



**KCBD-TV**  
**October 1- December 31**  
**4<sup>th</sup> Quarter 2022**

## QUARTERLY LIST OF PROGRAMMING PROVIDING THE MOST SIGNIFICANT TREATMENT OF COMMUNITY ISSUES 4<sup>th</sup> Quarter 2022

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

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

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

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

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

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

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

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

**Description of locally produced programs providing most significant treatment of community issues.**

<u>Program</u>	<u>Days</u>	<u>Times</u>
KCBD Daybreak Today	M-F	5:00am-7:00am
KCBD 11 @ Noon	M-F	12:00pm-1:00pm
KCBD 11 @ 4	M-F	4:00pm-4:30pm
KCBD 11 @ 5	M-F	5:00pm-5:30pm
KCBD 11 @ 6	M-F	6:00pm-6:30pm
KCBD 11 @ 10	M-F	10:00pm-10:30pm
KCBD Daybreak Saturday	SAT	8:00am-9:00am
KCBD 11 @ 10	SAT	10:00pm-10:30pm
KCBD Daybreak Sunday	SUN	8:00am-9:00am
KCBD 11 @ 10	SUN	10:00pm-11:00pm

All the above programs are locally produced news programs presenting a mix of news, weather, sports, and issue-related feature stories. Each program regularly provides information or addresses current issues of concern to the viewers of the South Plains.

**NETWORK PROGRAMS THAT DEAL WITH COMMUNITY ISSUES**

Early Today Mon-Fri 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 Mon-Fri 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 Mon-Sun 5:30PM – 6:00PM  
*NBC Nightly News with Lester Holt* provides reports and analysis of the day's most newsworthy national and international events. It offers solution driven programming that delves into the toughest issues facing our society today.

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

Meet the Press

Sunday

9:30AM-10:30AM

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

## Community Development/Outreach/Awareness

Issue	Date	Program	Segment	Summary	Duration
Community Development	10/3/2022 9:59:00 PM	KCBD at 10	10P FIREHOUSE SUBS IAN FUNDRAISER ADV	YOU WILL HAVE A CHANCE TO HELP VICTIMS OF HURRIANCE IAN STARTING TOMORROW. FIREHOUSE SUBS LOCATIONS ACROSS LUBBOCK WILL BE COLLECTING DONATIONS. ALL OF THE MONEY RAISED WILL GO TO THE FOUNDATION'S DISASTER RELIEF FUND... WHICH HELPS DELIVER FOOD AND SUPPORT TO THOSE AFFECTED BY NATURAL DISASTERS.	00:00:19
Community Development	10/18/2022 9:59:00 PM	KCBD at 10	SHRED A THON TOMORROW	YOU ARE INVITED TO BRING PERSONAL DOCUMENTS AND ANY SENSITIVE INFORMATION FOR A SAFE DISPOSAL AT THE 'SHREDATHON'. THE DROP OFF IS AT THE LUBBOCK FILE ROOM NEAR 34TH AND AVENUE D...AND WILL RUN FROM 7 IN THE MORNING TO 2 IN THE AFTERNOON.	00:00:14
Community Development	10/19/2022 9:59:00 PM	KCBD at 10	FOOD BANK TROUBLE	"The people who came on and received food boxes during the pandemic, they are still trying to get back on their feet." Jeffries: "Then they get hit with inflation, high grocery store prices, high gas prices, baby formula being in demand." STAFFERS SAY THE BEST WAY PEOPLE CAN HELP RIGHT NOW IS BY MAKING MONETARY DONATION TO THE SOUTH PLAINS FOOD BANK.	00:00:09

