



KCBD-TV
January 1- March 31
1st Quarter 2023

**QUARTERLY LIST OF PROGRAMMING PROVIDING THE MOST
SIGNIFICANT TREATMENT OF COMMUNITY ISSUES
1st 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	2/4/2023 6:00:00 PM	KCBD at 6 Saturday	MCCOOL ASSEMBLY	THIS WEEK MARKED THE 20TH ANNIVERSARY OF THE "COLUMBIA" EXPLOSION OVER TEXAS THAT KILLED COMMANDER MCCOOL, WHO WENT TO CORONADO HIGH SCHOOL...AND COMMANDER RICK HUSBAND, WHO GRADUATED FROM TEXAS TECH, ALONG WITH FIVE OTHER ASTRONAUTS. "COLUMBIA" SUFFERED A BREACH IN ITS WING WHEN IT LAUNCHED IN JANUARY OF 2003.	00:00:30
Community Development	2/4/2023 6:00:00 PM	KCBD at 6 Saturday	FATHER DAUGHTER VALENTINES DANCE	THE NON-PROFIT ORGANIZATION SAYS IT WANTS TO GIVE GIRLS OF ALL AGES THE OPPORTUNITY TO CREATE SPECIAL MEMORIES WITH THEIR FATHERS. THE DANCE WILL BE FROM 2 TO 5 TOMORROW AFTERNOON AT THE Y-W-C-A ON UNIVERSITY. GIRLS AND THEIR FATHERS... OR FATHER FIGURES. ARE INVITED TO CELEBRATE WITH MUSIC. DANCING AND REFRESHMENTS. TICKETS CAN BE PURCHASED ONLINE.	00:00:24

Community Development	3/4/2023 7:04:00 PM	KCBD at 6	WALK TO END RACISM	PATTERSON WAS THE FIRST BLACK CITY COUNCILMAN IN LUBBOCK...AND A LIFELONG CIVIL RIGHTS ACTIVIST WHO HOSTED AND LED OVER 100 WALKS AND MARCHES AGAINST INJUSTICE AND DRUG ABUSE AMONG OTHER ISSUES. TODAY'S EVENT COMBINED THE WALK WITH THE FIRST COMMUNITY CLEANUP OF THE YEAR...WITH PARTICIPANTS CLEANING UP TRASH ALONG THE ROUTE.	00:00:26
Community Development	3/11/2023 7:00:00 PM	KCBD at 6	LIBRARY EVENTS	IF YOU'RE LOOKING FOR A WAY TO KEEP THE KIDDOS BUSY OVER SPRING BREAK THERE ARE PLENTY OF EVENTS HAPPENING AT OUR LOCAL LIBRARIES THIS WEEK. TO KICK OFF THE WEEK PATTERSON BRANCH LIBRARY IS HOSTING A FAMILY GAME NIGHT MONDAY STARTING AT 2 P-M. ON THURSDAY YOU CAN HEAD OVER TO THE MAHON LIBRARY FOR THIS MONTH'S FREE FAMILY MOVIE. THAT STARTS AT 10-30 A-M	00:00:35
Community Development	3/11/2023 7:00:00 PM	KCBD at 6	AMIGOS QUINCE EXPO	FOUR AMIGOS GROCERY STORES ACROSS THE SOUTH PLAINS HELD THEIR ANNUAL 'MIS QUINCE' EXPO TODAY. GUESTS WERE ABLE TO EXPLORE CAKES, DRESSES, CATERING OPTIONS, AND ANYTHING THEY MIGHT NEED FOR THE CELEBRATION. THE STORES ALSO FEATURE LOCAL VENDORS AND D-JS AS PART OF THE EVENT.	00:00:16

