



KCBD-TV
January 1- March 31
1st Quarter 2024

QUARTERLY LIST OF PROGRAMMING PROVIDING THE MOST SIGNIFICANT TREATMENT OF COMMUNITY ISSUES 1st Quarter 2024

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.

KCBD COMMUNITY EVENTS

January 11, 2024

KCBD's News Director delivered a program on creative storytelling to the local chapter of the Association of Fundraising Professionals and provided lessons on effectively communicating. Using an example of a story by KCBD's evening news anchor showcasing creative and interesting reporting. Association members were encouraged to share story ideas to boost coverage of our community. The AFP is a member-based group that empowers individuals and organizations to practice ethical fundraising through professional education, networking research and advocacy.

January 24, 2024

KCBD's News Director provided a weather presentation to Plains Cotton Growers. PCG was organized in 1956 by cotton producers from across the High Plains production region. They are a nonprofit certified producer organization composed of cotton producers from the Texas High Plains serving 42 counties that promote and protect the interests of cotton producers. The News Director reviewed last year's deadly tornado in Matador, Texas then provided a long-term weather outlook. The weather is critical to our agriculture, which is a primary industry in the Lubbock area.

February 17, 2024

Several members of the KCBD news team volunteered for the annual Lubbock Lions Club Pancake Festival at the Civic Center. This is one of the largest events of its kind in the country. The money raised goes to support over 30 charities in the South Plains area like Children's Miracle Network, Meals on Wheels, The Salvation Army, Adult Eyeglass Program, LISD Eyeglasses for Children, Texas Lions Camp for children with special needs to name a few.

February 17, 2024

KCBD's News Director served as emcee for the Southwest Parkinson Society 2024 Chocolate Fantasia at the Frazier Alumni Pavilion on the Texas Tech campus. This annual fundraiser helps the organization provide services and support to individuals impacted with Parkinson's Disease. KCBD's Sports Director served as one of the judges, with categories for both student and professional chefs providing creative chocolate sculptures.

February 22, 2024

KCBD's News Director provided a station tour to the local chapter of P.E.O. International, (Philanthropic Educational Organization) a women's empowerment group that celebrates the advancement of women. The organization educates women through scholarships, grants, awards, and loans to motivate each other to achieve their highest aspirations. The local group learned about the station's operations, how we connect to charitable and civic groups, and how we serve the community. The group was also able to observe the beginning of our KCBD 11 @ Noon newscast.

March 5, 2024

KCBD's News Director served as emcee for the Lubbock Boys & Girls Club 28th Annual Outback Charity Event. This is a major fundraiser for the Boys & Girls Club, with more than \$60,000 raised from the live auction and donation plea alone. Texas Tech University and Pro Football Hall-of-Famer Zach Thomas was the guest speaker. The organization nurtures young people's self-esteem by instilling in them a sense of belonging, usefulness, influence, and competence. Clubs do this daily by providing young people with one-on-one relationships with caring adult professionals and fun, age-appropriate, well-rounded programming. The boys and girls receive help with their homework each day and are provided with a nutritional meal after school. The Lubbock Boys & Girls Club serves the South Plains area with five clubs.

March 12, 2024

KCBD's Investigative Reporter spoke to the local chapter of the Association for Women in Communication. Participating as part of a panel on Freedom of Information, the presentation gave insight to members about investigative journalism and how it serves our community. AWC powers through professional development and networking for members to enhance the lives of local communications students through scholarships.

March 20, 2024

Various KCBD news department employees volunteered as servers for the day for the 35th annual Mayors' Beans & Cornbread Luncheon, benefiting Hospice of Lubbock. The funds raised provide free hospice care to the unfunded and underfunded across 19 counties in our region.

March 23, 2024

KCBD, in partnership with the Science Spectrum, the Student Chapter of the American Meteorological Society at Texas Tech University and the National Weather Service hosted Lubbock's annual Severe Weather Awareness Day on Saturday, March 23, 2004.

This free event is educational for children and provides the public with steps to take to be ready for severe weather. Activities included hands-on weather experiments for kids of all ages, live weather science demonstrations with

electricity and lightning simulators, information on severe weather preparedness, and door prizes. Storm Chasing and Emergency response vehicles, as well as weather instrumentation from Texas Tech's Severe Storm Research Team were also on-site. Various meteorological KCBD staff were present for this public education event.



