



January 1, 2015 – March 31, 2015

**PROGRAMS DEALING WITH SIGNIFICANT COMMUNITY
ISSUES FOR KCBD-TV, LUBBOCK, TEXAS
JANUARY, FEBRUARY, MARCH, 2015**

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

1. **Youth and Children**
2. **Consumer Information and Issues**
3. **Safety and Security**
4. **Minorities: Equality and Recognition**
5. **Health**
6. **Education**
7. **Family Related Issues**
8. **City and Community**

**QUARTERLY DESCRIPTION OF KCBD TV PROGRAMS PROVIDING MOST
SIGNIFICANT TREATMENT OF COMMUNITY ISSUES
LOCALLY PRODUCED PROGRAMS**

<u>PROGRAM</u>	<u>DAYS</u>	<u>TIMES</u>
KCBD Daybreak Today	Monday – Friday	5:00AM – 7:00AM
KCBD News @ Noon	Monday – Friday	12:00PM – 12:30PM
KCBD News @ pm	Monday – Friday	4:00PM – 4:30PM
KCBD News @ 5 pm	Monday – Friday	5:00PM – 5:30PM
KCBD News @ 6 pm	Monday – Saturday	6:00PM – 6:30PM
KCBD News @ 10 pm	Monday – Friday	10:00PM – 10:35PM
KCBD Daybreak Saturday	Saturday	6:00AM – 8:00AM
KCBD News @ 10pm	Saturday	10:00PM – 10:30PM
KCBD Daybreak Sunday	Sunday	7:00AM – 8:00AM
KCBD News @ 10pm	Sunday	10:00PM – 11:00PM

All of the above programs are locally produced news programs presenting a mix of news, weather, sports, and issue-related features stories. Issue-responsive program segments are usually one to three minutes in duration, unless otherwise indicated.

QUARTERLY DESCRIPTION OF KCBD TV PROGRAMS PROVIDING THE MOST SIGNIFICANT TREATMENT OF COMMUNITY ISSUES

Food for Thought

A weekly series by KCBD reporter. Reports what some Lubbock restaurants scored on recent health inspections. All information is supplied by Lubbock Environmental Inspection Services.

Consider This

KCBD General Manager presents editorials on local and national stories of interest and personal observations

NETWORK PROMGRAMS THAT DEAL WITH COMMUNITY ISSUES

Early Today

Monday – Friday 4:30AM – 5:00AM

This business news and consumer show gives viewers breaking business news and stock market action for the domestic and foreign exchanges.

Today Show

Monday – Friday 7:00AM – 11:00AM

This four-hour network program provides the latest in international and domestic news, weather reports and interviews with newsmakers from the world of politics, business, media, entertainment, and sports. KCBD provides local five-minute news updates at 7:24AM, 7:55AM, 8:24AM, 8:55AM, 9:24AM and 9:55AM, 10:24AM and 10:55AM.

Nightly News

Monday - Sunday 5:30PM – 6:00PM

This is a NBC network program that often featuring investigative reporting on controversial issues facing the American public.

Astroblast

Saturday 9:00AM-9:30AM

Astroblast!, based on the book series "Astroblast!" by author and illustrator Bob Kolar, is set on a space station in an unknown solar system. The station is populated by five animal characters and one 3-eyed octopus of unknown derivation. Each episode begins with an everyday conversation or incident that grows into a predicament of some sort needing a solution. While these predicaments take place on a space station populated by animal characters and aliens from different galaxies, the issues and resolutions resonate for a preschool audience. Through comedy and zippy action, our target audience sees how the characters learn lessons for practical living such as how to: keep track of things that belong to you, practice good habits, clean up a space when you've made a mess, rebound from a failure or embarrassing incident, or resist the urge to blame others for your mistakes.

Chica Show

Saturday

9:30AM – 10:00AM

Chica is a five-year-old "baby" chick who spends her days with her parents in their costume shop, the Coop. The shop's one employee, Kelly, doubles as Chica's nanny and the ensemble is rounded out with Bunji, a large floppy eared rabbit and Stitches, a straw mannequin that sits in the window. In each episode Chica develops or encounters a problem that she cannot immediately resolve. Usually her issues involve impulse control, distractibility, judgment, and inter-personal behaviors. She and Kelly usually work on the problem through an adventure-a fantasy transformation to animation-- where Bunji and Stiches come alive and join Chica and Kelly for the problem solving process. The core educational content is primarily socio-emotional development, and Chica learns how to express herself properly, think before she acts, and interact with others effectively. She often learns that it takes hard work and practice to become proficient at different skills

Tree Fu Tom

Saturday

10:00AM – 10:30AM

Tree Fu Tom, a live action/animated series about a little boy who lives in a rural area and has a rich fantasy life in the woods behind his home. Tom uses specific movements to summon up magic powers that permit him to morph into an animated hero and fly around in Treetopolis, the animated version of his woods. While in the Treetopolis, Tom and his friends, Ariella, Twigs, Squirmtun and Zigzoo will invariably run into a problem or disaster that needs fixing. Tom calls upon the audience to practice original dance moves that will bring him magic so he and his friends can resolve their challenge of the day. Educational messages reinforce positive socio-emotional content, with examples that model: being loyal to good friends, knowing how to ask for help, doing the right thing instead of what is convenient, making the effort to share rather than being selfish, or relying on teamwork in order to accomplish a goal.

Lazytown

Saturday

10:30AM – 11:00AM

Lazy Town encourages fitness and healthful habits for preschool children. In the imaginary setting of Lazy Town, characters' eating and fitness habits are linked to problem solving in their world. The lead character is Stephanie, a young girl who guides the audience through the story as she and her friends ("human" puppets) and her Uncle (Mayor Milford Meanswell) navigate life within Lazy Town. Robbie Rotten, the underground spy and influencer who personifies the ethos of Lazy Town, is determined to ruin the health and fitness practices of Stephanie and her friends. When the kids have difficulty with Robbie Rotten, Sportacus, a gymnast/athlete prepared to answer any call for help, comes to the rescue from his home in a zeppelin-like aircraft that hovers over earth. The underlying themes of Lazy Town stress the importance of eating "sports candy" (aka fruits and vegetables), always obtaining sufficient sleep, and going outside to engage in a wide range of physical activities including playing games, competing athletically, and even building forts and play structures.