Community Development	3/11/2023 7:00:00 PM	KCBD at 6	PETSMART ADOPTION DAY	IF YOU MISSED OUT TODAY... YOU STILL HAVE A CHANCE TO STOP BY TOMORROW. FROM 9 IN THE MORNING TO 3 IN THE AFTERNOON PETSMART WILL HAVE FOOD TRUCKS, BALLOON ARTISTS, FACE PAINTING, AND OF COURSE LOTS OF ADOPTIONS. PETSMART PARTNERED WITH L-A-S AND SAVING GRACE PITBULL RESCUE TO FIND HOMES FOR LOTS OF SWEET PUPS IN NEED.	00:00:19
Community Development	3/20/2023 9:59:00 PM	KCBD at 10	10P SOUTH PLAINS FOOD BANK SHORTAGE	Head says, "It hurts us to have to do that but really it is our only choice right now to get through this spell, we are short on food and short on dollars to be able to purchase what we need to be able to supply what we have in the past." IF YOU ARE INTERESTED IN DONATING TO THE SOUTH PLAINS FOOD BANK...WE WILL HAVE THE LINK AT KCBD DOT COM.	00:00:06
Community Development	3/20/2023 9:59:00 PM	KCBD at 10	10P FOSTER A LIFE PROM EXPO	THE ORGANIZATION "FOSTER A LIFE" PUT ON ITS ANNUAL "PROM EXPO" TONIGHT. THIS EVENT PROVIDES CLOTHES AND ACCESSORIES FOR GIRLS WHO ARE... OR WERE... WARDS OF THE STATE. C-P-S AGENTS AND FOSTER PARENTS HOPE TO MAKE IT A SPECIAL NIGHT FOR THESE GIRLS... WHO OTHERWISE MAY NOT GET THE CHANCE TO TRY OWN GOWNS AND DRESSES FOR PROM OR OTHER BANQUETS.	00:00:29

Community Development	3/27/2023 9:59:00 PM	KCBD at 10	10P LPL CITIZENS ELECTRICITY QA	PRECINCT TWO COUNCILWOMAN SHELIA PATTERSON HARRIS HOSTED A POPULAR Q- AND-A SESSION ON THE SUBJECT THIS EVENING. L-P-AND-L SPOKESMAN MATT ROSE JOINED HER TO HELP PEOPLE UNDERSTAND WHAT'S GOING TO HAPPEN IN THE FALL... SPECIFICALLY WHEN IT COMES TO YOU CHOOSING YOUR OWN POWER PROVIDER. THAT TRANSITION IS EXPECTED IN THE FALL...	00:00:24
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Crime & Law Enforcement/First Responders

Issue	Date	Program	Segment	Summary	Duration
Crime & Law Enforcement	3/4/2023 7:04:00 PM	KCBD at 6	TXDOT ANTI DRUNK DRIVING CAMPAIGN	THE 'DRIVE SOBER, NO REGRETS' INITIATIVE FOCUSES ON DRUNK DRIVING PREVENTION. ACCORDING TO TXDOT... ONE PERSON IN TEXAS DIES ALMOST EVERY 7 HOURS FROM AN ALCOHOL-RELATED CAR CRASH. DURING SPRING BREAK OF 20-21.... TXDOT SAYS THERE WERE 847 D-U-I CRASHES THAT RESULTED IN 31 DEATHS AND OVER 100 SERIOUS INJURIES.	00:00:19

Economy

Issue	Date	Program	Segment	Summary	Duration
Economy	3/11/2023 7:00:00 PM	KCBD at 6	GAS PRICES	TRIPLE A SAYS DEMAND FOR FUEL IS CLIMBING AND THE SWITCH TO SUMMER BLEND GAS IS UNDERWAY. THE SWITCH ADDS ABOUT 5 TO 10 CENTS TO THE PRICE OF GAS. THE AVERAGE PRICE FOR A GALLON OF REGULAR GAS IN LUBBOCK HAS INCREASED 19 CENTS OVER LAST WEEK TO 3 DOLLARS AND 10 CENTS.	00:00:16
Economy	3/18/2023 6:00:00 PM	KCBD at 6	LABOR MARKET	FROM THE CHICKEN MARKET TO THE JOBS MARKET THE U-S CONTINUES TO STAY STRONG IN THAT REGARD AS JOBLESS CLAIMS FELL AGAIN LAST WEEK. THE LABOR DEPARTMENT REPORTS CLAIMS DROPPED BY 20-THOUSAND. THE AVERAGE HAS STAYED AROUND PRE-PANDEMIC LEVELS DESPITE RECENT MASS LAYOFFS IN THE TECH INDUSTRY...	00:00:24

