

QUARTERLY REPORT
2024 (1ST QUARTER)
102.1 KBUC-FM
RAYMONDVILLE, TEXAS

As determined by the ascertainment of local community leaders and our current program director, these are the most important issues facing the Rio Grande Valley Area.

- 1) Family crisis-(divorce, alcoholism and drug abuse, domestic violence, etc.)
- 2) Social Problems- AIDS, racism, pollution, crime, immigration, violence, drug running, poverty, hunger, homelessness, litter, Medicare reform, preventive care, health insurance, etc.)
- 3) Government Concerns and how they relate to the RGV. National and state elections, taxes, employment, border security, healthcare, transportation, elder care, budget issues, economy, immigration, human trafficking, agriculture, water shortages, etc.
- 4) Public Safety (crime, hazardous weather, gangs, immigration, drug cartels, etc.)
- 5) Health concerns (preventive care, health insurance, Medicare reforms, AIDS, etc.)
- 6) Schools and Youth- (K-12, college, drugs, guns, juvenile crime, gangs, education, school funding, etc.)
- 7) Utilizing the RGV's Resources- (free workshops, concerts, community events, Metro Parks and Government resources, etc.)
8. Creating a better Valley- (Highlighting new programs, projects and events that make our community a better place to live...parks, bike paths, etc.)
- 9) Just for kids- (Free health screenings, day care issues, parenting classes, etc.)
- 10) Volunteer opportunities-(red Cross Blood Drives, Neighborhood cleanups, etc.)

Valley Matters

Is a: 30-minute public affairs show that talks about issues that are important to the Rio Grande Valley.

Airs on Sundays

Airs at

6:00am on KBUC-FM

7:30am on KURV-AM

1/07/24- Roxanne Pacheco with Hope Family Health Center talked about how they provide quality integrated medical and counseling services including preventative care and education to medically indigent individuals and families living in the Rio Grande Valley. Patients are asked for a monetary donation, but no one is turned away for the inability to pay. Hope Family Health center relies on donations from the public and we can donate at their website.

Issues: 2, 5

1/14/24- Debra Franco with the South Texas Juvenile Diabetes talked about how they help families cope with children who have been diagnosed juvenile diabetes. STJDA was founded in 2011 by a group of parents with the aim of providing support to other families like theirs, whose children were living with Type 1 diabetes. Over the years, STJDA has continually adapted to the changing needs of the children and families they serve,

including the growing number of children in the Rio Grande Valley who are living with Type 2 diabetes.

Issues: 5, 10

1/21/24- Sid Ramos with VIDA (Valley Initiative for Development and Advancement) talked about how they help individuals become successful in a career that is in demand in our area. Careers such as nurses, welders, HVAC technicians, auto repair technicians. They support individuals attending a school of higher learning. VIDA's complete program model of providing the necessary support services, career guidance, intensive case management, and financial assistance represents the key factor in over 90% average persistence rate success.

Issues: 2, 6

1/28/24- Chase Palmer with Sunny Glenn Children's Home talked about how they help abused and neglected children. Sunny Glen has been a refuge for abused, neglected, and forgotten children. With the generous support of churches, individual Christians, community partners and the grace of God, they provide loving homes and a variety of professional services to meet the needs of children and families in our community.

Issues: 3

2/04/24- Roxanne Pacheco with Hope Family Health Center talked about how they provide quality integrated medical and counseling services including preventative care and education to medically indigent individuals and families living in the Rio Grande Valley. Patients are asked for a monetary donation, but no one is turned away for the inability to pay. Hope Family Health center relies on donations from the public and we can donate at their website.

Issues: 2, 5

2/11/24- Libby Saenz Salinas with Food Bank RGV talked about how they help our community. Over the last 36 years, the Food Bank of the Rio Grande Valley has evolved to become the largest regional, non-religious, charity in South Texas. They pride themselves in the fact that 98% of their expenditures are directed towards Program Services, ensuring their donor's contributions are helping feed as many as possible. The Food Bank RGV services Cameron, Hidalgo, and Willacy counties. Their vision is to end hunger and support a healthy quality of life in the Rio Grande Valley. Their mission is passionately committed to improving lives through food assistance, nutrition education, and access to community services. **Issues:**

3, 10

2/19/24 – Ali Arredondo from Vitalant blood services talked about the emergency blood shortage. Vitalant offers services to hospitals and healthcare partners nationwide including blood products, apheresis, laboratory services, and transfusion medicine services. About 900 hospitals in more than two dozen states count on Vitalant to be prepared for day-to-day and unimaginable blood product needs. Mr. Arredondo also talked about how to set up a blood drive at a business.

Issues: 5, 10

2/26/24- Victoria Guerra with the Vannie E. Cook Kids Cancer clinic talked about how they help local families dealing with childhood cancer. In the past if you found out that your child had cancer, you would need to travel to the nearest cancer center in Houston. The Vannie E. Cook clinic treats kids here locally and allows family members to be with their kids while getting treatment. She also talked about the upcoming Radio-thon to raise funds for the clinic.

Issues: 5, 10

3/03/24- Roxanne Pacheco with Hope Family Health Center talked about how they provide quality integrated medical and counseling services including preventative care and education to medically indigent individuals and families living in the Rio Grande Valley. Patients are asked for a monetary donation, but no one is turned away for the inability to pay. Hope

Family Health center relies on donations from the public and we can donate at their website.

Issues: 2, 5

3/10/24- Myra Martinez with Affordable Homes of South Texas talked about how they work with individuals who are looking for help with mortgages and home improvements and help navigate them through the complex process of becoming homeowners.