Poppy Cat

Saturday

11:00AM – 11:30AM

Join Poppy Cat and her friends as they embark on extraordinary adventures through fantastical lands. Seen through the eyes of Poppy's imaginative young owner, a little girl called Lara, each episode tells the tale of a very special cat and her colorful band of friends.

Noodle and Doodle

Saturday

11:30AM – 12:00PM

Noodle and Doodle, an instructional series, features creating art projects and cooking projects around a specific theme. Host, Sean, drives around in a double-decker bus fully equipped with art supplies and a kitchen, ready for any assignment. The projects encourage parent engagement and often feature families working together to make something to display within the child's home. Sean's side-kick, Doggity, is an ever-faithful beagle who transforms into an animated character during interstitial trips to a parallel universe, set in a kitchen full of prank playing animated characters. The art projects typically promote utilizing recycled materials in order to demonstrate that creativity can transform something intended for one purpose into something that achieves a completely different goal.

SYNDICATED PROMGRAMS THAT DEAL WITH COMMUNITY ISSUES

Doctor's

Monday – Friday

1:30PM – 2:30PM

This show specialized in health related stories. It features daily questions that the public has to answer questions specifically. It covers a wide range of topics that are involved in everyday lives.

The Real Deal: DIY Dangers: Skinny Makeup? Comfort Food Makeovers	The Doctors reveal the truth behind all-natural home remedy rumors trending online. Plus celebrity makeup artist demonstrates how to achieve a slimmer appearance with the stroke of a brush.
Pill to Reduce Breast Cancer Risk?	Approximately one out of every eight American women will be diagnosed with breast cancer at some time during her life.
Should You Get Tested for BRCA?	Surgical breast specialist Dr. Funk explains who should get tested for BRCA gene mutation.
Diagnosed with Terminal Cancer While Pregnant	Meet a young woman who was diagnosed with terminal liver cancer when she was four months pregnant.
Bride-to-be Battles Brain Aneurysm	Julianne, a licensed psychotherapist, got engaged last year to her boyfriend of five years. On the day they were to sit down with their travel agent to finalize the details of their wedding trip to Hawaii, Julianne suddenly got an extremely severe headache, coupled with a stiff neck and blurry vision.
How Getting Naked Can Save Your Life	Some of the saddest health tragedies we hear about involve women who developed advanced breast cancer because they were too modest to perform self-exams or discuss “the girls” with the doctor.
Drink Yourself Healthy	Reporter Tawnya Rush shares three surprising beverages that promise to lower your cholesterol and boost your metabolism.
Mom’s “Diet” Gets Her Arrested for Child Neglect?	The Doctors discuss the controversial case of a vegan mom who temporarily lost custody of her newborn.

Texas Country Reporter

Sunday

9:00AM – 9:30AM

Texas Country Reporter is a syndicated program featuring a gentleman doing local stories of history, stores, and local issues throughout Texas.

1/11/15	Antique Deputy	Perry Kram is a deputy for the Fayette County Sheriff's department. Twice a year he plays crossing guard for the biggest antique fair in the country.
1/18/15	Water Sommilier	Michael Mashca has become an expert in the different types of drinking water from around the world.
1/25/15	Child Sculptor	Bridgette Mongeon visits cemeteries, because she considers the markers works of art.
2/1/15	Trenton Doyle	Trenton Doyle is an artist who takes characters dremt up as a kid, and creates art pieces of them in his Houston studio.
2/8/15	Guitar Maker	Michael Stevens makes custom guitars in Alpine.
2/15/15	Storybook Sculptor	Steve Neaves is an art professor in Abilene.
2/22/15	Hotel Galvez	The Hotel Galvez is a luxury hotel in Galveston that has been thriving for more than a century.
3/1/15	American Craftsman	Tadd Myers is a photographer from Grapevine who photographs craftsmen in their element.
3/8/15	St. Jo	Donna Howell-Sickles uses charcoal to paint cowgirls.
3/15/15	San Angelo Murals	Susan Miller has been busy coordinating the creation of murals around San Angelo.
3/22/15	Garrison Brothers	Dan Garrison distills bourbon on his ranch in Hye
3/29/15	Homeless Signs	Willie Baronet is a professor at SMU who began buying signs from homeless people.

Below is a list of current community concerns. Information on programming aired to address these issues/concerns follows this list.

(1) YOUTH AND CHILDREN

KCBD looks for opportunities to report on the local youth and children which include accomplishments of our youth, to our youth serving in the community.

(2) CONSUMER INFORMATION AND ISSUES

KCBD reports on the local economy. These stories include information about local businesses and job losses and creation. Several news stories look at how the recession was being reflected at the local level in communities.

(3) SAFETY AND SECURITY

KCBD reports on stories in its newscasts to help viewers better protect themselves against crime or help spot potential threats. KCBD aims to provide relevance and perspective to our viewers.

(4) MINORITIES: EQUALITY AND RECOGNITION

KCBD covers issues of importance to our minority audience, including Equal Opportunity Employment, allegations of racism, and cultural activities of interest to minorities.

(5) HEALTH

KCBD covers stories regarding health and care for our viewers. KCBD provides daily reports of health related topics that are of interest to our viewers.

(6) EDUCATION

KCBD covers issues and concerns regarding the various school systems in the Lubbock area school districts. This category will include stories that would be of interest to parents, students and citizens whose tax dollars support those systems.

(7) FAMILY RELATED ISSUES

KCBD reports on issues that are relevant to families. KCBD spotlights parenting issues and family values and community outreach.

(8) CITY AND COMMUNITY

KCBD covers stories regarding City and Community issues. This may include stories of our City Council, our local charities and donations, and local heroes.

