. CLINIC HOURS ARE FROM 9 A.M. TO 7 PM...MONDAY	00:00:17

				THROUGH SATURDAY. AND 9 A.M. TO 1 P.M. ON SUNDAYS.	
Healthcare/Medical	10/26/2023 9:59:00 PM	KCBD at 10	ALZHEIMERS WALK	MORE THAN 6 MILLION AMERICANS ARE LIVING WITH ALZHEIMERS DISEASE. AND YOU ARE INVITED TO JOIN THE LUBBOCK WALK TO END ALZHEIMERS...WHICH IS PLANNED FOR THIS SATURDAY AT THE RANCHING HERITAGE CENTER. THE GATES OPEN AT 10...WITH A CEREMONY AT 11 AND THE WALK BEGINS IAT 11:30.	00:00:19
Healthcare/Medical	10/26/2023 9:59:00 PM	KCBD at 10	candy buy back	DOUBLE T SMILES IS HOLDING ITS ANNUAL CANDY BUY-BACK. SO, YOU MIGHT ENCOURAGE KIDS TO PUT THEIR EXTRA CANDY IN A BAG AND TAKE IT OVER TO THAT DENTAL OFFICE ANYTIME UNTIL NOVEMBER 7TH. THAT'S WHERE KIDS CAN GET 5 VIRTUAL TOKENS PER *POUND OF CANDY UP TO 10 POUNDS...TO SPEND ON TOYS. THEN, ALL THAT CANDY WILL BE TURNED OVER TO LUBBOCK IMPACT.	00:00:28

Healthcare/Medical	11/13/2023 9:59:00 PM	KCBD at 10	WEIGHT LOSS AND HEART	THE STUDY IS PUBLISHED IN THE NEW ENGLAND JOURNAL OF MEDICINE. IT EXPLAINS THE ACTIVE INGREDIENT IN WEGOVY AND OZEMPIC IS SEMAGLUTIDE. AND NOW, THE MAKER OF THOSE DRUGS... NOVO NORDISK... SAYS THEY HAVE FOUND MANY HEALTH BENEFITS AFTER FOLLOWING MORE THAN 17 THOUSAND PEOPLE TAKING WEGOVY.	00:00:43
Healthcare/Medical	11/13/2023 9:59:00 PM	KCBD at 10	SUBSTANCE ABUSE	THE HEALTH AND HUMAN SERVICES SAYS IT LEARNED FROM A NATIONAL SURVEY ON DRUG USE AND HEALTH...THAT ONE IN 6 AMERICAN ADULTS AND ADOLESCENTS SUFFERED A SUBSTANCE USE DISORDER LAST YEAR. THAT INCLUDES 30 MILLION WITH AN ALCOHOL PROBLEM...27 MILLION WITH A DRUG USE DISORDER... AND 6 MILLION WITH AN OPIOID ADDICTION.	00:00:29
Healthcare/Medical	12/29/2023 9:59:00 PM	KCBD at 10	10P FIREFIGHTER MENTAL HEALTH	L-F-R SAYS IT WANTS ITS FIREFIGHTERS TO KNOW THAT IT'S OKAY TO GET HELP... AND ENCOURAGES THEM TO ASK FOR IT. FIREFIGHTERS CAN TAKE ADVANTAGE OF MENTAL HEALTH RESOURCES OFFERED AT BOTH THE CITY AND STATE LEVEL. L-F-R ALSO HAS RESOURCES	00:00:20

				WITHIN THE DEPARTMENT AND IS HAPPY TO OFFER ASSISTANCE TO ANY FIREFIGHTERS WHO NEEDS HELP.	
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KCBD aired PSA's regarding community concerns.