SEVERE WEATHER AWARENESS DAY



March 23rd
10:00am-4:00pm

Special Activities With:



A FREE* PUBLIC EVENT INCLUDES:

- Hands-on Weather Experiments
- Lightning Simulators
- Door Prizes
- Storm Chasing Vehicles
- Preparedness Training

***Standard Museum & OMNI rates apply**

Community Development/Outreach/Awareness

Issue	Date	Program	Segment	Summary	Duration
Community Development	1/25/2024 9:59:00 PM	KCBD at 10	10P UNITED WAY 2023 ANNUAL MEETING	THE UNITED WAY WORKS WITH COMMUNITY PARTNERS TO FUND EDUCATION, SAFETY, MENTAL HEALTH, AND ECONOMIC MOBILITY INITIATIVES ACROSS THE AREA. THE NON-PROFIT ANNOUNCED IT SURPASSED ITS 20-23 CAMPAIGN GOAL -- RAISING MORE THAN 5 POINT 8 MILLION DOLLARS. THE RITA HARMON VOLUNTEER SERVICE AWARD FOR A *LIFETIME OF COMMUNITY SERVICE WENT TO LAURA VINSON OF PROSPERITY BANK.	00:00:28
Community Development	2/6/2024 9:59:00 PM	KCBD at 10	10P COMMUNITY DEVELOPMENT HOUSING MTG	THE CITY'S COMMUNITY DEVELOPMENT DEPARTMENT AND HOUSING AUTHORITY ARE DEVELOPING A 5-YEAR CONSOLIDATED PLAN...AN ANNUAL PLAN AND HOUSING NEEDS ASSESSMENT...AND A JOINT ANALYSIS OF LIMITATIONS ON FAIR HOUSING CHOICE. BEFORE THEY CAN DO THAT THE CITY IS ASKING YOU TO FILL OUT A SURVEY WITH QUESTIONS REGARDING DEMOGRAPHIC INFORMATION AND COMMUNITY NEEDS.	00:00:35

Community Development	2/6/2024 9:59:00 PM	KCBD at 10	10P COMMUNITY DEVELOPMENT HOUSING MTG	"Housing is our main focus - affordable housing, affordable rental housing. We've gone through a lot of changes during Covid and the cost has gone up. Even your insurance, utilities have gone up, the price of food has gone up. So, we know it's going to be alleviated if we can do fair housing"	00:00:14
Community Development	2/3/2024 9:59:00 PM	KCBD at 10	TAKE YOUR CHILD TO THE LIBRARY DAY	PUBLIC LIBRARIES ACROSS THE COUNTRY CELEBRATED THE DAY WITH FREE EVENTS AND ACTIVITIES FOR CHILDREN AND FAMILIES. ALL OF LUBBOCK'S LIBRARIES PARTICIPATED... AND PLANNED A THEMED LIBRARY SCAVENGER HUNT. KIDS WENT AROUND TO ALL FOUR BRANCHES ACROSS TOWN AND COMPLETED THE FOUR SCAVENGER HUNTS FOR A SPECIAL PRIZE. THERE WAS ALSO PICTURE BOOK STORY HOUR.	00:00:26
Community Development	2/11/2024 10:00:00 PM	KCBD at 10	10P PANCAKE FESTIVAL ADV	YOU CAN PURCHASE A TICKET FOR ALL-YOU-CAN EAT PANCAKES AND SAUSAGE ON SATURDAY. EACH YEAR... THE LIONS CLUB HOSTS THE FESTIVAL TO RAISE MONEY FOR MORE THAN 30 LOCAL NON-PROFITS. IT'S ALL-DAY SATURDAY FROM 7 IN THE MORNING TO 8 IN THE EVENING AT THE CIVIC CENTER. TICKETS ARE 12 DOLLARS AT THE DOOR OR 10 DOLLARS IN ADVANCE.	00:00:24

Community Development	3/9/2024 10:59:00 PM	KCBD at 10	HAW SCHOLARSHIP GALA	THE H-A-W HAS GIVEN BACK TO THE LUBBOCK COMMUNITY SINCE IT'S INCEPTION IN 1983. THE ORGANIZATION SAYS IT WAS ABLE PROVIDE 60 2-THOUSAND DOLLAR SCHOLARSHIPS TO AREA WOMEN LAST YEAR. JACQUELINE VEGA, THE 2024 SCHOLARSHIP GALA CHAIR, SAYS THIS YEAR THEY EXCEEDED THAT TOTAL.	00:00:16
-----------------------	----------------------------	---------------	----------------------------	---	----------

Crime & Law Enforcement/First Responders

Issue	Date	Program	Segment	Summary	Duration
Crime & Law Enforcement	3/15/2024 9:59:00 PM	KCBD at 10	SLATON NEW POLICE CHIEF	ON MONDAY ROSS HESTER WILL BEGIN LEADING THE SLATON POLICE DEPARTMENT. HE COMES FROM THE CITY OF LITTLEFIELD, WHERE HE HAS ALSO SERVED AS CHIEF OF POLICE. HESTER HAS MORE THAN 30 YEARS OF LAW ENFORCEMENT EXPERIENCE. HE BEGAN HIS CAREER WITH THE LUBBOCK POLICE DEPARTMENT. HE IS A MASTER CERTIFIED PEACE OFFICER FOR THE STATE OF TEXAS.	00:00:26

Crime & Law Enforcement	3/15/2024 9:59:00 PM	KCBD at 10	6P LPD NEW HQ RIBBON CUTTING	IT'S JUST SOUTH OF CITIZENS TOWER AND THE PARKING GARAGE ON 15TH STREET AND AVENUE K. THE HEADQUARTERS BUILDING IS ONE OF THE FINAL PIECES OF A 60 MILLION DOLLAR PUBLIC SAFETY IMPROVEMENT PROJECT. IT'S RESULTED IN THE 3 POLICE DIVISION STATIONS AND NEW MUNICIPAL COURT. ONE FINAL BUILDING WILL BE THE PROPERTY AND EVIDENCE WAREHOUSE IN NORTH LUBBOCK.	00:00:26
-------------------------	-------------------------	---------------	------------------------------	--	----------