Community Development	10/8/2022 6:00:00 PM	KCBD at 6	N UNIVERSITY RIBBON CUTTING	THE CITY OF LUBBOCK IS INVITING YOU TO COME CELEBRATE THE COMPLETION OF THE NORTH UNIVERSITY PAVING PROJECT. THE CITY IS HOSTING A RIBBON CUTTING TO COMMEMORATE ALL THE WORK THAT IT TOOK TO REPAVE NORTH UNIVERSITY FROM THE MARSHA SHARP TO CLOVIS HIGHWAY. THE CEREMONY WILL TAKE PLACE AT LUBBOCK FIRE RESCUE FIRE STATION 4.	00:00:20
Community Development	10/15/2022 6:00:00 PM	KCBD at 6	6P LUBBOCK HEART WALK	THE LUBBOCK HEART WALK KICKED OFF AT 10... IT'S ORGANIZERS HOPING TO REINVIGORATE HEALTHY LIFESTYLES. THROUGHOUT THE DAY... WALKERS LEARNED ABOUT HEART AND MENTAL HEALTH. SO FAR, SPONSORS AND DONATORS HAVE GIVEN 77,000 DOLLARS TO SUPPORT HEART HEALTH IN LUBBOCK. IF YOU'D LIKE TO CONTRIBUTE TO THE FUNDRAISER... THERE IS STILL TIME.	00:00:22
Community Development	10/22/2022 5:00:00 PM	KCBD at 6	6P PUMPKIN PATCH PET ADOPTIONS	THERE WAS FOOD... PUMPKINS AND PUPPIES AT THE EVENT. THE GOOD DOG GANG IS SPONSORING ONE PUP NAMED SHANE... HE WAS FOUND ABOUT 2 WEEKS AGO. THE GOOD DOG GANG SPECIALIZES IN HELPING FIND A HOME FOR PREGNANT AND NURSING DOGS AND ORPHANED PUPPIES. AT THE START OF THE EVENT	00:00:27

				THEY HAD 97 DOGS UP FOR ADOPTION.	
Community Development	11/4/2022 8:59:00 PM	KCBD at 10	10P LBK HIGH MADRID MEMORIAL	THERE WAS A SOMBER MEMORIAL UNDER THE FRIDAY NIGHT LIGHTS FOR LUBBOCK HIGH. ITS BAND COMMEMORATED ONE OF ITS LATE DRUM MAJORS... 18-YEAR-OLD FELIPE MADRID... WITH AN ON-FIELD PRESENTATION DURING SENIOR NIGHT. POLICE BELIEVE FELIPE MADRID, HIS BROTHER ANDRES AND MOTHER ANGELICA VASQUEZ WERE KILLED BY THE MOTHERS BOYFRIEND.	00:00:30
Community Development	11/5/2022 8:59:00 PM	KCBD at 10	HABITAT VETERANS DAY BUILD	ONE LUCKY VETERAN HERE IN LUBBOCK IS GETTING A NEW HOME...HABITAT FOR HUMANITY KICKED OFF ITS VETERANS DAY BUILD THIS MORNING....THE CLOSING CEREMONY IS AT 11:11 ON VETERANS DAY. BUT UNTIL THEN... THE NONPROFIT NEEDS YOUR HELP TO BUILD THE HOME. WE HAVE THE DETAILS ON HOW TO VOLUNTEER ON OUR WEBSITE.	00:00:18
Community Development	11/12/2022 6:00:00 PM	KCBD at 6	6P BIG BROTHERS BIG SISTERS ADV	BIG BROTHERS BIG SISTERS OF LUBBOCK IS INVITING YOU TO GO BOWLING WITH THEM...FOR A GOOD CAUSE. THE EVENT IS TO RAISE MONEY FOR THE NON-PROFIT...THAT SERVES LOCAL KIDS WITH ONE-TO-ONE MENTORING PROGRAMS. 'BOWL FOR KIDS SAKE' IS TOMORROW FROM 1 TO 3 AT WHITEWOOD LANES OFF OF 50TH STREET.	00:00:24

Community Development	11/19/2022 6:00:00 PM	KCBD at 6	6P FUMC THANKSGIVING MEAL	THE COMMUNITY CAME TOGETHER FOR THAT MEAL... AT THE 30TH ANNUAL THANKSGIVING LUNCHEON THE CHURCH HOSTS EVERY YEAR. THE MEAL WAS HOMEMADE FROM VOLUNTEERS IN AND AROUND THE CITY... AND SUPPORTED BY DONATIONS FROM MANY LOCAL BUSINESSES IN OUR AREA.	00:00:23
Community Development	12/17/2022 9:59:00 PM	KCBD at 10	6P WREATHS ACROSS AMERICA CEREMONY LBK	IT HONORS THE FALLEN... AND REMEMBERS THEM DURING THE HOLIDAY SEASON. THE LUBBOCK CIVIL AIR PATROL LED A CEREMONY AT THE CITY OF LUBBOCK CEMETERY AT 11 THIS MORNING... PAYING RESPECTS TO VETERANS WE'VE LOST. VOLUNTEERS HAVE LAID WREATHS UPON VETERAN'S GRAVES OVER THE PAST SEVERAL DAYS.	00:00:30
Community Development	12/21/2022 9:59:00 PM	KCBD at 10	10P COLD FRONT ANIMAL SAFETY	WITH THE TEMPERATURES RAPIDLY DROPPING ACROSS THE SOUTH PLAINS... THE CONCERN FOR OUTDOOR PETS GROWS.... STEVEN GREENE WITH THE LUBBOCK ANIMAL SHELTER SAYS ANIMALS ARE JUST LIKE HUMANS...IF YOU ARE COLD OUTSIDE...SO ARE YOUR PETS. IF BRINGING THEM INTO THE HOUSE ISN'T POSSIBLE...YOU CAN USE TEMPORARY SHELTERS AS LONG AS THEY FACE SOUTH.	00:00:26