Education

Issue	Date	Program	Segment	Summary	Duration
Education	2/8/2023 9:59:00 PM	KCBD at 10	10P LOCAL STUDENTS LAUNCH APP	Mason Still says, "Our number one goal is to drive customers through your door and if we can end up doing that and create a value for you and create a value for the other person the that's what matters most." Mason Still says, "We want to set a president that Texas Tech students can do just as big and cool stuff as any Harvard or Stanford students or anywhere else in the nation.	00:00:07
Education	3/27/2023 9:59:00 PM	KCBD at 10	10P LUBBOCK ISD GRANT CELEBRATION	THIS IS THE SECOND YEAR FOR THE FOUNDATION TO CELEBRATE ITS EDUCATORS, STUDENTS, AND DONORS. SPECIFICALLY... RECOGNIZING THEM FOR THE 120 THOUSAND DOLLARS IN GRANT FUNDING AVAILABLE FOR SELECT TEACHERS AND STUDENTS. THE MONEY GOES TOWARD CREATIVE AND INNOVATIVE PROJECTS THAT FALL OUTSIDE THE SCOPE OF A CAMPUS OR DISTRICT BUDGET.	00:00:31

Education	3/25/2023 9:59:00 PM	KCBD at 10 Saturday	10P REGIONAL SPELLING BEE	"We have a winner" AVA FLORES FROM RUSH ELEMENTARY WAS REPRESENTING LUBBOCK I-S-D AT THE REGIONAL SPELLING BEE TODAY. SHE BEAT NEARLY TEN OTHER STUDENTS WHO WERE COMPETING. WINNING MEANS SHE SECURED A SPOT AT THE NATIONAL SPELLING BEE IN WASHINGTON D.C. FLORES SAYS SHE WAS NERVOUS BUT WANTED TO MAKE UP FOR LAST YEAR AND REACH HER GOALS.	00:00:19
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Environmental/Weather Issues

Issue	Date	Program	Segment	Summary	Duration
Environmental & Weather	3/4/2023 7:04:00 PM	KCBD at 6	SEVERE WEATHER AWARENESS DAY	THE EVENT HAD HANDS- ON WEATHER EXPERIMENTS FOR KIDS AND LIVE WEATHER SCIENCE DEMONSTRATIONS WITH ELECTRICITY AND LIGHTNING SIMULATORS. THE NATIONAL WEATHER SERVICE ALSO GAVE SOME TIPS ON HOW TO PREPARE FOR SEVERE WEATHER...AND EXPLAINED WHEN AND WHY THOSE WATCHES AND WARNINGS ARE ISSUED AS WELL AS WHAT TO DO WHEN ONE ISSUED FOR YOU AREA.	00:00:21

Environmental & Weather	3/4/2023 7:04:00 PM	KCBD at 6	SEVERE WEATHER AWARENESS DAY	This is the time of year that we'll see severe storms move through our area, and families and kiddos need to have a plan in case what were to happen if they're caught out on their way to school or on the way home. What should they do, how do they contact their families, where do they go, does their family have a safe place in their home if bad weather or severe storms were	00:00:18
Environmental & Weather	3/26/2023 10:00:00 PM	KCBD at 10 Sunday	PANHANDLE TERMITE PREVENTATIVE CARE	'BUGS BURNEY PEST CONTROL' SAYS TERMITES ARE COMMON IN THE PANHANDLE AND THRIVE IN A WET ENVIRONMENT. WARMER WEATHER IS AMONG US- WHICH MEANS TERMITES ARE NEAR. METEOROLOGIST DAVE OLIVER FROM OUR SISTER STATION IN AMARILLO -- IS HOPEFUL FOR A RAINY SUMMER, BUT WANTS YOU TO BE AWARE OF AN INCREASED TERMITE POPULATION.	00:00:19
Environmental & Weather	3/26/2023 10:00:00 PM	KCBD at 10 Sunday	10P PA WATER SAFE AFTER CHEMICAL SPILL	THE COAST GUARD ESTIMATES ABOUT 8-THOUSAND GALLONS OF LATEX FINISHING MATERIALS WERE RELEASED INTO A TRIBUTARY IN THE DELAWARE RIVER. OFFICIALS SAY THERE ARE NO RISKS TO THE PUBLIC AT THIS TIME... ALTHOUGH AN ADVISORY HAS BEEN	00:00:16