Economy

Issue	Date	Program	Segment	Summary	Duration
Economy	1/20/2024 9:59:00 PM	KCBD at 10	LOAN FORGIVENESS	THE PRESIDENT SAID IN A STATEMENT THAT NEARLY 30-THOUSAND BORROWERS HAVE WORKED TOWARD REPAYMENT FOR AT LEAST 20 YEARS BUT NEVER GOT THE RELIEF THEY EARNED THROUGH INCOME-DRIVEN REPAYMENT PLANS. IT'S THE LATEST ROUND OF LOAN FORGIVENESS EFFORTS AFTER THE SUPREME COURT STRUCK DOWN THE WHITE HOUSE'S STUDENT LOAN DEBT RELIEF PLAN LAST YEAR.	00:00:35

Economy	3/10/2024 10:00:00 PM	KCBD at 10	10P YOUTH JOB FAIR	WORKFORCE SOLUTIONS SOUTH PLAINS IS HOSTING A YOUTH JOB FAIR THURSDAY MORNING. IT'S FROM EIGHT TO NOON AT THE EMBASSY SUITES ON THE SOUTH LOOP. IT'S INTENDED FOR 16 TO 24- YEAR-OLDS LOOKING FOR A JOB IN THE LUBBOCK AREA. THERE WILL BE MORE THAN 30 EMPLOYERS... WITH OPENINGS IN THE FOOD INDUSTRY... HEALTHCARE... CONSTRUCTION... AND MORE.	00:00:24
Economy	3/10/2024 10:00:00 PM	KCBD at 10	10P PANHANDLE AGRICULTURE LOSSES	THE AGENCY NOTES WHILE THE HUMAN LOSS AND DEVASTATION ARE PRIMARY CONCERNS RIGHT NOW...THERE WILL BE A MAJOR HIT TO AGRICULTURE PRODUCTION. IT HAS USED THIS TYPE OF ANALYSIS IN HUNDREDS OF EVENTS OVER THE YEARS. THE PERRYMAN GROUP PROJECTS ACROSS THE PANHANDLE THIS YEAR...THERE WILL BE A LOSS OF MORE THAN TWO THOUSAND JOB-YEARS.	00:00:33

Education

Issue	Date	Program	Segment	Summary	Duration
Education	1/20/2024 9:59:00 PM	KCBD at 10	ELECTRIC PROVIDER FAIRS	THERE WILL BE TWO MORE ELECTRIC PROVIDER SHOPPING FAIRS ON MONDAY AND TUESDAY EVENING. BOTH WILL BE AT THE CIVIC CENTER FROM 3 TO 8. CUSTOMERS CAN MEET WITH PROVIDERS AND ASK QUESTIONS... AND GO AHEAD AND SIGN-UP, IF THEY'D LIKE TO. OFFICIALS SAY THE EXPERIENCE SHOUL BE BETTER THAN SIMILAR EVENTS EALIER THIS MONTH WHEN THERE WAS OVERCROWDING.	00:00:28
Education	1/21/2024 10:00:00 PM	KCBD at 10	N9 LUBBOCK ISD SPECIAL ED JOB FAIR	ON TUESDAY...LUBBOCK I-S-D IS HOSTING A SPECIAL EDUCATION JOB FAIR. THE SUPPORT AND SPECIAL SERVICES DEPARTMENT IS LOOKING FOR PARAPROFESSIONALS WHO ENJOY WORKING WITH CHILDREN. THE FAIR IS FROM FOUR TO SIX IN THE CAFETERIA AT CORONADO HIGH SCHOOL. DISTRICT REPRESENTATIVES WILL BE THERE TO ANSWER QUESTIONS AND CONDUCT INTERVIEWS ON SITE.	00:00:25

Education	2/18/2024 10:00:00 PM	KCBD at 10	10P EDUCATOR EMPLOYMENT SEMINAR	FRENSHIP I-S-D IS HOSTING AN EDUCATOR EMPLOYMENT SEMINAR ON TUESDAY. IT'S WHERE YOU CAN LEARN HOW TO BEGIN A CAREER IN EDUCATION. THERE WILL BE A PANEL DISCUSSION WITH A Q- AND-A OPPORTUNITY TO MEET WITH REPS FROM L-C-U.... TEXAS TECH... WAYLAND BAPTIST AND OTHER PROGRAMS. PRE- REGISTRATION IS ENCOURAGED BUT NOT REQUIRED.	00:00:27
Education	3/7/2024 11:14:00 PM	KCBD at 10	10P DRUG COURT GRADUATION	TYLER REESE says: "And if I look back on that little crossroads in my life, I don't know what would have happened, I wouldn't be here." IF IT WASN'T FOR DRUG COURT... I WOULDN'T BE ALIVE. SEVERAL GRADUATES EXPRESSED THAT SAME MESSAGE... AS THEY CELEBRATED THEIR SOBRIETY INSIDE A LUBBOCK COUNTY COURTROOM. EICHMAN says: "It's not easy, these people work very hard to get back on track.	00:00:20