YOUTH AND CHILDREN

1/4/15	7-year-old wants to donate small business proceeds to animal shelters	Seven-year-old Jayden Mote got bored over the holiday break.
1/21/15	LISD technology center helping students learn real world skills	At the home stretch of his high school career, Coronado High School senior Gunner Griffith is on track to be in the film industry.
1/30/15	Lubbock High senior receives West Point scholarship	A senior from Lubbock High School received the surprise of her life this week.
2/8/15	Texas elementary students are invited to submit litter prevention art	Keep Texas Beautiful and Don't mess with Texas are encouraging elementary school students from every corner of Texas to break out their crayons and paintbrushes in a crusade to keep Texas roadways clean and litter-free.
2/9/15	Lubbock ISD student named Presidential Scholar candidate	Lubbock High School senior Kelly Jiang has been named a candidate in the 2015 U.S. Presidential Scholars Program by the United States Department of Education
2/18/15	Westwind Elementary to host Color Me Super Hero Color Run to benefit Covenant Children's Hospital	Westwind Elementary on 6401 43rd Street is hosting a Color Me Super Hero Color Run for the whole community to participate
3/23/15	Lubbock artist draws portraits of children diagnosed with cancer	There is not much to Brent Anderson's artistic process. It can start in a corner of his living room, under the dim glow of a lamp. With his art tools strewn to the side and a picture to guide him, he creates.
3/29/15	Chipotle Mexican Grill partners with fraternity to help the Lubbock Boys and Girls Club	Chipotle Mexican Grill will be donating to the Lubbock Boys and Girls Club, on Monday, March 30th.
3/30/15	Lubbock-Cooper ISD student selected to perform at Carnegie Hall	Colbin Hobbs, a student at Lubbock Cooper Middle School, has been selected for the 2015 Middle School Honors Performance Series at Carnegie Hall.

CONSUMER INFORMATION AND ISSUES

1/6/15	Lubbock restaurant group adding surcharge to cover cost of health care	Howard Restaurant Group in Lubbock is adding a 2 percent surcharge to customer receipts to help cover costs from the Affordable Care Act.
01/28/15	State orders refunds for illegal towing	KCBD started investigating viewer complaints into a towing company called West Texas Lender Support in the fall of 2013.
2/2/15	Towing company accused of offering customer kickbacks	KCBD has new information on an investigation we have followed for more than a year.
2/13/15	Lubbock business gearing up for Valentine's Day	Analysts say an estimated \$13 billion will be spent this Valentine's Day.
2/16/15	Are new water regulations worth the cost?	Residents on the South Plains are watching their water rates skyrocket as municipalities work to become compliant with stricter water regulations.
2/19/15	Possible embezzlement at city funded non-profit	Over the last two years, North and East Lubbock Community Development Corporation, or NELCDC, has received more than a half a million dollars from the City of Lubbock.
2/26/15	Commissioners spend tax dollars to spin pay raise	Lubbock County commissioners voted for pay raises for all county elected officials back in September, including themselves.
3/5/15	Kids would rather exercise with a friend than family member	If you're trying to get your kids or teens to exercise, find them a buddy.

SAFETY AND SECURITY

1/1/15	General Motors to recall 83,000 SUVs trucks for ignition issues	According to an article in the Detroit News, GM is recalling 83,000 SUVs and trucks for ignition issues.
1/9/15	Car Seat Safety	A new study finds almost 75% of parents are facing their child's car seat the wrong way.
1/15/15	LPD stopping crime with social media tips	In 2014, the Lubbock Police Department received and followed up on nearly 700 tips. That's not unusual. What's different is how those tips have been received.
1/24/15	Lubbock concealed handgun instructors report more women taking classes	Texas Department of Public Safety Concealed Handgun License Instructors in Lubbock report more women pursuing their CHL than ever before.
2/25/15	Lubbock sorority looks to prevent child abuse by "see-sawing"	Lubbock County has the highest child abuse rate in the entire state of Texas. Beginning Wednesday, with the help of a "see-saw," a Lubbock organization is hoping to do their part to change that.
3/1/15	Kappa Delta Sorority seesaws to combat child abuse	A Texas Tech sorority is combating a startling statistic. Lubbock County has the highest child abuse rate in the entire state of Texas.
3/12/15	Follow these tips to protect your home when you're out of town	Burglars are out there every day, looking for empty homes.
3/20/15	Voice of Hope fights human trafficking in Lubbock	As an intern at Voice of Hope, which use to be the Rape Crisis Center of Lubbock, she was on call to offer help, hope and healing to anyone affected by sexual violence or human trafficking.

MINORITIES: EQUALITY AND RECOGNITION

1/10/15	Legally blind gymnastics champ takes first place in trampoline division	Patrick Lesly won first place in his trampoline division in the Trampoline and Tumbling Winter Classic Competition at the Lubbock Memorial Civic Center this weekend.
1/17/15	MLK Council hosts talent show at Dunbar Academy	The Martin Luther King Commemorative Council of Lubbock kicked off the holiday weekend with an awards banquet last night. Saturday night was all about the youth
1/19/15	Lubbock celebrates Martin Luther King with songs and praise	Hundreds of people turned out to the Lubbock Memorial Civic Center on Monday night to celebrate Dr. Martin Luther King Jr. on what would have been his 86th birthday.
01/27/15	TTU to host African American History Month Lecture Series	To celebrate African-American History Month, Texas Tech University presents two lectures and a film screening throughout February as part of the African-American History Month Lecture Series.
3/7/15	Lubbock man remembers how Selma march changed his life	Washington Brown is 85 years old, there is a reason he still remembers watching the Selma to Montgomery March on television in his home on a farm outside Lubbock.
3/28/15	Lubbock citizens march to celebrate Cesar Chavez	The event kicked off at 1 p.m. March 28th bringing together people of all ages who tell us they are happy to keep this tradition alive.