- LBB7438 – Pass it On - Gratitude
  - Date: 10/1/23-12/30/23
  - Duration: 20
  - Aired Number of Spots: 8
- LBB7457 – Parkinson's Foundation - Moving Day 2023
  - Date: 10/1/23-11/15/23
  - Duration: 60
  - Aired Number of Spots: 34
- LBB7458 – Feeding America - Shanola Hampton
  - Date: 10/1/23-11/15/23
  - Duration: 60
  - Aired Number of Spots: 38
- LBB7459 – The Lisa Foundation - Inconvenient
  - Date: 10/1/23-11/15/23
  - Duration: 60
  - Aired Number of Spots: 37
- LBB7460 – Muscular Dystrophy Association - Updated Nyheim Hines 2022
  - Date: 10/1/23-11/15/23
  - Duration: 60
  - Aired Number of Spots: 26
- LBB7461 – Habitat For Humanity - Build
  - Date: 10/1/23-11/15/23
  - Duration: 60
  - Aired Number of Spots: 36
- LBB7462 – American Cancer Society - I Love You, Get Screened
  - Date: 10/1/23-11/15/23
  - Duration: 60
  - Aired Number of Spots: 33
- LBB7463 – Amicares - 5 Steps to Ready
  - Date: 10/1/23-11/15/23
  - Duration: 60
  - Aired Number of Spots: 31
- LBB7464 – Children's Cancer Research Fund - Brice's Purpose
  - Date: 10/1/23-11/15/23
  - Duration: 60
  - Aired Number of Spots: 37
- LBB7465 – Department of Veterans Affairs - Women Veterans PACT Act 2
  - Date: 10/1/23-11/15/23
  - Duration: 30
  - Aired Number of Spots: 33



- LBB7466 – Upside of ADHD - Upside of ADHD
  - Date: 10/1/23-11/15/23
  - Duration: 30
  - Aired Number of Spots: 43
- LBB7467 – San Diego Zoo Wildlife Alliance - Become a Friend
  - Date: 10/1/23-11/15/23
  - Duration: 30
  - Aired Number of Spots: 37
- LBB7468 – Lymphatic Education & Research Network - Walls
  - Date: 10/1/23-11/15/23
  - Duration: 30
  - Aired Number of Spots: 50
- LBB7469 – Easterseals - Nicole
  - Date: 10/1/23-11/15/23
  - Duration: 30
  - Aired Number of Spots: 27
- LBB7470 – Fatherhood Involvement - Oscar
  - Date: 10/1/23-11/15/23
  - Duration: 30
  - Aired Number of Spots: 38
- LBB7471 – Buzzed Driving Prevention - Catch a Ride
  - Date: 10/1/23-11/15/23
  - Duration: 30
  - Aired Number of Spots: 23
- LBB7472 – Distracted Driving Prevention - A Dinosaur's Distraction
  - Date: 10/1/23-11/15/23
  - Duration: 30
  - Aired Number of Spots: 25
- LBB7473 – Be The Match - Dear Donor
  - Date: 10/1/23-11/15/23
  - Duration: 15
  - Aired Number of Spots: 32
- LBB7474 – Alzheimer's Awareness - Dance
  - Date: 10/1/23-11/15/23
  - Duration: 15
  - Aired Number of Spots: 37
- LBB7475 – Veterans Crisis Prevention - Battle Buddy
  - Date: 10/1/23-11/15/23
  - Duration: 15
  - Aired Number of Spots: 35
- LBB7476 – ALS Association - Walk to Defeat ALS
  - Date: 10/1/23-11/15/23
  - Duration: 15
  - Aired Number of Spots: 29

- LBB7477 – Wildfire Prevention - Friends
  - Date: 10/1/23-11/15/23
  - Duration: 15
  - Aired Number of Spots: 49
- LBB7478 – Heifer International - The Basic Purpose
  - Date: 10/1/23-11/15/23
  - Duration: 15
  - Aired Number of Spots: 35
- LBB7479 – Child Car Safety - Hustle
  - Date: 10/1/23-11/15/23
  - Duration: 15
  - Aired Number of Spots: 38
- LBB7480 – Texas Health & Human Services - Parents
  - Date: 10/1/23-11/15/23
  - Duration: 15
  - Aired Number of Spots: 37
- LBB7481 – The Foundation for a Better Life - Kindness
  - Date: 11/16/23-12/31/23
  - Duration: 60
  - Aired Number of Spots: 25
- LBB7482 – No Kid Hungry - Every Child with Jeff
  - Date: 11/16/23-12/31/23
  - Duration: 60
  - Aired Number of Spots: 16
- LBB7483 – Foundation Fighting Blindness - Being Blind
  - Date: 11/16/23-12/31/23
  - Duration: 60
  - Aired Number of Spots: 29
- LBB7484 – Rotary International - Zero Dose Children
  - Date: 11/16/23-12/31/23
  - Duration: 60
  - Aired Number of Spots: 29
- LBB7485 – DAV - Victories Adam A
  - Date: 11/16/23-12/31/23
  - Duration: 60
  - Aired Number of Spots: 25
- LBB7486 – Milken Family Foundation - They Chose Me
  - Date: 11/16/23-12/31/23
  - Duration: 60
  - Aired Number of Spots: 25
- LBB7487 – American Heart Association - SUSAN STORYTELLING
  - Date: 11/16/23-12/31/23
  - Duration: 60
  - Aired Number of Spots: 17