Education	3/7/2024 11:14:00 PM	KCBD at 10	10P DRUG COURT GRADUATION	SEVERAL LUBBOCK FAMILIES ARE CELEBRATING TONIGHT... AFTER DRUG COURT GRADUATION THIS AFTERNOON. SIX PEOPLE WHO FACED DRUG CHARGES WERE GIVEN A SECOND CHANCE... INSTEAD OF GOING TO PRISON. KCBD NEWSCHANNEL 11'S BRITTANY CRITTENDEN WAS AT THAT CEREMONY... TO HEAR ABOUT THE WORK THEY'VE PUT IN... TO RESTORE THEIR LIVES.	00:00:20
-----------	----------------------------	---------------	------------------------------	--	----------

Environmental/Weather Issues

Issue	Date	Program	Segment	Summary	Duration
Environmental & Weather	2/1/2024 9:59:00 PM	KCBD at 10	PUCT BLUEPRINT FOR RELIABILITY	THE COMMISSION ANNOUNCED TODAY IT'S MOVING TO "PHASE TWO" OF ITS RELIABILITY BLUEPRINT PROJECT. PHASE ONE OF THE PROJECT STARTED IN DECEMBER OF 2021 FOLLOWING THE MASSIVE GRID FAILURE THAT PREVIOUS FEBRUARY. THE FIRST PHASE INCLUDED ADOPTING CHANGES TO HELP WITH DEMAND RESPONSE AND EMERGENCY RESPONSE SERVICES... AS WELL AS CREATING AN ERCOT CONTINGENCY PLAN.	00:00:35

Environmental & Weather	2/12/2024 9:59:00 PM	KCBD at 10	DEADLINE TO CHOOSE PROVIDER	THE CITY OF LUBBOCK WILL ANNOUNCE WHAT ENERGY PROVIDER IT IS GOING TO USE. LUBBOCK *COUNTY ANNOUNCED EARLIER TODAY THAT TXU ENERGY WILL SERVE AS THE PROVIDER FOR COUNTY FACILITIES. THE DEADLINE FOR LUBBOCK POWER AND LIGHT CUSTOMERS TO PICK A PROVIDER IS THURSDAY. BUT IF YOU MISS THAT DEADLINE... YOU WON'T BE WITHOUT POWER.	00:00:46
Environmental & Weather	2/11/2024 10:00:00 PM	KCBD at 10	DRIVING ON ICY ROADS	SERGEANT JOHNNY BURES WITH D-P-S SAYS THE BEST THING YOU CAN DO IS SLOW DOWN. IF ROADS ARE ICY, YOU SHOULD NEVER DRIVE FASTER THAN 45 MILES PER HOUR... IN ANY VEHICLE. A GOOD RULE OF THUMB IS TO REDUCE YOUR SPEED BY ONE THIRD OF THE SPEED LIMIT. BE SURE TO KEEP EXTRA SPACE BETWEEN YOU AND OTHER VEHICLES. GIVE YOURSELF PLENTY OF TIME TO STOP.	00:00:30

Environmental & Weather	2/14/2024 9:59:00 PM	KCBD at 10	10P LPL PROVIDER SWITCH DEADLINE	THE DEADLINE TO CHOOSE A NEW ELECTRIC PROVIDER IS *TOMORROW. BUT LP&L SAYS ONLY 60 PERCENT OF ITS CUSTOMERS HAVE MADE THE SWITCH. IF YOU DO NOT CHOOSE A NEW PROVIDER BY TOMORROW...YOU'LL BE SET UP WITH EITHER T-X-U ENERGY, RELIANT ENERGY, OR OCTOPUS ENERGY AS A MONTH-TO-MONTH CUSTOMER. THAT MEANS YOUR RATE WILL NOT BE LOCKED IN AND COULD VARY MONTH TO MONTH.	00:00:33
Environmental & Weather	2/26/2024 9:59:00 PM	KCBD at 10	10P RED FLAG DAY LFR RESPONSE	LUBBOCK FIRE RESCUE WANTS ALL OF US TO TAKE SOME PRECAUTIONS LIKE NOT PARKING ON GRASS... NOT STARTING BURN PILES OR FIRE PITS... AND TO MAKE SURE CHAINS OR STRAPS ARE *NOT HANGING FROM CARS. THE DEPARTMENT IS DEPLOYING MEMBERS OF ITS TEAM TO OTHER AREAS OF TEXAS TO PREPARE FOR FIRE WEATHER. IT'S ALSO CHANGING RESPONSE TACTICS HERE IN LUBBOCK.	00:00:33