HEALTH

1/2/15	President's Prescription: Carbon Monoxide	Winter weather brings increased concern when driving or working outside, but it is important to consider the risks indoors as well. Carbon monoxide from your household heater can very quickly put your family in danger.
1/14/15	New funding allows a Lubbock program to help people kick their smoking habit	It's a program in Lubbock through StarCare that has been available for years to help families find help for someone struggling with drug abuse or mental health issues.
1/16/15	Closed eyes could help you retain memories better.. researchers say	A new study finds people have better visual and auditory recall when they think with their eyes closed.
1/26/15	President's Prescription: Bad Habits	Many people struggle with addictions or bad habits that affect their health, such as cigarettes. However, other habits may have equal potential to damage health, but do not receive the same emphasis in daily health discussions. That is, until now. This week, Dr. Tedd L. Mitchell reveals the surprising risks associated with these habits.
1/27/15	East Lubbock residents looking to build healthy alternative in 'food desert'	Amid the neglected streets and rickety houses that line Chatman Hill stands a small wooden building - a beacon of light for people like Kassey Sexton.
1/29/15	President's Prescription: CPR	Whether you're a parent, childcare provider, teacher, coach or personal trainer, it's always a good idea to learn how to react quickly in an emergency. This week Dr. Tedd L. Mitchell discusses why it is important for everyone to learn CPR.
2/12/15	President's Prescription: Hand-Sanitizer	For many, convenient hand sanitizing products have all but replaced traditional hand washing.
2/28/15	Vaccination Clinics for the week of March 2nd	The City of Lubbock Health Department will hold vaccination clinics for both adults and children at the following locations the week of March 2, 2015:
3/3/15	Covenant Health provides education during Colorectal Awareness Month	If you are 50 years of age or older, you may be in need of a colonoscopy. Colonoscopy tests allow doctors to find abnormalities in the colon that could lead to more serious complications, including cancer.
3/8/15	President's Prescription: Hangovers	Hangovers may seem like a time to just rest after some craziness the night before. Rest is good, but a hangover can bring with it real health risks that should not be ignored.
3/22/15	President's Prescription: Hearing	Many of us will experience some degree of hearing loss as time goes by. But not every form of hearing loss as we age is because of our age

EDUCATION

1/22/15	Gov. Abbott appoints two new members to TTU Board of Regents	Texas Gov. Greg Abbott today appointed two new members, Christopher Huckabee and Ron Hammonds, and reappointed Mickey Long to the Texas Tech University Board of Regents.
1/31/15	West Texas schools participate in robotics competition	Dozens of West Texas high schools are putting their best engineering brains forward.
2/6/15	LISD-TV turns KCBD visit into learning experience for students	While we were out of our building, we were able to continue broadcasting from the Lubbock ISD studios. Teachers there are now using the experience to help educate their students.
3/18/15	Lubbock Area Foundation now accepting scholarship applications	The Lubbock Area Foundation (LAF) is now accepting applications for the more than 50 scholarships available to area individuals.
3/24/15	Frenship ISD teacher receives 2015 Newton Excellence in Education Award	Frenship Independent School District is proud to announce Westwind Elementary teacher Laura Buchanan has been awarded the Beaumont Foundation's 2015 Newton Excellence in Education Award as part of the Foundation's ongoing commitment to support education.

FAMILY RELATED ISSUES

2/7/15	Rock & Worship Roadshow coming to Lubbock	The 7th Annual Rock & Worship Roadshow presented by Compassion International comes to Lubbock's United Supermarkets Arena Friday, March 27.
2/11/15	Cecilia Abbott to visit Lubbock, support Sondra's Song	Lubbock nonprofit, Sondra's Song, will be host to Texas First Lady Cecilia Abbott for a noon luncheon March 10 at the Lubbock Memorial Civic Center
2/14/15	Events at the Lubbock Public Libraries	Lubbock Chess Club at Mahon Library
2/15/15	The Lubbock YWCA hosts father daughter dance	It was a night for little girls to feel like little princesses, with their daddy as their date.
2/27/15	Whitaker calling all fans to come out for Senior Day	The Lady Raiders will host their final Regular Season home game Saturday as they host Oklahoma State at 7 p.m. at the United Supermarkets Arena.
3/6/15	Transitional Housing Program gets families off the street	When they're looking to unwind at the end of the day, Benjamin and Hilda Morales turn to their collection of movies. They watch from a TV screen no bigger than six inches; but for them, it's more than enough.
3/25/15	Sondra's Song Sleep Out Challenge to be held Friday	You are encouraged to organize a team with your family, friends, businesses, youth or work group.

