



**KCBD-TV**  
**July 1- September 30**  
**3<sup>rd</sup> Quarter 2022**

## QUARTERLY LIST OF PROGRAMMING PROVIDING THE MOST SIGNIFICANT TREATMENT OF COMMUNITY ISSUES 3<sup>rd</sup> Quarter 2022

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	7/9/2022 6:00:00 PM	KCBD at 6 Saturday	MOVIES IN THE PARK	THE "MOVIES IN THE PARK SUMMER SERIES" STARTS TONIGHT AT MILLER PARK... WITH A SHOWING OF "THE GOONIES." THE THREE-MOVIE SERIES IS HOSTED BY THE LUBBOCK PARKS AND RECREATION DEPARTMENT AS PART OF ITS APPRECIATION MONTH.	00:00:26
Community Development	7/9/2022 6:00:00 PM	KCBD at 6 Saturday	TASTE OF TEXAS EVENT	THIS IS PART OF ITS ANNUAL EVENT... THE 'TASTE OF TEXAS' EXPO... IT CREATES AN OPPORTUNITY FOR PEOPLE ACROSS THE STATE TO TRY ALL THE INCREDIBLE PRODUCTS THAT ARE CREATED RIGHT IN YOUR OWN BACKYARD. TEXAS PRODUCTS RANGING FROM FRUITS... TO THE LUBBOCK CHILTON... WERE HIGHLIGHTED.	00:00:26
Community Development	9/3/2022 6:00:00 PM	KCBD at 6 Saturday	6P LEVELLAND SNYDER DONATIONS	IN LEVELLAND...THE SCHOOL DISTRICT AND ITS BOOSTERS COLLECTED DONATIONS FOR THE LOBOS' OPPONENT AT LAST NIGHT'S GAME. THEY WERE COLLECTING MONEY AS A MEMORIAL FOR TWO STUDENTS WHO DIED A WEEK AGO. ZAVIER DOMINGUEZ WAS A SENIOR... AND ARMANDO CARRILLO WAS AN EIGHTH GRADER. THEY DIED IN A CRASH IN FISHER COUNTY.	00:00:19

Community Development	9/10/2022 6:00:00 PM	KCBD at 6 Saturday	6P GARDEN AND ARTS FESTIVAL	MORE THAN 50 ARTISTS WERE THERE... ALONG WITH FOOD AND FREE ARTS AND CRAFTS FOR THE KIDS. NOEL ROMERO... ONE FESTIVAL VENDOR... SAYS HIS LOVE FOR ART STARTED IN RUIDOSO... AS HE AND HIS PARTNER OPENED BOOTHS AT SHOWS THERE... THEY LATER MOVED HERE TO LUBBOCK AND JOINED THE FESTIVAL... SELLING TOY LIZARDS FOR KIDS.	00:00:19
Community Development	9/17/2022 6:00:00 PM	KCBD at 6 Saturday	6P RED CROSS SOUND THE ALARM	KOENIG says: "We see fires every day. So many people they are losing their houses, they are losing everything they have. But a smoke alarm can at least save a life. So, that's why we are so passionate about it because even if there's a fire, people will at least have their family members because they get notified sooner."	00:00:09
Community Development	9/22/2022 9:59:00 PM	KCBD at 10	10P CMN FINAL TOTAL	THANKS TO YOUR GENEROSITY... WE RAISED A TOTAL OF 1-MILLION 112 THOUSAND 664 DOLLARS FOR THE CHILDREN'S MIRACLE NETWORK. ALL OF THAT WILL GO TOWARD THE CARE OF CHILDREN RIGHT HERE AT UMC CHILDREN'S HOSPITAL. IF YOU DID NOT HAVE A CHANCE TO CALL IN YESTERDAY OR WOULD LIKE TO SEE OUR MIRACLE STORIES, VISIT KCBD DOT COM FOR MORE INFORMATION.	00:00:22