Community Development	12/21/2022 9:59:00 PM	KCBD at 10	10P SA COLD PATROL	IT IS IN "COLD COT MODE"... AND DEPLOYING Its COLD PATROL TO HAND OUT SUPPLIES AND OFFER SHELTER TO THOSE WHO NEED IT. DAVID WORTHY WITH THE SALVATION ARMY SAYS THE SHELTER WILL OFFER SPACE PAST ITS NORMAL CAPACITY. AND THE COLD PATROL WILL CANVASS THE CITY LOOKING FOR ANYONE WHO NEEDS HELP GETTING TO THE SHELTER OR SUPPLIES TO GET OUT OF THE FRIGID TEMPS.	00:00:33
Community Development	12/21/2022 9:59:00 PM	KCBD at 10	UMC FOOD BAGS	FOR THE 14TH YEAR IN A ROW...THE U-M-C HEALTH SYSTEM DONATED FOOD BAGS TO STUDENTS AND FAMILIES AT LUBBOCK I-S-D'S BROWN ELEMENTARY TODAY. THESE DONATIONS WILL HELP FEED KIDS IN THE COMMUNITY DURING THE WINTER BREAK. THIS YEAR.. UMC ALSO FUNDED A BREAKFAST TO WELCOME BACK THE SCHOOL'S TEACHERS.	00:00:20
Community Development	12/21/2022 9:59:00 PM	KCBD at 10	10P SA HOMELESS VIGIL	IN HONOR OF THE PEOPLE WITHOUT HOMES WHO *HAVE DIED THIS YEAR...THE LUBBOCK SALVATION ARMY JOINED TODAY'S NATIONAL MEMORIAL DAY SERVICE. WHETHER IT IS FROM THE ELEMENTS... VIOLENCE... SUBSTANCE ABUSE... OR NATURAL CAUSES... THIS SERVICE HONORED 6 PEOPLE WHO DIED ON LUBBOCK'S STREETS OVER THE PAST YEAR.	00:00:28

## Crime & Law Enforcement/First Responders

Issue	Date	Program	Segment	Summary	Duration
Crime & Law Enforcement	12/3/2022 6:00:00 PM	KCBD at 6	6P BBBS SANTA COPS	LOCAL OFFICERS DRESSED UP AS SANTA AND SPENT THE DAY WITH THE KIDS SHOPPING... BUILDING FRIENDSHIPS AND OTHER HOLIDAY FESTIVITIES. THE KIDS STOPPED BY MANY PLACES AROUND TOWN WITH THEIR SANTA COP... LIKE LUBBOCK NATIONAL BANK.... AND CARDINAL'S. ON THE LAST STOP... YATES FLOORING ACTUALLY GAVE FREE BIKES.	00:00:26

## Economy

Issue	Date	Program	Segment	Summary	Duration
Economy	10/1/2022 9:59:00 PM	KCBD at 10	LLANO LOGISTICS JOB FAIR ADV	LLANO LOGISTICS... THE DISTRIBUTOR FOR THE UNITED FAMILY... IS SEEKING A *VARIETY OF POSITIONS. FROM TEN TO TWO MONDAY... IT WILL ACCEPT APPLICATIONS AND CONDUCT INTERVIEWS AT ITS HEADQUARTERS NEAR 58TH AND M-L-K. THERE ARE FULL-TIME AND PART TIME POSITIONS AVAILABLE WITH A-M OR P-M WORK HOURS.	00:00:25