CITY AND COMMUNITY

1/5/15	Mary Lou Retton speaking at Lubbock fundraising banquet	Olympic Gold Medalist Mary Lou Retton will be speaking in Lubbock on January 22, 2015 at the Women's Council of the Greater South Plains FCA annual fundraising banquet.
1/7/15	Carpenter's Church looking to end chronic homelessness	As temperatures across the South Plains fall dangerously low, local organizations are doing everything they can to help the homeless.
1/8/15	City Council approves purchase of Airport Shelter Park	The Lubbock City Council met for the first time in 2015 on Thursday night and unanimously approved two major decisions.
1/12/15	Lubbock Apartment Association to host Annual Mayor's State of the City Address	Mayor Glen Robertson will present the State of the City message on Tuesday, January 13th, 11:30am, at the Lubbock Memorial Civic Center.
1/13/15	Consider This..State of the City	Lubbock Mayor Glenn Robertson delivered a well-prepared and thoughtful State of the City speech this week.
1/20/15	Consider This.. New sheriff in town	Texas marked the beginning of a new era Tuesday with the inauguration of Greg Abbott as governor. But with a new governor come fresh priorities, and Governor Abbott has his work cut out for him
1/23/15	New Godeke Library location opens in West Lubbock	The new Godeke Library location opened in West Lubbock on Monday. It's located in the old Lusky's building on Frankford near 50th.
1/25/15	Lubbock gets ready for show of a lifetime	Lubbock get ready for a show of a lifetime. Coming next week Celebrity Attractions will introduce you to the men who defined Rock-n-Roll
2/1/15	Pirate treasure comes to the Science Spectrum	Treasure is a word that stirs the imagination of every age.
2/3/15	Consider This...Majority Rule is right move	Last week, a majority of Texas senators voted to change the majority rule for passing laws from two thirds to three fifths. Effectively, that allows any GOP legislation to pass laws without the support of Democrats.
2/10/15	Consider this...Thoughts and prayers for Rice family	In the wake of last week's tragic plane crash, the loss of Dr. Rice, and the loss of our KCBD tower, I am moved by the outpouring and unyielding support of so many.
2/17/15	Consider This...No more hidden fees	Lubbock residents and businesses are starting to suffer from higher than normal utility bills mainly because of the new storm water rate that recently went into effect.
2/20/15	Lubbock charity draws attention to rare, life-threatening disease	It's a disease that has affected less than 1,000 people in medical history, but for one Lubbock family, Alstrom Syndrome comes in the form of one bubbly, beautiful 6-year-old girl.
2/21/15	Carpenter's Church announces plans to develop housing for the homeless in Lubbock	A Lubbock church has announced a new initiative to help provide housing and support for the homeless here on the South Plains.
2/22/15	Salvation Army rolls out Survive the Night truck to help Lubbock homeless	While snow, sleet and ice get a lot of attention during winter storms there is an added danger from the wintry blast affecting the South Plains this week - the bitter cold that comes with it.
2/24/15	Consider this...Questionable expenses at NELCDC	North & East Lubbock Community Development Corporation is a non-profit that has received millions of taxpayer dollars in funds and donations and is budgeted to receive another \$351,000 from the city of Lubbock this year.
3/2/15	Lubbock drivers deliver hot drinks for cold worker	During the six months Eddi Ann has sold newspapers at a median on Indiana Avenue and the South Loop in Lubbock, she has never had to layer up as much as she did this Sunday.
3/4/15	Chick-fil-A employees go the 'Second Mile' in	Customers at Chick-fil-A received an extra mile

	the snow	of customer service after dining at the restaurant during Wednesday's cold and wet weather.
3/9/15	City officials hope to get Mahon neighborhood 'back on its feet'	The City of Lubbock is getting ready to take down the old and bring in the new.
3/10/15	Lubbock honors 'Unsung Heroes' at Tuesday banquet	Metropolitan Lubbock Rotary Club and Prosperity Bank hosted the 12th annual "Unsung Heroes Award Recognition Ceremony" on Tuesday night at the Prosperity Bank Conference Center in Lubbock.
3/11/15	Consider This...City response leaves citizens out in the cold	The snow may be gone, but winter may not be over yet. We could get another blast before we move into spring, but let's hope not and here's why.
3/21/15	Lubbock Arts Festival welcomes back a Lubbock native	The Lubbock Memorial Civic Center will be hosting the 37th annual Lubbock Arts Festival April 18th and 19th.
3/26/15	Citizens demand resignations as Ropesville cancels 3 rd city council meeting	With the Hockley County District Attorney in silent attendance at a standing room only meeting, the Ropesville city council canceled its third city council meeting in a row amid demands for resignation of council members and insistence that the police department park its cruisers.
3/27/15	Shoes for Orphans Souls kicks off in April	You can help needy children by donating a new pair of shoes or socks throughout the month of April.
3/31/15	Hoda loves Lubbock!	Breast cancer survivor and Today Show co-host Hoda Kotb spoke to the Lubbock Women's Club on Friday night, and on Monday, she proclaimed her love for Lubbock.

KCBD aired several PSA's regarding community concerns. Below is a list of current community concerns with dates and times that each aired.

1. **Youth and Children** – This PSA promoted our local youth to discover nature in our community.
 - Date 1/1/15 – 3/31/15
 - Time: Please See Attached
 - Duration: 30 Seconds
 - TOTAL number of Spots: 38

2. **Consumer Information and Issues** - This PSA promoted Energy saving tips as well as Safety Seat information for consumers
 - Date 1/1/15 – 3/31/15
 - Time: Please See Attached
 - Duration: 30 Seconds
 - TOTAL number of Spots: 41

3. **Safety and Security** – This PSA promoted Safety seats for our local residents.
 - Date 1/1/15 – 3/31/15
 - Time: Please See Attached
 - Duration: 30 Seconds
 - TOTAL number of Spots: 40

4. **Minorities: Equality and Recognition** – This PSA discusses bullying, and how it causes others to feel like ‘outsiders’.
 - Date 1/1/15 – 3/31/15
 - Time: Please See Attached
 - Duration: 30 Seconds
 - TOTAL number of Spots: 40

5. **Health** – This PSA promotes awareness of blood pressure and autism awareness in our community.
 - Date 1/1/15 – 3/31/15
 - Time: Please See Attached
 - Duration: 30 Seconds
 - TOTAL number of Spots: 40

6. **Education** – This PSA discusses school dropouts and the effects of such decisions for our youth.
 - Date 1/1/15 – 3/31/15
 - Time: Please See Attached
 - Duration: 30 Seconds
 - TOTAL number of Spots: 40

7. **Family Related Issues** – This PSA discusses adoption and what an important role it can play in families.

- Date 1/1/15 – 3/31/15
- Time: Please See Attached
- Duration: 30 Seconds
- TOTAL number of Spots: 40

8. **City and Community** – This PSA promotes Recycling in our community as well as our local pet shelters.