Community Development	9/24/2022 9:59:00 PM	KCBD at 10	FCPC PUMPKIN PATCH	VOLUNTEERS FROM SEVERAL DIFFERENT ORGANIZATIONS HELPED UNLOAD A SEMI-TRUCK FULL OF PUMPKINS THIS MORNING. THE PUMPKINS ARE FROM THE NAVAJO RESERVATION IN NEW MEXICO... AND 60 PERCENT OF ALL PROCEEDS WILL GO BACK THERE FOR EDUCATIONAL PROGRAMS.	00:00:35
Community Development	9/26/2022 9:59:00 PM	KCBD at 10	10P NONPROFITS AT THE FAIR	FOR MANY NON-PROFITS THE FAIR IS THEIR NUMBER ONE FUNDRAISER OF THE YEAR. LUBBOCK CHRISTIAN SCHOOLS BOOSTER CLUB HAS A 'CURLY TATER' BOOTH... WITH PROCEEDS GOING TO THE SCHOOL'S SPORTS TEAMS. THE BOOSTER CLUB PRESIDENT, JACOB HUBIC, SAYS THAT THE SCHOOL RELIES HEAVILY ON THE FAIR FOR FUNDING THROUGHOUT THE YEAR.	00:00:19
Community Development	9/27/2022 9:59:00 PM	KCBD at 10	KEEP LEVELLAND BEAUTIFUL	SOPHIA KOUBEK IS THE ARTIST BEHIND THE NEW LEVELLAND UNITED SUPERMARKETS REUSABLE BAG... SHE SAID HER FAMILY INSPIRED HER DESIGN... FROM HER MOM'S BOOTS TO HER STEPDAD'S MUSTACHE. ALL HER LIFE SHE SAYS SHE HAS BEEN TAUGHT TO NOT POLLUTE OR TRASH HER WORLD. SO SHE GREW UP THINKING IT'S NOT JUST BAD BECAUSE IT'S ILLEGAL....	00:00:20

Community Development	9/27/2022 9:59:00 PM	KCBD at 10	10P LPANDL TO HELP HURRICANE IAN RECOVERY	WITH 15 VEHICLES AND 18 MEMBERS...INCLUDING 2 CONSTRUCTION CREWS... THREE SERVICE CREWS AND ONE MECHANIC... TO OFFER ASSISTANCE IN PREPARATION FOR THE STORM. THE ASSISTANCE COMES AS A RESULT OF A MUTUAL SERVICE AGREEMENT SIGNED BY L-P-AND-L TO HELP IN HURRICANE IAN DISASTER RECOVERY EVENTS.	00:00:27
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### Crime & Law Enforcement/First Responders

Issue	Date	Program	Segment	Summary	Duration
Crime & Law Enforcement	7/13/2022 9:59:00 PM	KCBD at 10	10P LPD DRIVER TRAINING	THE NATIONAL ACADEMY FOR PROFESSIONAL DRIVING... TESTS THE SKILLS FOR RECRUITS DURING A CHASE. THE RECRUITS RAN THE COURSE IN THE REESE CENTER MULTIPLE TIMES TODAY... EVEN LETTING A KCBD CREW GET BEHIND THE WHEEL.	00:00:21
Crime & Law Enforcement	7/13/2022 12:00:00 PM	KCBD at Noon	BACK THE BADGES BLOOD DRIVE	VITALANT IS ON SITE UNTIL 6 TO TAKE YOUR DONATIONS. YOU MUST BE AT LEAST 16 YEARS TO DONATE AND ALL BLOOD TYPES ARE NEEDED, BUT THERE'S AN ESPECIALLY CRITICAL NEED FOR TYPE "O" BLOOD DONATIONS. THE BLOOD DRIVE ENDS SATURDAY AT 6. DONORS WILL RECEIVE PRIZES.	00:00:15