Economy	10/19/2022 9:59:00 PM	KCBD at 10	CAREER EXPO	THE SOUTH PLAINS CAREER EXPO WILL BE FROM 9 TO NOON AT THE LUBBOCK MEMORIAL CIVIC CENTER. BUSINESSES AND EDUCATIONAL INSTITUTIONS ARE INVITING THOUSANDS OF HIGH SCHOOL JUNIORS AND SENIORS TO EXPLORE POTENTIAL CAREER OPPORTUNITIES HERE IN OUR AREA.	00:00:14
Economy	11/3/2022 8:59:00 PM	KCBD at 10	10P LUBBOCK COMPACT EPA GRANT	THE E-P-A IS GIVING A "SMART CITY GROWTH" ORGANIZATION IN LUBBOCK MONEY TO STUDY AIR POLLUTION. THE "LUBBOCK COMPACT FOUNDATION" WILL USE THE 483 THOUSAND DOLLARS TO INSTALL AND OPERATE 40 AIR MONITORS OVER THE NEXT THREE YEARS. THESE WILL TARGET NORTH AND EAST LUBBOCK NEIGHBORHOODS.	00:00:29
Economy	11/6/2022 11:02:00 PM	KCBD at 10	10P MARKET STREET EXPO	TODAY... MARKET STREET LOCATIONS ACROSS THE HUB CITY HOSTED AN EVENT TO SHOWCASE DINNER OPTIONS IT HAS TO TAKE THE HOLIDAY COOKING STRESS OFF YOUR PLATE. ITS THE ANNUAL 'ENTERTAINING MADE EASY' EXPO. THERE WERE TABLES SET UP THROUGHOUT THE STORES THIS WEEKEND WITH PARTY TRAYS AND OTHER HOLIDAY FOOD OPTIONS THAT YOU COULD CHOSE FROM.	00:00:28

Economy	11/26/2022 6:00:00 PM	KCBD at 6	6P SMALL BIZ SAT AT MALL	MORE THAN 40 SMALL BUSINESSES CELEBRATED SMALL BUSINESS SATURDAY AT THE MALL. LBK POP-UP ORGANIZED THE EVENT... HIGHLIGHTING LUBBOCK ARTISANS AND GIVING THEM A SPACE TO SELL THEIR PRODUCTS. ALONG WITH THE POP- UP... SMALL BUSINESS "GONE NUTS" IS BACK IN THE MALL FOR THE SEASON.	00:00:25
Economy	12/22/2022 9:59:00 PM	KCBD at 10	10P TEXAS GAS PRICES	Daniel Armbruster says, "We could see 8.4 million Texans, it could be just a little bit more just because fuel prices have been higher for much of the year, and in the last few months, we have seen them really come down. We saw heavy travel over Thanksgiving, and we will likely see even more people traveling through the end of year holiday."	00:00:17

## Education

Issue	Date	Program	Segment	Summary	Duration
Education	10/4/2022 9:59:00 PM	KCBD at 10	10P WAYLAND HISPANIC STUDENT AWARD	THE TITLE 5 GRANT COMES FROM THE U.S. DEPARTMENT OF EDUCATION AND WILL BE HANDED OUT OVER THE NEXT FIVE YEARS. THE GRANT WILL HELP FUND MANY GOALS FOR THE UNIVERSITY. THOSE GOALS INCLUDE ACCESS FOR HISPANIC STUDENTS THROUGH STUDENT SUPPORT... AND EXPANDING INFORMATION SYSTEMS TO IMPROVE STUDENT SUCCESS.	00:00:22
Education	12/16/2022 9:59:00 PM	KCBD at 10	10P FRENSHIP ISD FOOD BACKPACK	Michelle McCord says, "They are home more and so the grocery bill goes up and so this is just to help to kind of tie them over. It is not going to provide all the meals but is it a help." MORE THAN 400 STUDENTS WILL BENEFIT FROM THIS PROGRAM OVER THE NEXT FEW WEEKS.	00:00:05
Education	12/21/2022 9:59:00 PM	KCBD at 10	6P AG MUSEUM CHILDRENS WING	IT ANNOUNCED MORE THAN TWO AND A HALF MILLION DOLLARS IN DONATIONS WILL GO TOWARD A NEW "CHILDREN'S WING" AT THE AGRICULTURE MUSUEM IN MACKENZIE PARK. IT WILL BE GEARED TO CHILDREN UP TO FOURTH GRADE... FOCUSING ON "AG WORKS"..TEACHING	00:00:27