Environmental & Weather	2/26/2024 9:59:00 PM	KCBD at 10	WILDFIRES IN PANHANDLE	THIS HAS BEEN THE SCENE ACROSS THE TEXAS PANHANDLE TODAY. HIGH WINDS HAVE FUELED MULTIPLE WILDFIRES. BLAZES IN GRAY AND HUTCHINSON COUNTIES ARE STILL NOT CONTAINED TONIGHT. A FIRE SOUTHEAST OF PAMPA IS ESTIMATED AT 20 THOUSAND ACRES. NORTH OF BORGER, THAT BLAZE IS 40 THOUSAND ACRES. THE AMERICAN RED CROSS IS ON SCENE TO HELP THOSE FIREFIGHTERS RESPONDING.	00:00:36
Environmental & Weather	3/11/2024 9:59:00 PM	KCBD at 10	OUTDOOR BURN RULES	NO OUTDOOR BURNING IS ALLOWED DURING RED FLAG WARNINGS. TO MAKE SURE YOU'RE AWARE OF WIND AND WEATHER CONDITIONS....YOU CAN DOWNLOAD OUR KCBD WEATHER APP FOR FREE ON ANY DEVICE. IF YOU DO HAVE AN OUTDOOR FIRE, YOU'LL NEED A FIRE EXTINGUISHER OR WATER SOURCE AVAILABLE... ALONG WITH A PHONE TO CALL FOR HELP IF NECESSARY.	00:00:38

Environmental & Weather	3/12/2024 9:59:00 PM	KCBD at 10	EXTREME WILDFIRE DANGER	THE WIDESPREAD DANGER EXTENDS NORTH TO CHILDRESS, AMARILLO, BORGER AND CANADIAN. THE TEXAS A&M FOREST SERVICE SAYS A "SOUTHERN PLAINS WILDFIRE OUTBREAK" COULD ALSO DEVELOP WITH HIGH WINDS, ABOVE NORMAL TEMPERATURES AND LOW HUMIDITY. ANY FLAME THAT SPARKS COULD SPREAD AT 3 TO 5 MILES AN HOUR... AND EVACUATIONS MAY BE NECESSARY.	00:00:38
Environmental & Weather	3/22/2024 9:59:00 PM	KCBD at 10	10P SPAG SEVERE WEATHER SYSTEM	Thetford says "This is a good time of the year for our citizens to really look at and think about being prepared" WITH SEVERE WEATHER SEASON JUST AROUND THE CORNER, THE SOUTH PLAINS ASSOCIATION OF GOVERNMENTS IS ENCOURAGING RESIDENTS TO SIGN UP FOR ITS REGIONAL MASS NOTIFICATION SYSTEM...R-U-AWARE. THE ASSOCIATION IS A GROUP OF GOVERNMENTS SERVING 15 COUNTIES IN OUR AREA.	00:02:09

Government/Politics/Laws/Voting

Issue	Date	Program	Segment	Summary	Duration
Government	2/18/2024 10:00:00 PM	KCBD at 10	EARLY VOTING ELECTIONS TUESDAY	THIS WILL DETERMINE WHICH CANDIDATES FROM EACH PARTY WILL ADVANCE TO THE NOVEMBER GENERAL ELECTION IN A VARIETY OF LOCAL, STATE AND FEDERAL RACES, INCLUDING THE RACE FOR PRESIDENT. REMEMBER, YOU'LL HAVE TO TELL THE POLL WORKER WHICH PARTY BALLOT YOU WILL VOTE ON. EARLY VOTING WILL RUN UNTIL MARCH FIRST... AND ELECTION DAY IS MARCH FIFTH. GO TO VOTE-LUBBOCK.	00:00:26
Government	3/12/2024 9:59:00 PM	KCBD at 10	IRS DIRECT FILE PILOT PROGRAM	IT ALLOWS YOU TO FILE YOUR FEDERAL TAXES ONLINE... FOR FREE... DIRECTLY TO THE I-R-S. THE LAUNCH STEMS FROM A PROVISION IN THE INFLATION REDUCTION ACT, WHICH DIRECTED THE INTERNAL REVENUE SERVICE TO DO PILOT PROGRAMS AND TEST THE PROGRAM. THIS YEAR, THE PROGRAM IS ONLY ROLLING OUT IN 12 STATES...BUT TEXAS IS ONE OF THOSE STATES.	00:00:28

Government	3/12/2024 9:59:00 PM	KCBD at 10	IRS DIRECT FILE PILOT PROGRAM	Thomas Perez says, "You plan, you execute, you reflect, you figure out what went right, you figure out what didn't go so well, and you make it better and you come back bigger than ever" THE PROGRAM IS ONLY FOR PEOPLE WITH SIMPLE TAX SITUATIONS. YOU CAN FIND OUT IF YOU ARE AMONG THE NEARLY 4 MILLION TEXANS ELIGIBLE TO FILE YOUR TAXES THROUGH THIS PILOT PROGRAM	00:00:11
------------	-------------------------	---------------	-------------------------------------	---	----------

Health & Medical

Issue	Date	Program	Segment	Summary	Duration
Healthcare/Medical	1/18/2024 9:59:00 PM	KCBD at 10	multivitamins	"We found the strongest benefit for memory and slowing of age-related memory loss." "When we talk about Alzheimer's disease and other related dementia, that's not normal aging, and those diseases are fatal. // And it's important that we think about strategies for prevention.	00:00:12