- Date 1/1/15 – 3/31/15
- Time: Please See Attached
- Duration: 30 Seconds
- TOTAL number of Spots: 43

01/01/15	2014 PSA Discover Nature 30	:30	2:15:05 XM
01/02/15	2014 PSA Discover Nature 30	:30	4:35:33 XM
01/03/15	2014 PSA Discover Nature 30	:30	2:52:13 XM
01/04/15	2014 PSA Discover Nature 30	:30	1:36:30 XM
01/05/15	2014 PSA Discover Nature 30	:30	2:23:13 XM
01/06/15	2014 PSA Discover Nature 30	:30	2:30:51 XM
01/07/15	2014 PSA Discover Nature 30	:30	4:11:09 XM
01/08/15	2014 PSA Discover Nature 30	:30	2:22:43 XM
01/09/15	2014 PSA Discover Nature 30	:30	4:35:33 XM
01/11/15	2014 PSA Discover Nature 30	:30	1:49:46 XM
01/12/15	2014 PSA Discover Nature 30	:30	2:23:43 XM
01/13/15	2014 PSA Discover Nature 30	:30	2:55:00 XM
01/14/15	2014 PSA Discover Nature 30	:30	2:54:30 XM
01/15/15	2014 PSA Discover Nature 30	:30	2:30:51 XM
01/16/15	2014 PSA Discover Nature 30	:30	4:46:42 XM
01/17/15	2014 PSA Discover Nature 30	:30	3:15:45 XM
01/18/15	2014 PSA Discover Nature 30	:30	1:43:13 XM
01/19/15	2014 PSA Discover Nature 30	:30	2:15:35 XM
01/20/15	2014 PSA Discover Nature 30	:30	2:15:35 XM
01/21/15	2014 PSA Discover Nature 30	:30	2:14:35 XM
01/22/15	2014 PSA Discover Nature 30	:30	2:15:05 XM
01/23/15	2014 PSA Discover Nature 30	:30	4:14:45 XM
01/24/15	2014 PSA Discover Nature 30	:30	2:07:15 XM
01/25/15	2014 PSA Discover Nature 30	:30	1:29:57 XM
01/26/15	2014 PSA Discover Nature 30	:30	2:23:13 XM
01/27/15	2014 PSA Discover Nature 30	:30	2:15:05 XM
01/28/15	2014 PSA Discover Nature 30	:30	2:23:13 XM
01/29/15	2014 PSA Discover Nature 30	:30	2:14:35 XM
01/30/15	2014 PSA Discover Nature 30	:30	4:15:15 XM
01/31/15	2014 PSA Discover Nature 30	:30	2:07:15 XM
02/01/15	2014 PSA Discover Nature 30	:30	4:49:11 XM

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01/03/15	2014 EnergySaver Sense 30	:30	2:17:56 XM
01/04/15	2014 EnergySaver Sense 30	:30	1:12:37 XM
01/05/15	2014 EnergySaver Sense 30	:30	1:47:35 XM
01/06/15	2014 EnergySaver Sense 30	:30	1:55:13 XM
01/07/15	2014 EnergySaver Sense 30	:30	1:57:15 XM
01/08/15	2014 EnergySaver Sense 30	:30	1:47:05 XM
01/09/15	2014 EnergySaver Sense 30	:30	2:23:00 XM
01/10/15	2014 EnergySaver Sense 30	:30	2:45:15 XM
01/11/15	2014 EnergySaver Sense 30	:30	1:23:12 XM
01/12/15	2014 EnergySaver Sense 30	:30	1:47:35 XM
01/13/15	2014 EnergySaver Sense 30	:30	1:57:00 XM

01/14/15	2014 EnergySaver Sense 30	:30	1:54:58 XM
01/15/15	2014 EnergySaver Sense 30	:30	1:47:35 XM
01/16/15	2014 EnergySaver Sense 30	:30	3:19:38 XM
01/17/15	2014 EnergySaver Sense 30	:30	1:53:01 XM
01/18/15	2014 EnergySaver Sense 30	:30	1:23:42 XM
01/19/15	2014 EnergySaver Sense 30	:30	1:47:35 XM
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01/24/15	2014 EnergySaver Sense 30	:30	1:10:47 XM
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01/29/15	2014 EnergySaver Sense 30	:30	1:32:20 XM
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01/31/15	2014 EnergySaver Sense 30	:30	12:50:39 XM
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02/03/15	2014 EnergySaver Sense 30	:30	2:15:20 XM
02/04/15	2014 EnergySaver Sense 30	:30	1:54:43 XM
02/05/15	2014 EnergySaver Sense 30	:30	1:47:05 XM
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02/07/15	2014 EnergySaver Sense 30	:30	12:49:59 XM
02/08/15	2014 EnergySaver Sense 30	:30	1:29:57 XM
02/10/15	2014 EnergySaver Sense 30	:30	1:56:15 XM
02/11/15	2014 EnergySaver Sense 30	:30	2:14:35 XM

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01/02/15	2014 Weather Prepare 30	:30	4:35:03 XM
01/03/15	2014 Weather Prepare 30	:30	2:51:43 XM
01/04/15	2014 Weather Prepare 30	:30	1:36:00 XM
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01/14/15	2014 Weather Prepare 30	:30	2:30:51 XM
01/15/15	2014 Weather Prepare 30	:30	2:30:21 XM
01/16/15	2014 Weather Prepare 30	:30	4:46:12 XM
01/17/15	2014 Weather Prepare 30	:30	3:15:15 XM
01/18/15	2014 Weather Prepare 30	:30	1:42:43 XM
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01/20/15	2014 Weather Prepare 30	:30	2:15:05 XM
01/21/15	2014 Weather Prepare 30	:30	2:14:05 XM
01/22/15	2014 Weather Prepare 30	:30	2:14:35 XM
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01/27/15	2014 Weather Prepare 30	:30	2:14:35 XM
01/28/15	2014 Weather Prepare 30	:30	2:15:35 XM
01/29/15	2014 Weather Prepare 30	:30	2:02:21 XM
01/30/15	2014 Weather Prepare 30	:30	3:20:08 XM
01/31/15	2014 Weather Prepare 30	:30	2:06:45 XM
02/01/15	2014 Weather Prepare 30	:30	3:59:27 XM
02/02/15	2014 Weather Prepare 30	:30	2:54:30 XM
02/04/15	2014 Weather Prepare 30	:30	3:13:30 XM
02/05/15	2014 Weather Prepare 30	:30	2:30:21 XM
02/06/15	2014 Weather Prepare 30	:30	4:15:00 XM
02/07/15	2014 Weather Prepare 30	:30	1:47:56 XM