				YOUNG PEOPLE ABOUT THE DIFFERENT FACETS OF THE AGRICULTURE INDUSTRY.	
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### Environmental/Weather Issues

Issue	Date	Program	Segment	Summary	Duration
Environmental & Weather	10/1/2022 9:59:00 PM	KCBD at 10	FALL IRRIGATION GUIDELINES	HERE'S A LOOK AT THE RESTRICTIONS THIS YEAR...THESE WILL LAST TILL MARCH. DEPENDING ON THE LAST NUMBER OF YOUR HOME ADDRESS YOU CAN WATER ON THESE DAYS ONLY. THE CITY URGES YOU NOT TO WATER WHEN IT'S UNDER 35 DEGREES AND TO WINTERIZE YOUR SYSTEM BEFORE THE FIRST FREEZE. WE ALSO HAVE THESE RESTRICTIONS AT KCBD DOT COM.	00:00:19
Environmental & Weather	10/1/2022 9:59:00 PM	KCBD at 10	LP&L POWER WEEK	LUBBOCK POWER AND LIGHT IS CELEBRATING PUBLIC POWER WEEK STARTING TOMORROW. TO CELEBRATE LP&L IS INVITING COMMUNITY MEMBERS TO ENJOY REFRESHMENTS, SNOW CONES, AND FAMILY FRIENDLY ACTIVITIES. THE EVENT IS 1-4 TOMORROW AT SPIRIT RANCH ON 701 REGIS STREET.	00:00:24

Environmental & Weather	10/3/2022 9:59:00 PM	KCBD at 10	10P COTTON PRODUCTION	Jeremy Brown says, "When you look at the West Texas region as a whole and especially where I farm there is no crop to be harvested." SHAWN HOLLADAY, WHO SERVES ON THE NATIONAL COTTON COUNCIL, SAYS THE ECONOMIC IMPACT THIS YEAR'S COTTON HARVEST WILL HAVE GO BEYOND THE FARMERS.	00:00:14
Environmental & Weather	12/26/2022 9:59:00 PM	KCBD at 10	6P TX ERCOT POWER GRID	THE STATE'S POWER GRID OPERATOR IS POURING OVER DATA FROM THE PAST FEW DAYS... PATTING ITSELF ON THE BACK FOR WEATHERING THE ARCTIC BLAST. ERCOT REPORTS DEMAND EXCEEDED ITS EXPECTATIONS FRIDAY... BY NEARLY 10 THOUSAND MEGAWATTS AT ONE POINT.... BUT THE UTILITY DID *NOT HAVE TO RESORT TO EMERGENCY OPERATIONS.	00:00:39

**Government/Politics/Laws/Voting**

<b>Issue</b>	<b>Date</b>	<b>Program</b>	<b>Segment</b>	<b>Summary</b>	<b>Duration</b>
Government	10/22/2022 5:00:00 PM	KCBD at 6	EARLY VOTING BEGINS MONDAY	IN LUBBOCK COUNTY, POLLING PLACES INCLUDE THE ELECTIONS OFFICE ON CRICKETS AVENUE DOWNTOWN, SEVERAL UNITED - AMIGOS AND MARKET STREET LOCATIONS... AS WELL AS THE TECH REC CENTER AND CITIZENS TOWER. KEEP IN MIND THE VOTING MACHINES HAVE CHANGED TO INCLUDE A PAPER RECEIPT OF YOUR BALLOT.	00:00:22
Government	11/7/2022 9:59:00 PM	KCBD at 10	10P VETERANS LEGAL HELP ADV	IF YOU ARE A VETERAN THAT IS LOOKING FOR LEGAL HELP... TOMORROW IS YOUR DAY. THERE WILL BE A VETERANS INTAKE CLINIC TOMORROW FROM FIVE THIRTY TO SEVEN PM AT ST. JOHNS UNITED METHODIST CHURCH. THIS IS PART OF TEXAS VETERANS LEGAL AID WEEK... AN EFFORT TO HELP VETERANS FIND LEGAL ASSISTANCE.	00:00:27



Government	11/5/2022 8:59:00 PM	KCBD at 10	ABBOTT IN LUBBOCK	HE STARTED THE MORNING AT THE SHACK B-B-Q IN NORTHWEST LUBBOCK. FOR A GET OUT THE VOTE RALLY... BEFORE KNOCKING DOORS. HE TOLD RALLY-GOERS THE TWO LARGEST CHALLENGES TEXAS FACES RIGHT NOW ARE INFLATION... AND THE BORDER CRISIS. HE SAYS DEMOCRATIC CHALLENGER BETO O'ROURKE WANTS TO UP TAXES... AND REDUCE IMMIGRATION ENFORCEMENT.	00:00:30
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## Health & Medical