				ISSUED OUT OF AN ABUNDANCE OF CAUTION.	
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Government/Politics/Laws/Voting

Issue	Date	Program	Segment	Summary	Duration
Government	2/16/2023 9:59:00 PM	KCBD at 10	10P GOV ABBOTT STATE OF THE STATE ADDRESS	THE GOVERNOR PRESENTED HIS "STATE OF THE STATE" ADDRESS FROM A MANUFACTURING PLANT IN SAN MARCOS THIS EVENING. DURING THE SPEECH... HE PRESENTED THOSE AND FOUR OTHER PRIORITIES... SCHOOL CHOICE, AN END TO COVID-19 RESTRICTIONS LIKE VACCINE MANDATES... BAIL REFORM... CRACKING DOWN ON GUN CRIME... AND DESIGNATING FENTANYL DEATHS AS *POISONING.	00:00:29

Health & Medical

Issue	Date	Program	Segment	Summary	Duration
Healthcare/Medical	2/11/2023 6:00:00 PM	KCBD at 6	KIDS DENTAL FAIR	GLASHEEN: "it's a fun time, it's a low-pressure situation for kiddos to have a fun, interactive visit to the dentist" THE FIRST 200 KIDS WHO PARTICIPATED IN THE DENTAL SCREENING ALSO RECEIVED A TICKET FOR FREE ADMISSION TO THE SCIENCE SPECTRUM MUSEUM TO USE TODAY.	00:00:09
Healthcare/Medical	2/11/2023 6:00:00 PM	KCBD at 6	KIDS DENTAL FAIR	FAMILIES WERE ABLE TO TAKE THEIR KIDDOS TO THE EVENT AT THE SCIENCE SPECTRUM FOR GIVEAWAYS AND ACTIVITIES... AND INFORMATION ON ORAL HEALTH. MORE THAN 20 LOCAL DENTISTS ALSO VOLUNTEERED THEIR TIME TO PROVIDE FREE DENTAL HEALTH SCREENINGS FOR KIDS UP TO 12 YEARS OLD.	00:00:16

Healthcare/Medical	3/28/2023 9:59:00 PM	KCBD at 10	ALLERGY SEASON	<p> TURNS OUT... DUST ASIDE... WE'RE NOT ALONE. NEW RESEARCH FROM THE DEPARTMENT OF AGRICULTURE FINDS THAT NATIONWIDE, THE POLLEN SEASON STARTS 20 DAYS EARLIER... AND LASTS TEN DAYS LONGER... . DUE TO CHANGES ON THE PLANET. THE THEORY? THE 21 PERCENT MORE POLLEN IN THE AIR TODAY COMPARED TO 1990... ... IS FUELED BY </p>	00:00:30
Healthcare/Medical	2/15/2023 9:59:00 PM	KCBD at 10	narcans nasal spray	<p> THE DRUG ANTIDOTE WHICH CAN LITERALLY REVERSE AN OPIOID OVERDOSE COULD SOON BE AVAILABLE OVER THE COUNTER. THE FDA MET TODAY TO BEGIN THAT DISCUSSION... ON WHETHER NARCAN SHOULD BE AVAILABLE WITHOUT A PRESCRIPTION. EVERY FIRST RESPONDER IN LUBBOCK IS EQUIPPED WITH THAT PRESCRIPTION... IN AN INJECTION WHICH CAN REVERSE THE </p>	00:00:36