## Economy

Issue	Date	Program	Segment	Summary	Duration
Economy	9/10/2022 6:00:00 PM	KCBD at 6 Saturday	6P EMERGENCY RENT PROGRAM SUSPENDED	STARTING MONDAY MORNING... THE CITY WILL NO LONGER ACCEPT NEW APPLICATIONS FOR RENT ASSISTANCE. THE EMERGENCY RENT ASSISTANCE PROGRAM IS BEING SUSPENDED. THE COMMUNITY DEVELOPMENT DEPARTMENT WILL CONTINUE TO REVIEW AND PROCESS APPLICATIONS RECIEVED BEFORE MONDAY. THE CITY WILL PRIORITIZE EVICTION DIVERSION AND UTILITY DISCONNECTION NOTICES	00:00:28
Economy	9/10/2022 6:00:00 PM	KCBD at 6 Saturday	6P MONEY MANAGEMENT WORKSHOP	THE LUBBOCK CULTURAL ARTS FOUNDATION IS PARTNERING WITH THE LUBBOCK MUSIC FRIENDLY ADVISORY COMMITTEE TO HOST A WORKSHOP. SPEAKERS INCLUDE LOCAL FINANCIAL EXPERTS FROM LUBBOCK NATIONAL BANK... GREEN AND DECKERT PERSONAL FINANCIAL PLANNING... AND EVENSKY AND KATZ WEALTH MANAGEMENT. IT'S TUESDAY FROM 12 TO 2.	00:00:28

Economy	9/26/2022 9:59:00 PM	KCBD at 10	10P SORGHUM GRANT MONEY	John Duff says, "It'll be one of the worst years we've had in several decades. By the time the dust is all settled. The drought has been challenging this year. Sorghum is the resource-conserving crop and uses a third less water than other crops. But it still takes some water to grow a crop. And this year, the rain just didn't come."	00:00:08
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## Education

Issue	Date	Program	Segment	Summary	Duration
Education	9/23/2022 9:59:00 PM	KCBD at 10	10P BEAN ELEM DOCS FOR A DAY	STUDENTS FROM BEAN ELEMENTARY WERE "DOCTORS FOR A DAY" AT THE TEXAS TECH HEALTH SCIENCES CENTER. THE MED STUDENTS SAY THIS HANDS-ON EXPERIENCE HELPS ENGAGE AND BUILD INTEREST IN THEIR PROFESSION ...AMONG THOSE AT A YOUNG AGE.	00:00:14

**Health & Medical**

<b>Issue</b>	<b>Date</b>	<b>Program</b>	<b>Segment</b>	<b>Summary</b>	<b>Duration</b>
Healthcare/Medical	7/13/2022 12:00:00 PM	KCBD at Noon	SUMMER MIGRAINES	ACCORDING TO A HEADACHE SPECIALIST FOR THE CLEVELAND CLINIC... SEASONAL CHANGES CAN INCREASE THE PAINFUL HEADACHES IN PEOPLE. MIGRAINES CAN LEAD TO OTHER SYMPTOMS SUCH AS NAUSEA AND SIGNIFICANT SENSITIVITY TO LIGHT. HELPFUL TREATMENTS INCLUDE BOTOX, THERAPY, AND EVEN SOME DIETARY OR LIFESTYLE CHANGES.	00:00:25
Healthcare/Medical	9/10/2022 6:00:00 PM	KCBD at 6 Saturday	6P TERRY CO. SUICIDE AWARENESS WALK	BROWNFIELD I-S-D POSTED THESE PHOTOS OF FOLKS AT THE HIGH SCHOOL "CUB FOOTBALL AND WORKOUT COMPLEX" FOR THE WALK. IT'S IN OBSERVANCE OF WORLD SUICIDE PREVENTION DAY. ON SEVERAL SHIRTS... YOU COULD SEE THE NUMBER FOR THE NATIONAL SUICIDE AND CRISIS LIFELINE.... 9-8-8.	00:00:32