Healthcare/Medical	1/22/2024 9:59:00 PM	KCBD at 10	ALZHEIMERS DETECTION	A NEW STUDY PUBLISHED IN THE JOURNAL, JAMA NEUROLOGY, FINDS A NEW *BLOOD TEST IS MUCH SIMPLER... AND CAN FIND ALZHEIMERS EVEN BEFORE SYMPTOMS SHOW UP. IT TESTS FOR ONE OF SEVERAL PROTEINS THAT BUILD UP IN THE BRAIN IN PEOPLE WITH ALZHEIMERS. LAST YEAR, A BLOOD TEST WAS INTRODUCED THAT TESTED FOR THE *RISK OF DEVELOPING ALZHEIMERS.	00:00:36
Healthcare/Medical	1/23/2024 9:59:00 PM	KCBD at 10	penicillin allergy	THE CDC ESTIMATES THAT 10 PERCENT OF AMERICANS BELIEVE THEY HAVE A PENICILLIN ALLERGY...BUT... THAT LESS THAN *1 PERCENT ARE TRULY ALLERGIC. AND THAT COULD BE A REAL PROBLEM FOR THOSE WHO ARE UNAWARE...BECAUSE PENICILLIN BELONGS TO A GROUP OF ANTIBIOTICS THAT EFFECTIVELY FIGHT A LOT OF *SERIOUS INFECTIONS... LIKE STREP AND PNEUMONIA.	00:00:23

Healthcare/Medical	1/25/2024 9:59:00 PM	KCBD at 10	LAUNDRY PODS	"It usually ends up in their mouths. And oftentimes if they bite down on it or it dissolves, that's how the detergent gets released." DR. GAW SAYS THE STUDY ALSO FOUND AN INCREASE IN EXPOSURES AMONG OLDER CHILDREN -- LINKED TO DANGEROUS SOCIAL MEDIA CHALLENGES...AND EVEN AMONG OLDER ADULTS --WITH DEMENTIA --WHO MAY HAVE MISTAKEN THE PODS FOR CANDY.	00:00:22
Healthcare/Medical	2/1/2024 9:59:00 PM	KCBD at 10	KIDS HEART CHALLENGE	"Wait, wait, what's that Pete Christi? Wow, breaking news. it was a really close race in the American Heart Association's fight heart disease challenge. You have one full day to donate and help save a life. Please click the link to donate and thank you so much for your support. This is Marek Popanz reporting on location. Back to you, Karin and Abner.	00:00:25
Healthcare/Medical	2/2/2024 9:59:00 PM	KCBD at 10	10P JUMP ROPE FOR HEART HEALTH	Darbara Popanz We just reached our goal of 20,000 this morning, so people are still donating and it's just a lot of fun and the kids are really excited. MAREK, A FOURTH GRADER, SAYS THE FUNDRAISER BEGAN AS A COMPETITION AND HE SET A PERSONAL GOAL TO RAISE 18 HUNDRED	00:00:24

				DOLLARS. BUT HE NEARLY DOUBLED THAT... RAISING 34 HUNDRED...WITH YOUR HELP.	
Healthcare/Medical	2/3/2024 9:59:00 PM	KCBD at 10	GIVE KIDS A SMILE DENTAL FAIR	IT'S AN ANNUAL HEALTH AWARENESS FAIR PUT ON BY THE SOUTH PLAINS DISTRICT DENTAL SOCIETY. KIDS WERE ABLE TO RECEIVE FREE DENTAL AND ORTHODONTIC SCREENINGS... AND ALSO GOT TO ENJOY FREE ACTIVITIES AND "TOOTHY" GIVEAWAYS. DOCTOR MYRIAM GLAVASH WITH THE SOUTH PLAINS DISTRICT DENTAL SOCIETY SAYS EVENTS LIKE THESE ARE IMPORTANT TO SPREAD AWARENESS... AND HELP OUT	00:00:22
Healthcare/Medical	2/3/2024 9:59:00 PM	KCBD at 10	GIVE KIDS A SMILE DENTAL FAIR	"Cavities are 100 percent preventable but they're also the number one chronic disease in childhood. The majority of children do have at least one cavity so we're trying to get the word out how to properly care for your teeth but also make it easy for people who don't have the finances, don't have the insurance, don't have the time to come in on a Saturday for free and get preventive care.	00:00:06

Healthcare/Medical	3/7/2024 11:14:00 PM	KCBD at 10	Kids and melatonin	BUT THIS WARNING TONIGHT... TO KEEP IT AWAY FROM YOUNG CHILDREN. THE C-D-C REPORTS 11-THOUSAND CHILDREN WENT TO THE EMERGENCY ROOM IN A RECENT 3-YEAR PERIOD... AFTER INGESTING MELATONIN. IN MOST OF THE EMERGENCIES, THE KIDS GOT INTO A BOTTLE OF MELATONIN *GUMMIES ...THINKING IT WAS CANDY. THE CDC SAYS PART OF THE PROBLEM IS CHILDPROOF PACKAGING.	00:00:36
Healthcare/Medical	3/11/2024 9:59:00 PM	KCBD at 10	liquid bandages	"They actually make liquid bandages, which are really good for those cuts that are somewhat annoying and don't seem to hold very well with the adhesive bandages. They seem to hold up under water much better than the adhesive bandages." IF THE CUT IS MINOR, LIQUID BANDAGES CAN CLOSE THE WOUND AND STOP THE BLEEDING. THERE IS LESS CHANCE FOR INFECTION.	00:00:09