				EFFECT OF AN OVEROSE.	
Healthcare/Medical	2/16/2023 9:59:00 PM	KCBD at 10	10P COVENANT CHILDRENS AIR HANGAR	AND THIS NEW ONE WILL HOUSE A HELICOPTER.... AND MUCH MORE. THE PROJECT WAS ANNOUNCED TODAY BY COVENANT CHILDRENS... IN PARTNERSHIP WITH CLEAR TECH... TO PROVIDE A MASSIVE HANGAR... EQUIPPED WITH 10 BEDROOMS... A KITCHEN AND OFFICE SPACES... ALONG WITH THE HOSPITAL'S *PEDIATRIC AMBULANCE.	00:00:27
Healthcare/Medical	2/18/2023 9:59:00 PM	KCBD at 10	SICKLE CELL DISEASE EXPO	COVENANT HEALTH IS TEAMING UP WITH ITS D-E-I DEPARTMENT, ITS BLACK CAREGIVER RESOURCE GROUP, AND COMMUNITY PARTNERS TO START AN EVENT SERIES CALLED 'CHANGE STARTS HERE'. TODAY... THOSE GROUPS HOSTED A SICKLE CELL DISEASE EXPO AT THE MAE SIMMONS COMMUNITY CENTER. SICKLE CELL DISEASE IS AN INHERITED DISORDER THAT CAUSES RED BLOOD	00:00:34

				CELLS TO BREAK DOWN.	
Healthcare/Medical	2/18/2023 9:59:00 PM	KCBD at 10	SICKLE CELL DISEASE EXPO	you know there's a lot of trauma when you think about the medical community and African Americans and Hispanics and all the harm that's been done. and that's probably a reason why, right, but we know better and we got to do better. we know not doing that negatively affects people in our community" ALL "CHANGE STARTS HERE" EVENTS ARE FREE TO THE PUBLIC.	00:00:03
Healthcare/Medical	2/20/2023 9:59:00 PM	KCBD at 10	BLACK ALZHEIMERS	"Black people in America are about twice as likely to get Alzheimer's disease and other memory loss disorders" DR. FLOYD WILLIS SAYS THERE'S A LINK BETWEEN THE INCREASING INCIDENCE OF ALZHEIMERS DISEASE... AMONG BLACKS...AND AN INCREASE IN HIGH BLOOD PRESSURE, DIABETES, AND OBESITY IN THE BLACK POPULATION.	00:00:19

Healthcare/Medical	2/21/2023 9:59:00 PM	KCBD at 10	kids and fever	"The Tylenol and Motrin help cover the symptoms. They help your child feel better while they're fighting off an illness, a virus or something, but it does not make them get better faster." " If your child is running around playing they have a fever they might not play as long or as hard but they're still looking pretty good, they're eating and drinking OK	00:00:21
Healthcare/Medical	2/21/2023 9:59:00 PM	KCBD at 10	kids and fever	MOST PARENTS ARE QUICK TO TURN TO THE MEDICINE CABINET TO FIND SOMETHING TO BRING DOWN THAT FEVER. BUT THAT MAY NOT BE SUCH A GOOD IDEA. SINCE A FEVER MEANS SOMETHING IS WRONG... AND MEDICINE WOULD JUST BE COVERING UP THAT FIRST CLUE.	00:00:14

Healthcare/Medical	3/28/2023 9:59:00 PM	KCBD at 10	WOMENS HEALTH DAY	... IF YOU'RE UNINSURED AND WOULD LIKE TO TAKE ADVANTAGE OF FREE MEDICAL SERVICES ...INCLUDING WELL CHECKS... BREAST EXAMS, PREGNANCY TESTS, SCREENINGS AND VACCINATIONS. THE EVENT IS SPONSORED BY THE TEXAS TECH HEALTH SCIENCES CENTER AND THE SCHOOL OF MEDICINE. IT'S A FREE CLINIC JUST FOR *WOMEN.... AT LUBBOCK IMPACT FROM 10 TO 1 O'CLOCK .	00:00:31
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Immigration