02/08/15	2014 Weather Prepare 30	:30	2:20:30 XM
02/10/15	2014 Weather Prepare 30	:30	2:15:35 XM
02/11/15	2014 Weather Prepare 30	:30	2:55:00 XM

01/01/15	2014 MinorityEducation David	:30	1:47:35 XM
01/02/15	2014 MinorityEducation David	:30	2:42:30 XM
01/03/15	2014 MinorityEducation David	:30	2:36:30 XM
01/04/15	2014 MinorityEducation David	:30	1:23:42 XM
01/05/15	2014 MinorityEducation David	:30	2:02:21 XM
01/06/15	2014 MinorityEducation David	:30	2:15:05 XM
01/07/15	2014 MinorityEducation David	:30	2:23:13 XM
01/08/15	2014 MinorityEducation David	:30	2:01:51 XM
01/09/15	2014 MinorityEducation David	:30	3:39:49 XM
01/10/15	2014 MinorityEducation David	:30	3:15:45 XM
01/11/15	2014 MinorityEducation David	:30	1:29:47 XM
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01/13/15	2014 MinorityEducation David	:30	2:15:05 XM
01/14/15	2014 MinorityEducation David	:30	2:15:35 XM
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01/24/15	2014 MinorityEducation David	:30	1:52:31 XM
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02/06/15	2014 MinorityEducation David	:30	2:42:30 XM
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02/08/15	2014 MinorityEducation David	:30	1:42:43 XM
02/10/15	2014 MinorityEducation David	:30	1:57:15 XM
02/11/15	2014 MinorityEducation David	:30	2:15:35 XM

01/01/15	2014 PSA Blood Pressure 30	:30	4:58:57 XM
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01/05/15	2014 PSA Blood Pressure 30	:30	2:23:43 XM
01/06/15	2014 PSA Blood Pressure 30	:30	2:29:51 XM
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01/08/15	2014 PSA Blood Pressure 30	:30	2:45:30 XM
01/09/15	2014 PSA Blood Pressure 30	:30	1:42:13 XM
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01/14/15	2014 PSA Blood Pressure 30	:30	3:20:08 XM
01/15/15	2014 PSA Blood Pressure 30	:30	2:06:15 XM
01/16/15	2014 PSA Blood Pressure 30	:30	1:28:57 XM
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01/19/15	2014 PSA Blood Pressure 30	:30	2:15:05 XM
01/20/15	2014 PSA Blood Pressure 30	:30	1:47:35 XM

01/21/15	2014 PSA Blood Pressure 30	:30	3:19:38 XM
01/22/15	2014 PSA Blood Pressure 30	:30	2:06:15 XM
01/23/15	2014 PSA Blood Pressure 30	:30	3:29:27 XM
01/24/15	2014 PSA Blood Pressure 30	:30	2:15:35 XM
01/25/15	2014 PSA Blood Pressure 30	:30	2:15:35 XM
01/26/15	2014 PSA Blood Pressure 30	:30	2:15:35 XM
01/27/15	2014 PSA Blood Pressure 30	:30	2:22:00 XM
01/28/15	2014 PSA Blood Pressure 30	:30	1:47:26 XM
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02/05/15	2014 PSA Blood Pressure 30	:30	2:30:51 XM
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02/07/15	2014 PSA Blood Pressure 30	:30	2:29:51 XM
02/08/15	2014 PSA Blood Pressure 30	:30	4:35:33 XM
02/10/15	2014 PSA Blood Pressure 30	:30	2:45:30 XM
02/11/15	2014 PSA Blood Pressure 30	:30	1:42:13 XM

01/01/15	2014 PSA Teacher Anthem 30	:30	1:47:05 XM
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01/06/15	2014 PSA Teacher Anthem 30	:30	2:14:35 XM
01/07/15	2014 PSA Teacher Anthem 30	:30	2:22:43 XM
01/08/15	2014 PSA Teacher Anthem 30	:30	1:47:35 XM
01/09/15	2014 PSA Teacher Anthem 30	:30	2:23:30 XM
01/10/15	2014 PSA Teacher Anthem 30	:30	2:45:45 XM
01/11/15	2014 PSA Teacher Anthem 30	:30	1:23:42 XM
01/12/15	2014 PSA Teacher Anthem 30	:30	1:54:43 XM
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01/14/15	2014 PSA Teacher Anthem 30	:30	2:15:05 XM
01/15/15	2014 PSA Teacher Anthem 30	:30	2:14:35 XM
01/16/15	2014 PSA Teacher Anthem 30	:30	3:20:08 XM
01/17/15	2014 PSA Teacher Anthem 30	:30	2:14:29 XM
01/18/15	2014 PSA Teacher Anthem 30	:30	1:29:27 XM
01/19/15	2014 PSA Teacher Anthem 30	:30	1:55:13 XM
01/20/15	2014 PSA Teacher Anthem 30	:30	1:47:05 XM
01/21/15	2014 PSA Teacher Anthem 30	:30	1:46:35 XM
01/22/15	2014 PSA Teacher Anthem 30	:30	1:47:05 XM
01/23/15	2014 PSA Teacher Anthem 30	:30	2:23:00 XM
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01/27/15	2014 PSA Teacher Anthem 30	:30	1:46:35 XM
01/28/15	2014 PSA Teacher Anthem 30	:30	1:47:05 XM
01/29/15	2014 PSA Teacher Anthem 30	:30	1:46:05 XM
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01/31/15	2014 PSA Teacher Anthem 30	:30	1:47:56 XM
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02/04/15	2014 PSA Teacher Anthem 30	:30	1:55:13 XM
02/05/15	2014 PSA Teacher Anthem 30	:30	1:47:35 XM
02/06/15	2014 PSA Teacher Anthem 30	:30	1:31:15 XM
02/07/15	2014 PSA Teacher Anthem 30	:30	12:50:29 XM
02/08/15	2014 PSA Teacher Anthem 30	:30	1:42:13 XM
02/10/15	2014 PSA Teacher Anthem 30	:30	1:56:45 XM
02/11/15	2014 PSA Teacher Anthem 30	:30	2:15:05 XM