Issue	Date	Program	Segment	Summary	Duration
Healthcare/Medical	10/4/2022 9:59:00 PM	KCBD at 10	VACCINES	"Really there's no data to show that if you get them on the same day that's going to make you feel worse or going to cause you more side effects because you got two or three shots instead of just one." JUST PLAN ON TAKING OVER THE COUNTER PAIN MEDICATION TO LESSEN ANY DISCOMFORT AFTER THE SHOTS... which is why this month	00:00:15

				also launches the recommended start of the vaccine season. Traditionally to protect against the flu...but now, a covid booster is also recommended.	
Healthcare/Medical	10/19/2022 9:59:00 PM	KCBD at 10	COVID BOOSTER CLINIC	YOU CAN GET YOUR SHOT AT THE MAGGIE TREJO SUPER-CENTER NEAR NORTH INDIANA AND AMHERST STREET. THE WALK-IN CLINIC IS FROM 2 TO 6 AND OPEN TO ANYONE 5 AND OLDER. YOU ALSO MUST HAVE HAD YOUR LAST COVID BOOSTER AT LEAST 2 MONTHS AGO. THE HEALTH DEPARTMENT IS OFFERING THE UPDATED BOOSTER TO INCREASE IMMUNITY AGAINST THE ORIGINAL CORONA VIRUS.	00:00:28
Healthcare/Medical	11/7/2022 12:00:00 PM	KCBD at Noon	FLU HOSPITALIZATIONS AT DECADE HIGH	ACCORDING TO THE C-D-C... HOSPITALIZATION RATES FOR THE FLU ARE AT A DECADE-HIGH. AND IT SEEMS MORE SEVERE CASES ARE AMONG YOUNG CHILDREN AND FOLKS 65 AND UP. OVERALL, THERE HAVE BEEN 1.6 MILLION CASES OF THE FLU SO FAR	00:00:27

				THIS SEASON.....WITH 730 DEATHS.	
Healthcare/Medical	11/7/2022 12:00:00 PM	KCBD at Noon	LONG COVID TREATMENT	ANOTHER NEW STUDY IS OFFERING HOPE FOR A TREATMENT OF LONG COVID. PAXLOVID WHICH IS ALREADY USED TO REDUCE THE RISK OF DEATH AND HOSPITALIZATION FROM COVID-19 ALSO SEEMS TO REDUCE THE RISK OF LONG COVID. NINE THOUSAND VETERANS WHO TOOK PAXLOVID WITHIN THE FIRST FIVE DAYS OF THEIR CORONAVIRUS INFECTION SHOWED A 26-PERCENT REDUCED RISK.	00:00:30
Healthcare/Medical	11/12/2022 6:00:00 PM	KCBD at 6	6P NEW TESTING FOR PROSTATE CANCER	P-S-M-A... OR PROSTATE SPECIFIC MEMBRANE ANTIGEN...IS A NEW SCAN FOR MEN WHO *HAVE PROSTATE CANCER. IT CAN HELP DOCTORS CHOOSE THE BEST TREATMENT METHODS BY DETERMINING IF THE CANCER IS LOCALIZED OR METASTATIC... MEANING IT HAS SPREAD. PREVIOUSLY DOCTORS HAD TO	00:00:28

				USE A C-T OR BONE SCAN TO FIGURE OUT IF THE CANCER HAD MOVED THROUGH THE BODY.	
Healthcare/Medical	11/19/2022 6:00:00 PM	KCBD at 6	6P HEALTH AND FITNESS FAIR	AGENCIES GAVE TIPS ON HOW TO LIVE A HEALTHY LIFESTYLE. BUSINESSES SHOWED OFF WHAT THEY OFFER... FROM SUPPLEMENTS TO SERVICES. THOSE WHO WENT ALSO LEARNED ABOUT HOW TO BETTER COPE WITH CHRONIC ILLNESSES LIKE DEMENTIA AND ALZHEIMER'S. THERE WERE FREE HEALTH SCREENINGS AND DOOR PRIZES.	00:00:17
Healthcare/Medical	12/15/2022 9:59:00 PM	KCBD at 10	sun helps sleep	THAT'S ACCORDING TO A NEW STUDY AT THE UNIVERSITY OF WASHINGTON... WHERE SCIENTISTS FOUND A LITTLE SUN EVERYDAY CAN HELP PROVIDE BETTER SLEEP AT NIGHT. EVEN ON A CLOUDY DAY, THE STUDY FOUND THE HUMAN CIRCADIAN CLOCK NEEDS A DOSE OF DAYLIGHT EXPOSURE... EVERY DAY.	00:00:30