Healthcare/Medical	9/17/2022 6:00:00 PM	KCBD at 6 Saturday	6p PEDIATRIC CANCER WALK	IT'S THE TENTH YEAR FOR THE EVENT PUT ON BY THE LUBBOCK PEDIATRIC CANCER ASSOCIATION. CO-CHAIR AMY MCDONALD SAYS IT'S AN OPPORTUNITY FOR THESE FAMILIES TO FORGET ABOUT THEIR WORRIES FOR A LITTLE WHILE... AND SPEND TIME WITH OTHER FAMILIES ON THE SAME JOURNEY. FAMILIES FROM ACROSS THE REGION... FROM EASTERN NEW MEXICO TO THE PANHANDLE PARTICIPATED.	00:00:33
Healthcare/Medical	9/24/2022 9:59:00 PM	KCBD at 10	CDC HOSPITAL MASK RULE	THE C-D-C HAS ENDED ITS GUIDELINE OF WEARING MASKS INDOORS IN HOSPITALS AND NURSING HOMES. THE CHANGE IS PART OF REVISIONS IN C-D-C CORONAVIRUS RECOMMENDATIONS. NOW, ONE-FOURTH OF ALL COUNTIES CAN DROP MASK REQUIREMENTS. THE C-D-C NOW RELIES ON COMMUNITY LEVEL RATING STANDARDS...	00:00:22
Healthcare/Medical	9/28/2022 9:59:00 PM	KCBD at 10	ALZHEIMERS	SCIENTISTS ARE PAYING PARTICULAR ATTENTION TO FAR SOUTH TEXAS.... IN RIO GRANDE CITY. TURNS OUT THAT LITTLE TOWN HAS THE HIGHEST INCIDENCE OF ALZHEIMERS IN THE ENTIRE COUNTRY. THE ALZHEIMERS ASSOCIATION ESTIMATES THAT	00:00:32

				NATIONALLY, THE ODDS ARE 1 IN 9 THAT SOMEONE OVER AGE 65 MIGHT END UP WITH ALZHEIMERS.	
Healthcare/Medical	9/29/2022 9:59:00 PM	KCBD at 10	MEDICATION CLEANOUT	THE IDEA IS... BY CLEANING OUT YOUR MEDICINE CABINET, YOU ARE HELPING KEEP DRUGS OFF THE STREETS... AND OUT OF THE HANDS OF ADDICTS... OR CURIOUS YOUNG CHILDREN. IF YOU'LL PUT ALL YOUR UNWANTED OR EXPIRED DRUGS IN A BAG, YOU CAN LET THE PROFESSIONALS DISPOSE OF THEM PROPERLY.	00:00:20

KCBD aired PSA's regarding community concerns.

0. LBB7304 - Adoption from Foster Care-Sisters
  - Date: 7/1/22-9/30/22
  - Duration: 15
  - Aired Number of Spots 61
1. LBB7307 - Emergency Preparedness-The Best Planner BBQ
  - Date: 7/1/22-9/30/22
  - Duration: 15
  - Aired Number of Spots 39
2. LBB7310 - Empowering Girls in STEM-In Between is STEM15
  - Date: 7/1/22-9/30/22
  - Duration: 15
  - Aired Number of Spots 47
3. LBB7313 - Ending Hunger-Helping Can Be Easy15
  - Date: 7/1/22-9/30/22
  - Duration: 15
  - Aired Number of Spots 38
4. LBB7316 - Fatherhood Involvement-Kofi Kingston
  - Date: 7/1/22-9/30/22
  - Duration: 15
  - Aired Number of Spots 37
5. LBB7319 - Gideon's Promise-English15
  - Date: 7/1/22-9/30/22
  - Duration: 15
  - Aired Number of Spots 25
6. LBB7322 - Heifer International-The End15
  - Date: 7/1/22-9/30/22
  - Duration: 15
  - Aired Number of Spots 19
7. LBB7325 - Make-A-Wish-Poem, Lasso 15
  - Date: 7/1/22-9/30/22
  - Duration: 15
  - Aired Number of Spots 33
8. LBB7328 - Parkinson's Foundation-Letters15
  - Date: 7/1/22-9/30/22
  - Duration: 15
  - Aired Number of Spots 14
9. LBB7331 - Veterans Crisis Prevention\_Boil15
  - Date: 7/1/22-9/30/22
  - Duration: 15
  - Aired Number of Spots 11