01/01/15	2014 AdoptUsKids Teacher	:30	2:02:21 XM
01/02/15	2014 AdoptUsKids Teacher	:30	3:40:34 XM
01/03/15	2014 AdoptUsKids Teacher	:30	2:37:00 XM

01/04/15	2014 AdoptUsKids Teacher	:30	1:29:57 XM
01/05/15	2014 AdoptUsKids Teacher	:30	2:14:35 XM
01/06/15	2014 AdoptUsKids Teacher	:30	2:15:35 XM
01/07/15	2014 AdoptUsKids Teacher	:30	2:23:43 XM
01/08/15	2014 AdoptUsKids Teacher	:30	2:02:21 XM
01/09/15	2014 AdoptUsKids Teacher	:30	3:40:19 XM
01/10/15	2014 AdoptUsKids Teacher	:30	3:45:45 XM
01/11/15	2014 AdoptUsKids Teacher	:30	1:42:43 XM
01/12/15	2014 AdoptUsKids Teacher	:30	2:14:35 XM
01/13/15	2014 AdoptUsKids Teacher	:30	2:15:35 XM
01/14/15	2014 AdoptUsKids Teacher	:30	2:23:13 XM
01/15/15	2014 AdoptUsKids Teacher	:30	2:15:35 XM
01/16/15	2014 AdoptUsKids Teacher	:30	4:35:03 XM
01/17/15	2014 AdoptUsKids Teacher	:30	2:45:00 XM
01/18/15	2014 AdoptUsKids Teacher	:30	1:41:43 XM
01/19/15	2014 AdoptUsKids Teacher	:30	2:14:05 XM
01/20/15	2014 AdoptUsKids Teacher	:30	2:01:51 XM
01/21/15	2014 AdoptUsKids Teacher	:30	1:47:35 XM
01/22/15	2014 AdoptUsKids Teacher	:30	2:01:51 XM
01/23/15	2014 AdoptUsKids Teacher	:30	3:19:38 XM
01/24/15	2014 AdoptUsKids Teacher	:30	1:53:01 XM
01/25/15	2014 AdoptUsKids Teacher	:30	1:23:42 XM
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01/29/15	2014 AdoptUsKids Teacher	:30	1:47:05 XM
01/30/15	2014 AdoptUsKids Teacher	:30	3:19:08 XM
01/31/15	2014 AdoptUsKids Teacher	:30	1:53:01 XM
02/01/15	2014 AdoptUsKids Teacher	:30	2:59:27 XM
02/02/15	2014 AdoptUsKids Teacher	:30	2:15:05 XM
02/04/15	2014 AdoptUsKids Teacher	:30	2:15:05 XM
02/05/15	2014 AdoptUsKids Teacher	:30	2:15:05 XM
02/06/15	2014 AdoptUsKids Teacher	:30	1:36:35 XM
02/07/15	2014 AdoptUsKids Teacher	:30	1:46:56 XM
02/08/15	2014 AdoptUsKids Teacher	:30	1:43:13 XM
02/10/15	2014 AdoptUsKids Teacher	:30	2:14:35 XM
02/11/15	2014 AdoptUsKids Teacher	:30	2:30:51 XM

01/01/15	2014 PSA Recycle 30	:30	1:47:05 XM
01/02/15	2014 PSA Recycle 30	:30	1:56:30 XM
01/03/15	2014 PSA Recycle 30	:30	1:47:35 XM
01/04/15	2014 PSA Recycle 30	:30	1:47:05 XM
01/05/15	2014 PSA Recycle 30	:30	2:42:30 XM
01/06/15	2014 PSA Recycle 30	:30	1:52:31 XM
01/07/15	2014 PSA Recycle 30	:30	1:23:12 XM
01/08/15	2014 PSA Recycle 30	:30	1:47:05 XM
01/09/15	2014 PSA Recycle 30	:30	1:33:25 XM
01/10/15	2014 PSA Recycle 30	:30	1:32:15 XM
01/11/15	2014 PSA Recycle 30	:30	4:59:30 XM
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01/13/15	2014 PSA Recycle 30	:30	1:32:15 XM
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01/18/15	2014 PSA Recycle 30	:30	1:32:25 XM
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01/20/15	2014 PSA Recycle 30	:30	1:31:50 XM
01/21/15	2014 PSA Recycle 30	:30	1:32:15 XM
01/21/15	2014 PSA Recycle 30	:30	1:10:17 XM
01/22/15	2014 PSA Recycle 30	:30	1:42:37 XM
01/23/15	2014 PSA Recycle 30	:30	1:54:43 XM
01/24/15	2014 PSA Recycle 30	:30	2:14:50 XM
01/25/15	2014 PSA Recycle 30	:30	1:54:13 XM
01/25/15	2014 PSA Recycle 30	:30	1:46:35 XM
01/26/15	2014 PSA Recycle 30	:30	1:30:45 XM

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01/31/15	2014 PSA Recycle 30		:30	1:47:05 XM
02/01/15	2014 PSA Recycle 30		:30	1:56:30 XM
02/02/15	2014 PSA Recycle 30		:30	1:47:35 XM
02/03/15	2014 PSA Recycle 30		:30	1:47:05 XM
02/04/15	2014 PSA Recycle 30		:30	2:42:30 XM
02/05/15	2014 PSA Recycle 30		:30	1:52:31 XM
02/06/15	2014 PSA Recycle 30		:30	1:23:12 XM
02/07/15	2014 PSA Recycle 30		:30	1:47:05 XM
02/08/15	2014 PSA Recycle 30		:30	1:33:25 XM
02/10/15	2014 PSA Recycle 30		:30	1:32:15 XM
02/11/15	2014 PSA Recycle 30		:30	4:59:30 XM