Issues: 2

3/17/24- Debra Franco with the South Texas Juvenile Diabetes talked about how they help families cope with children who have been diagnosed with juvenile diabetes. STJDA was founded in 2011 by a group of parents with the aim of providing support to other families like theirs, whose children were living with Type 1 diabetes. Over the years, STJDA has continually adapted to the changing needs of the children and families they serve, including the growing number of children in the Rio Grande Valley who are living with Type 2 diabetes.

Issues: 5, 10

3/24/24- Sid Ramos with VIDA (Valley Initiative for Development and Advancement) talked about how they help individuals become successful in a career that is in demand in our area. Careers such as nurses, welders, HVAC technicians, auto repair technicians. They support individuals attending a school of higher learning. VIDA's complete program model of providing the necessary support services, career guidance, intensive case management, and financial assistance represents the key factor in over 90% average persistence rate success.

Issues: 2, 6

3/31/24- Chase Palmer with Sunny Glenn Children's Home talked about how they help abused and neglected children. Sunny Glen has been a refuge for abused, neglected, and forgotten children. With the generous support of churches, individual Christians, community partners and the grace of God, they provide loving homes and a variety of professional services to meet the needs of children and families in our community.

Issues: 3

**THE FOLLOWING PUBLIC SERVICE ANNOUNCEMENTS
RAN ON 102.5 KBUC-FM RAYMONDVILLE, TEXAS
DURING THE 1st QUARTER OF 2024**

As determined by the ascertainment of local community leaders and our current program director, these are the most important issues facing the Rio Grande Valley Area.

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Local Public Service Announcements

Addresses Issue Numbers	Length of Support	Event/Subject	Dates
7	Ran 20 x: 30sec psas 6am-12am Mon. –Sun.	City of McAllen 2024 Marathon	01/15/24- 01/20/24
2, 4, 5	Ran 40 x: 30sec psas 6am-12am Mon. –Sun.	Texas Association of Broadcasters- Fentanyl Awareness	01/01/24- 02/25/24

CONTRACT



www.radiounited.com

And:

Pollux.Castor Inc.
Attention: Lynda Pollux Castor
1111 E Canton Rd
Edinburg, TX 78539

<u>Contract / Revision</u> 53521A /		<u>Alt Order #</u>	
<u>Advertiser</u> City of McAllen (A)		<u>Original Date / Revision</u> 01/12/24 / 01/12/24	
<u>Contract Dates</u> 01/15/24 - 01/20/24		<u>Estimate #</u>	
<u>Product</u> City of McAllen 2024 Marathon			
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash	
<u>Property</u> KBUC-FM	<u>Account Executive</u> Ida Rincones	<u>Sales Office</u> McAllen Local	
<u>Special Handling</u> Email & EI			
<u>Demographic</u> Households			
<u>Agy Code</u>	<u>Advertiser Code</u>	<u>Product 1/2</u>	
<u>Agency Ref</u>		<u>Advertiser Ref</u>	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	KBUC	01/15/24	01/20/24	M-Su 6a-7p	M-Su 6a-7p		:30			NM	20	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	01/15/24	01/21/24	MTWTF--				20	\$0.00			
Totals											20	\$0.00

Time Period	# of Spots	Gross Amount	Net Amount
01/01/24 - 01/20/24	20	\$0.00	\$0.00
Totals	20	\$0.00	\$0.00

CONTRACT



www.radio united.com

And:

PSA
 1201 North Jackson Suite 900
 McAllen, TX 78503

<u>Contract / Revision</u> 52661 /		<u>Alt Order #</u>
<u>Advertiser</u> PSA		<u>Original Date / Revision</u> 12/13/23 / 12/13/23
<u>Contract Dates</u> 12/14/23 - 02/25/24	<u>Estimate #</u>	
<u>Product</u> TAB PSA Fentanyl		
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Calendar	<u>Cash/Trade</u> Cash
<u>Property</u> KBUC-FM	<u>Account Executive</u> Thiana Vera	<u>Sales Office</u> McAllen Local
<u>Special Handling</u> Do Not Mail		
<u>Demographic</u> Households		
<u>Agency Code</u>	<u>Advertiser Code</u>	<u>Product 1/2</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	KBUC	12/14/23	02/25/24	M-Su 5a-12a	M-Su 5a-12a		:30			NM	55	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 12/11/23	12/17/23	---TFSS				5	\$0.00			
		Week: 12/18/23	12/24/23	MTWTFSS				5	\$0.00			
		Week: 12/25/23	12/31/23	MTWTFSS				5	\$0.00			
		Week: 01/01/24	01/07/24	MTWTFSS				5	\$0.00			
		Week: 01/08/24	01/14/24	MTWTFSS				5	\$0.00			
		Week: 01/15/24	01/21/24	MTWTFSS				5	\$0.00			
		Week: 01/22/24	01/28/24	MTWTFSS				5	\$0.00			
		Week: 01/29/24	02/04/24	MTWTFSS				5	\$0.00			
		Week: 02/05/24	02/11/24	MTWTFSS				5	\$0.00			
		Week: 02/12/24	02/18/24	MTWTFSS				5	\$0.00			
		Week: 02/19/24	02/25/24	MTWTFSS				5	\$0.00			
Totals											55	\$0.00

Time Period	# of Spots	Gross Amount	Net Amount
12/01/23 - 12/31/23	15	\$0.00	\$0.00
01/01/24 - 01/31/24	23	\$0.00	\$0.00
02/01/24 - 02/25/24	17	\$0.00	\$0.00
Totals	55	\$0.00	\$0.00