Issue	Date	Program	Segment	Summary	Duration
Immigration	3/28/2023 12:00:00 PM	KCBD at Noon	MIGRANT FACILITY FIRE	AUTHORITIES SAY THE FIRE WAS STARTED INSIDE THE MEN'S WING OF AN IMMIGRATION DETENTION CENTER. MEXICO'S PRESIDENT SAYS THE MEN WERE REPORTEDLY UPSET AFTER HEARING THEY WERE GOING TO BE DEPORTED.	00:00:19

				MOST OF THE MEN WERE FROM CENTRAL AMERICAN COUNTRIES. ANOTHER 29 WERE INJURED... THE MAJORITY OF THOSE INJURIES ARE SERIOUS.	
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KCBD aired PSA's regarding community concerns.

- LBB7402 – Autism Speaks – DONN160AS22H
 - Date: 1/1/23-1/31/23
 - Duration: 60
 - Aired Number of Spots: 108
- LBB7403 – Autism Speaks – DONN130AS22H
 - Date: 1/1/23-1/31/23
 - Duration: 30
 - Aired Number of Spots: 54
- LBB7404 – Autism Speaks – DONN115AS22H
 - Date: 1/1/23-1/31/23
 - Duration: 15
 - Aired Number of Spots: 32
- LBB7405 – PASS IT ON – THREE POINTER
 - Date: 1/1/23-3/31/23
 - Duration: 20
 - Aired Number of Spots: 24
- LBB7406 – Best Friends Animal Society – Kitten Foster PSA 60
 - Date: 1/1/23-3/31/23
 - Duration: 60
 - Aired Number of Spots: 180
- LBB7407 – Alliance for Aging Research – RSV PSA 60s
 - Date: 1/1/23-3/31/23
 - Duration: 60
 - Aired Number of Spots: 198
- LBB7408 – Americares – 5 Steps to Ready 60
 - Date: 1/1/23-3/31/23
 - Duration: 60
 - Aired Number of Spots: 202
- LBB7409 – Fatherhood Involvement – Dadication Documentary
 - Date: 1/1/23-3/31/23
 - Duration: 60
 - Aired Number of Spots: 196
- LBB7410 – National Foundation for Infectious Diseases – Flu Is Not a Game 60
 - Date: 1/1/23-3/31/23
 - Duration: 60
 - Aired Number of Spots: 76
- LBB7411 – Best Friends Animal Society – Kitten Foster PSA 30
 - Date: 1/1/23-3/31/23
 - Duration: 30
 - Aired Number of Spots: 115

- LBB7412 – Alzheimer's Awareness – Terrie Hopeful
- Date: 1/1/23-3/31/23
- Duration: 30
- Aired Number of Spots: 106
- LBB7413 – Americares – 5 Steps to Ready 30
- Date: 1/1/23-3/31/23
- Duration: 30
- Aired Number of Spots: 111
- LBB7414 – Fatherhood Involvement – Joseph
- Date: 1/1/23-3/31/23
- Duration: 30
- Aired Number of Spots: 130
- LBB7415 – National Foundation for Infectious Diseases – 3 Things You Need to Know
- Date: 1/1/23-3/31/23
- Aired Number of Spots: 128
- LBB7416 – Best Friends Animal Society – Kitten Foster PSA 15
- Date: 1/1/23-3/31/23
- Duration: 15
- Aired Number of Spots: 72
- LBB7417 – Alzheimer's Awareness – Judith Hopeful
- Date: 1/1/23-3/31/23
- Duration: 15
- Aired Number of Spots: 81
- LBB7418 – Americares – 5 Steps to Ready 15
- Date: 1/1/23-3/31/23
- Duration: 15
- Aired Number of Spots: 62
- LBB7419 – Fatherhood Involvement – Quintavious
- Date: 1/1/23-3/31/23
- Duration: 15
- Duration: 30
- Aired Number of Spots: 72
- LBB7420 – National Foundation for Infectious Diseases – Flu Is Not a Game 15
- Date: 1/1/23-3/31/23
- Duration: 15
- Aired Number of Spots: 78