Healthcare/Medical	3/15/2024 9:59:00 PM	KCBD at 10	10P TTUHSC MED MATCH DAY	IT'S MATCH DAY... THE DAY MEDICAL STUDENTS OPEN AN ENVELOPE THAT HOLDS THE FUTURE OF THEIR CAREER INSIDE. TODAY STUDENTS IN THE SCHOOL OF MEDICINE AT THE TEXAS TECH HEALTH SCIENCES CENTER FOUND OUT WHAT PROGRAM THEY WERE MATCHED WITH. MATCH DAY COMES WITH GREAT ANTICIPATION. BUT THE NEW DEAN SAYS IT'S MOSTLY HAPPY TEARS.	00:00:19
Healthcare/Medical	3/15/2024 9:59:00 PM	KCBD at 10	10P TTUHSC MED MATCH DAY	DeToledo says, "You don't know if you are going to be this specialist, or another specialist and you don't know if you will have to move to Seattle or to London. Most schools will match between 90 and 94% of their class all of our students were match today so we are very happy." A BIG CONGRATULATIONS TO ALL THOSE STUDENTS... BEST OF LUCK...	00:00:08

Immigration

Issue	Date	Program	Segment	Summary	Duration
Immigration	2/5/2024 9:59:00 PM	KCBD at 10	BORDER BILL NEGOTIATIONS	SENATE REPUBLICANS HELD A CLOSED-DOOR MEETING TONIGHT AT THE CAPITOL TO DISCUSS THE NATIONAL SECURITY SUPPLEMENTAL AID BILL, DESIGNED IN PART TO INCREASE BORDER SECURITY. REPUBLICAN OKLAHOMA SENATOR JAMES LANKFORD, THE LEAD NEGOTIATOR, PRESENTED THE DETAILS OF THE BORDER PROPOSAL. AN INCREASING NUMBER OF REPUBLICANS HAVE ALREADY ANNOUNCED THEIR OPPOSITION.	00:00:37
Immigration	3/11/2024 9:59:00 PM	KCBD at 10	EL PASO MIGTANT SHLETER RULING	TODAY'S RULING PUTS THIS REQUEST UNDER A NEW SET OF RULES... ESSENTIALLY STOPPING THE STATE FROM TAKING ANY ACTION AGAINST THE NON-PROFIT, ANNUNCIATION HOUSE, WHILE THE COURT REVIEWS THE CASE. PAXTON'S OFFICE WANTS TO CLOSE THE REFUGEE SERVICE FOR NOT COMPLYING WITH ITS DEMANDS TO PRODUCE ITS RECORDS.	00:00:36

Immigration	3/22/2024 9:59:00 PM	KCBD at 10	10P TX MIGRANTS BORDER CLASH	YOU CAN SEE NATIONAL GUARDSMEN AND D-P-S TROOPERS FIRING BEAN BAG ROUNDS AT MIGRANTS TRYING TO TEAR DOWN THE RAZOR WIRE AT THE BORDER. THIS FOLLOWS THE MIGRANT STORM ACROSS THE BORDER IN EL PASO JUST YESTERDAY. RAZOR WIRE FENCES, WHICH WERE AT THE CENTER OF ANOTHER LAWSUIT BETWEEN TEXAS AND THE FEDERAL GOVERNMENT EARLIER THIS YEAR, ARE REPORTEDLY NOT STOPPING MIGRANTS.	00:00:34
-------------	-------------------------	---------------	------------------------------------	---	----------

KCBD aired PSA's regarding community concerns.

- LBB7400 – American Humane - Kyle Richards
 - Date: 1/1/24-2/14/24
 - Duration: 60
 - Total Spots Aired: 106
- LBB7401 – Type 2 Diabetes Prevention - Be Your Own Hero
 - Date: 1/1/24-2/14/24
 - Duration: 60
 - Total Spots Aired: 113
- LBB7402 – Smile Train - Lifelong Smiles
 - Date: 1/1/24-2/14/24
 - Duration: 60
 - Total Spots Aired: 106
- LBB7403 – National Pest Management Association - Reality Check
 - Date: 1/1/24-2/14/24
 - Duration: 60
 - Total Spots Aired: 106
- LBB7404 – Donors Choose - Evergreen
 - Date: 1/1/24-2/14/24
 - Duration: 60
 - Total Spots Aired: 123
- LBB7405 – Children International - You Are My Sunshine
 - Date: 1/1/24-2/14/24
 - Duration: 60
 - Total Spots Aired: 120
- LBB7406 – National Foundation for Infectious Diseases - Vaccines for Life
 - Date: 1/1/24-2/14/24
 - Duration: 30
 - Total Spots Aired: 73
- LBB7407 – The Nonprofit Alliance - All The Ways
 - Date: 1/1/24-2/14/24
 - Duration: 30
 - Total Spots Aired: 67
- LBB7408 – Supporting Pets in Your Community - Muse
 - Date: 1/1/24-2/14/24
 - Duration: 30
 - Total Spots Aired: 73