Healthcare/Medical	12/15/2022 9:59:00 PM	KCBD at 10	MORE COVID TESTS	WELL, YOU'RE IN LUCK IF YOU'VE USED YOURS ALREADY...BECAUSE TODAY, THE WHITE HOUSE RESTARTED THAT PROGRAM TO MAKE AVAILABLE FOUR MORE FREE AT-HOME COVID RAPID TESTS PER HOUSEHOLD. THIS COMES AS AMERICANS GO INTO THIS HOLIDAY SEASON WITH THE THREAT OF A TRIPLEDEMIC... COVID, RSV AND FLU.	00:00:42
Healthcare/Medical	12/27/2022 9:59:00 PM	KCBD at 10	10P VITALANT BLOOD NEED	Brandon Baker says, "There is a specific need for any O donors, so O positive is actually the most common blood type which means it is the most common in hospital patients too. O negative can be given to anybody it is a universal blood donor." VITALANT IS OFFERING A BIG INCENTIVE FOR THOSE DONATE.	00:00:16
Healthcare/Medical	12/25/2022 11:07:00 PM	KCBD at 10	FLU DECREASED SECOND WEEK IN A ROW	AND WHILE FLU ACTIVITY REMAINS HIGH, IT HAS DECREASED FOR THE SECOND WEEK IN A ROW. NEW C-D-C DATA SHOWS ROUGHLY 21-THOUSAND NEW HOSPITALIZATIONS LAST WEEK. THAT'S	00:00:24

				DOWN FROM A HIGH OF MORE THAN 26-THOUSAND TWO WEEKS EARLIER THE WEEK AFTER THANKSGIVING.	
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KCBD aired PSA's regarding community concerns.

- RRLBB7359 – PASS IT ON - HAIRCUT
  - Date: 9/30/22-11/30/22
  - Duration: 20
  - Aired Number of Spots: 7
  -
- LBB7360 – PASS IT ON - GRATITUDE
  - Date: 9/30/22-11/30/22
  - Duration: 20
  - Aired Number of Spots: 11
  -
- LBB7391 – ADOPTION FROM FOSTER CARE – LUCKY ONES 15
  - Date: 10/1/22-12/31/22
  - Duration: 15
  - Aired Number of Spots: 35
  -
- LBB7392 – BELONGING BEGINS WITH US – BELONGING 15
  - Date: 10/1/22-12/31/22
  - Duration: 15
  - Aired Number of Spots: 47
  -
- LBB7393 – BOYS TOWN – WHAT IF 15
  - Date: 10/1/22-12/31/22
  - Duration: 15
  - Aired Number of Spots: 43
  -
- LBB7394 – HABITAT FOR HUMANITY – BROOKS & YEARWOOD 15
  - Date: 10/1/22-12/31/22
  - Duration: 15
  - Aired Number of Spots: 46
  -
- LBB7395 – MIDDLE SCHOOL MENTAL HEALTH – KAMAUU & HOWIE
  - Date: 10/1/22-12/31/22
  - Duration: 15
  - Aired Number of Spots: 28
  -
- LBB7396 – SMILE TRAIN – POWER OF SMILE 15
  - Date: 10/1/22-12/31/22
  - Duration: 15
  - Aired Number of Spots: 29
  -
- LBB7397 – VETERANS CRISIS PREVENTION – WOMEN VETERANS
  - Date: 10/1/22-12/31/22