- LBB7488 – Jeffrey Modell Foundation - All Stars
  - Date: 11/16/23-12/31/23
  - Duration: 60
  - Aired Number of Spots: 20
- LBB7489 – Library of Congress - Your Story
  - Date: 11/16/23-12/31/23
  - Duration: 30
  - Aired Number of Spots: 22
- LBB7490 – Mercy Ships - Sounds of Mercy
  - Date: 11/16/23-12/31/23
  - Duration: 30
  - Aired Number of Spots: 24
- LBB7491 – FosterMore - Clowns
  - Date: 11/16/23-12/31/23
  - Duration: 30
  - Aired Number of Spots: 21
- LBB7492 – Distracted Driving Prevention - The Dive
  - Date: 11/16/23-12/31/23
  - Duration: 30
  - Aired Number of Spots: 27
- LBB7493 – U.S. DHHS - Remove the Risk
  - Date: 11/16/23-12/31/23
  - Duration: 30
  - Aired Number of Spots: 23
- LBB7494 – Prostate Cancer Foundation - It's Your Life
  - Date: 11/16/23-12/31/23
  - Duration: 30
  - Aired Number of Spots: 28
- LBB7495 – Obesity Action Coalition - Stop Weight Bias Child
  - Date: 11/16/23-12/31/23
  - Duration: 30
  - Aired Number of Spots: 16
- LBB7496 – We Go Public - Texas 2 HD
  - Date: 11/16/23-12/31/23
  - Duration: 30
  - Aired Number of Spots: 29
- LBB7497 – American Academy of Pediatrics - MEDIA PLAN
  - Date: 11/16/23-12/31/23
  - Duration: 15
  - Aired Number of Spots: 231
- LBB7498 – Shriners Hospitals for Children - All I Want For Christmas
  - Date: 11/16/23-12/31/23
  - Duration: 15
  - Aired Number of Spots: 19

- LBB7499 – High Blood Pressure Control - Get Down Masked
  - Date: 11/16/23-12/31/23
  - Duration: 15
  - Aired Number of Spots: 15
- LBB7500 – Leukemia & Lymphoma Society - Day 2 & Beyond
  - Date: 11/16/23-12/31/23
  - Duration: 15
  - Aired Number of Spots: 22
- LBB7501 – Ending Hunger - Full Effect
  - Date: 11/16/23-12/31/23
  - Duration: 15
  - Aired Number of Spots: 23
- LBB7502 – Paths to Recovery - Start With Hope
  - Date: 11/16/23-12/31/23
  - Duration: 15
  - Aired Number of Spots: 21
- LBB7503 – Marine Toys for Tots Foundation - Anyone Can Be Santa
  - Date: 11/16/23-12/31/23
  - Duration: 15
  - Aired Number of Spots: 29
- LBB7504 – YMCA - Philanthropy
  - Date: 11/16/23-12/31/23
  - Duration: 15
  - Aired Number of Spots: 21
- LBB7511 – Project Roadblock – Catch a Ride 30
  - Date: 12/26/23-12/31/23
  - Duration: 30
  - Aired Number of Spots: 6
- LBB7512 – Project Roadblock - Catch a Ride 15
  - Date: 12/26/23-12/31/23
  - Duration: 15
  - Aired Number of Spots: 6