- LBB7409 – Saving for Retirement - This Is Pretirement
 - Date: 1/1/24-2/14/24
 - Duration: 30
 - Total Spots Aired: 58
- LBB7410 – Dave Thomas Foundation For Adoption - Merriah's Story
 - Date: 1/1/24-2/14/24
 - Duration: 30
 - Total Spots Aired: 71
- LBB7411 – National Alliance for Children's Grief - Millions
 - Date: 1/1/24-2/14/24
 - Duration: 30
 - Total Spots Aired: 66
- LBB7412 – CTIA - Drive Smart 1,000 Ways
 - Date: 1/1/24-2/14/24
 - Duration: 15
 - Total Spots Aired: 55
- LBB7413 – Emergency Preparedness - Take Control
 - Date: 1/1/24-2/14/24
 - Duration: 15
 - Total Spots Aired: 49
- LBB7414 – The V Foundation for Cancer Research - Halftime Non-donate
 - Date: 1/1/24-2/14/24
 - Duration: 15
 - Total Spots Aired: 59
- LBB7415 – Milton Hershey School - Be Your Greatest Self
 - Date: 1/1/24-2/14/24
 - Duration: 15
 - Total Spots Aired: 49
- LBB7416 – Johnny's Ambassadors Youth - Just Say Know
 - Date: 1/1/24-2/14/24
 - Duration: 15
 - Total Spots Aired: 38
- LBB7417 – Heifer International - The Basic Purpose
 - Date: 1/1/24-2/14/24
 - Duration: 15
 - Total Spots Aired: 38
- LBB7300 – YMCA - Masterbrand
 - Date: 2/15/24-3/31/24
 - Duration: 60
 - Total Spots Aired: 79

- LBB7301 – High School Equivalency - Ariel
 - Date: 2/15/24-3/31/24
 - Duration: 60
 - Total Spots Aired: 83
- LBB7302 – Paralyzed Veterans of America - Never Back Down
 - Date: 2/15/24-3/31/24
 - Duration: 60
 - Total Spots Aired: 75
- LBB7303 – Shriners Hospitals for Children - Everyday Heroes
 - Date: 2/15/24-3/31/24
 - Duration: 60
 - Total Spots Aired: 79
- LBB7304 – The Foundation for a Better Life - Be A Light
 - Date: 2/15/24-3/31/24
 - Duration: 60
 - Total Spots Aired: 80
- LBB7305 – World Wildlife Fund - Love it or Lose it
 - Date: 2/15/24-3/31/24
 - Duration: 60
 - Total Spots Aired: 93
- LBB7306 – The Arc - Say Hi
 - Date: 2/15/24-3/31/24
 - Duration: 30
 - Total Spots Aired: 38
- LBB7307 – Be The Match - Experience
 - Date: 2/15/24-3/31/24
 - Duration: 30
 - Total Spots Aired: 29
- LBB7308 – Muscular Dystrophy Association - 1st Person ALS
 - Date: 2/15/24-3/31/24
 - Duration: 30
 - Total Spots Aired: 43
- LBB7309 – Global Lyme Alliance - Chris Meloni
 - Date: 2/15/24-3/31/24
 - Duration: 30
 - Total Spots Aired: 33
- LBB7310 – Lymphatic Education & Research Network - Not Just Cancer
 - Date: 2/15/24-3/31/24
 - Duration: 30
 - Total Spots Aired: 35

- LBB7311 – American Foundation for Suicide Prevention - Talk Away the Dark
 - Date: 2/15/24-3/31/24
 - Duration: 30
 - Total Spots Aired: 31
- LBB7312 – The Mendez National Institute of Transplantation Foundation - Linked By Love
 - Date: 2/15/24-3/31/24
 - Duration: 15
 - Total Spots Aired: 41
- LBB7313 – All It Takes - A Trusted Space
 - Date: 2/15/24-3/31/24
 - Duration: 15
 - Total Spots Aired: 34
- LBB7314 – Wildfire Prevention - Solo Smokey
 - Date: 2/15/24-3/31/24
 - Duration: 15
 - Total Spots Aired: 31
- LBB7315 – TEACH - Leaders Shaping Lives
 - Date: 2/15/24-3/31/24
 - Duration: 15
 - Total Spots Aired: 36
- LBB7316 – Safe Gun Storage - School
 - Date: 2/15/24-3/31/24
 - Duration: 15
 - Total Spots Aired: 35
- LBB7317 – Starlight Foundation - Happiness Matters
 - Date: 2/15/24-3/31/24
 - Duration: 15
 - Total Spots Aired: 43