- Duration: 15
- Aired Number of Spots: 35
- 
- LBB7398 – YMCA - PHILANTHROPY
- Date: 10/1/22-12/31/22
- Duration: 15
- Aired Number of Spots: 35
- 
- LBB7399 – YOUTH VAPING PREVENTION - DOTHEVAPETALK15
- Date: 10/1/22-12/31/22
- Duration: 15
- Aired Number of Spots: 35
- 
- LBB7404 – AUTISM SPEAKS - DONN115AS22H
- Date: 11/30/22-12/31/22
- Duration: 15
- Aired Number of Spots: 9
- 
- LBB7382 – ADOPTION FROM FOSTER CARE - PORTRAIT
- Date: 10/1/22-12/31/22
- Duration: 30
- Aired Number of Spots: 59
- 
- LBB7383 – BELONGING BEGINS WITH US – RICHS STORY
- Date: 10/1/22-12/31/22
- Duration: 30 69
- Aired Number of Spots:
- 
- LBB7384 – BOYS TOWN – WHAT IF 30
- Date: 10/1/22-12/31/22
- Duration: 30
- Aired Number of Spots: 71
- 
- LBB7385 – HABITAT FOR HUMANITY – BROOKS & YEARWOOD 30
- Date: 10/1/22-12/31/22
- Duration: 30
- Aired Number of Spots: 53
- 
- LBB7386 – MIDDLE SCHOOL MENTAL HEALTH – TOBE AND JORDAN
- Date: 10/1/22-12/31/22
- Duration: 30
- Aired Number of Spots: 48
- 
- LBB7387 – SMILE TRAIN – POWER OF SMILE 30
- Date: 10/1/22-12/31/22



- Duration: 30
- Aired Number of Spots: 64
- 
- LBB7388 – VETERANS CRISIS PREVENTION – BATTLE BUDDY
- Date: 10/1/22-12/31/22
- Duration: 30
- Aired Number of Spots: 59
- 
- LBB7389 – YMCA – MASTERBRAND 30
- Date: 10/1/22-12/31/22
- Duration: 30
- Aired Number of Spots: 71
- 
- LBB7390 – YOUTH VAPING PREVENTION – DOTHEVAPETALK 30
- Date: 10/1/22-12/31/22
- Duration: 30
- Aired Number of Spots: 55
- 
- LBB7400 – BUCKER INTERNATIONAL – OLDER YOUTH ADOPTION 30
- Date: 10/18/22-12/31/22
- Duration: 30
- Aired Number of Spots: 27
- 
- LBB7403 – AUTISM SPEAKS - DONN130AS22H
- Date: 11/30/22-12/31/22
- Duration: 30
- Aired Number of Spots: 13
- 
- LBB7373 – ADOPTION FROM FOSTER CARE – LUCKY ONES 60
- Date: 10/1/22-12/31/22
- Duration: 60
- Aired Number of Spots: 50
- 
- LBB7374 – BELONGING BEGINS WITH US – BELONGING 60
- Date: 10/1/22-12/31/22
- Duration: 60
- Aired Number of Spots:
- 
- LBB7375 – BOYS TOWN – MORE OR LESS
- Date: 10/1/22-12/31/22
- Duration: 60
- Aired Number of Spots: 57
- 
- LBB7376 – HABITAT FOR HUMANITY – BROOKS & YEARWOOD 60
- Date: 10/1/22-12/31/22

- Duration: 60
- Aired Number of Spots: 48
- 
- LBB7377 – MIDDLE SCHOOL MENTAL HEALTH – KAMAUU MUSIC VIDEO
- Date: 10/1/22-12/31/22
- Duration: 60
- Aired Number of Spots: 41
- 
- LBB7378 – SMILE TRAIN – POWER OF SMILE 60
- Date: 10/1/22-12/31/22
- Duration: 60
- Aired Number of Spots: 51
- 
- LBB7379 – VETERANS CRISIS PREVENTION - BOIL
- Date: 10/1/22-12/31/22
- Duration: 60
- Aired Number of Spots: 47
- 
- LBB7380 – YMCA – MASTERBRAND 60
- Date: 10/1/22-12/31/22
- Duration: 60
- Aired Number of Spots: 63
- 
- LBB7381 – YOUTH VAPING PREVENTION – DOTHEVAPETALK 60
- Date: 10/1/22-12/31/22
- Duration: 60
- Aired Number of Spots: 59
- 
- LBB7401 – BUCKNER INTERNATIONAL – OLDER YOUTH ADOPTION 60
- Date: 10/18/22-12/31/22
- Duration: 60
- Aired Number of Spots: 36
- 
- LBB7402 – AUTISM SPEAKS - DONN160AS22H
- Date: 11/30/22-12/31/22
- Duration: 60
- Aired Number of Spots: 14