10. LBB7303 - Adoption from Foster Care-Dinner
  - Date: 7/1/22-9/30/22
  - Duration: 30
  - Aired Number of Spots 91
11. LBB7306 - Emergency Preparedness-The Best Planner Big Game
  - Date: 7/1/22-9/30/22
  - Duration: 30
  - Aired Number of Spots 68
12. LBB7309 - Empowering Girls in STEM-In Between is STEM30
  - Date: 7/1/22-9/30/22
  - Duration: 30
  - Aired Number of Spots 72
13. LBB7312 - Ending Hunger-Helping Can Be Easy30
  - Date: 7/1/22-9/30/22
  - Duration: 30
  - Aired Number of Spots 56
14. LBB7315 - Fatherhood Involvement-Quintavious
  - Date: 7/1/22-9/30/22
  - Duration: 30
  - Aired Number of Spots 80
15. LBB7318 - Gideon's Promise-English30
  - Date: 7/1/22-9/30/22
  - Duration: 30
  - Aired Number of Spots 57
16. LBB7321 - Heifer International-The End30
  - Date: 7/1/22-9/30/22
  - Duration: 30
  - Aired Number of Spots 56
17. LBB7324 - Make-A-Wish-Poem, Lasso 30
  - Date: 7/1/22-9/30/22
  - Duration: 30
  - Aired Number of Spots 54
18. LBB7327 - Parkinson's Foundation-Letters30
  - Date: 7/1/22-9/30/22
  - Duration: 30
  - Aired Number of Spots 39
19. LBB7330 - Veterans Crisis Prevention\_Boil30
  - Date: 7/1/22-9/30/22
  - Duration: 30
  - Aired Number of Spots 44
20. LBB7302 - Adoption from Foster Care-Duffle
  - Date: 7/1/22-9/30/22
  - Duration: 60
  - Aired Number of Spots 1

21. LBB7359 - Pass it On - Haircut
  - Date: 7/1/22-9/30/22
  - Duration: 20
  - Aired Number of Spots 29
22. LBB7360 - Pass it On - Gratitude
  - Date: 7/1/22-9/30/22
  - Duration: 20
  - Aired Number of Spots 20
23. LBB7305 - Emergency Preparedness-The Best Planner Anthem
  - Date: 7/1/22-9/30/22
  - Duration: 60
  - Aired Number of Spots 173
24. LBB7308 - Empowering Girls in STEM-In Between is STEM60
  - Date: 7/1/22-9/30/22
  - Duration: 60
  - Aired Number of Spots 164
25. LBB7311 - Ending Hunger-Helping Can Be Easy60
  - Date: 7/1/22-9/30/22
  - Duration: 60
  - Aired Number of Spots 148
26. LBB7314 - Fatherhood Involvement-Durrell
  - Date: 7/1/22-9/30/22
  - Duration: 60
  - Aired Number of Spots 138
27. LBB7317 - Gideon's Promise-English60
  - Date: 7/1/22-9/30/22
  - Duration: 60
  - Aired Number of Spots 162
28. LBB7320 - Heifer International-The End60
  - Date: 7/1/22-9/30/22
  - Duration: 60
  - Aired Number of Spots 160
29. LBB7323 - Make-A-Wish-Poem, Lasso 60
  - Date: 7/1/22-9/30/22
  - Duration: 60
  - Aired Number of Spots 159
30. LBB7326 - Parkinson's Foundation-Letters60
  - Date: 7/1/22-9/30/22
  - Duration: 60
  - Aired Number of Spots 144
31. LBB7329 - Veterans Crisis Prevention\_Boil60
  - Date: 7/1/22-9/30/22
  - Duration: 60
  - Aired Number of Spots 195



- 32.LBB7334 - Covenant Health-See Your Dr.
  - Date: 7/6/22-9/30/22
  - Duration: 30
  - Aired Number of Spots 38
- 35.LBB7366 - BSA 051822 Dan Pope
  - Date: 7/8/22-9/30/22
  - Duration: 30
  - Aired Number of Spots 30
- 36.LBB7367 - BSA 051922 Mack Owen
  - Date: 7/8/22-9/30/22
  - Duration: 30
  - Aired Number of Spots 14
- 37.LBB7368 - BSA 052022 W Booe Friendly
  - Date: 7/8/22-9/30/22
  - Duration: 30
  - Aired Number of Spots 15
- 38.LBB7369 - BSA 052122 W Booe Kind
  - Date: 7/8/22-9/30/22
  - Duration: 30
  - Aired Number of Spots 13
- 39.LBB7370 - BSA 052322 W Booe Thrifty
  - Date: 7/8/22-9/30/22
  - Duration: 30
  - Aired Number of Spots 11
- 40.LBB7371 - BSA071322 VALUES PSA 30
  - Date: 7/8/22-9/30/22
  - Duration: 30
  - Aired Number of Spots 5