

**QUARTERLY REPORT**  
**2022 (2ND 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**

**4/02/23-** 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**

**4/09/23- 6/4/23-** Cecilia Mata with Mujeres Unidas (Women Together) talks about how they help victims of domestic violence and sexual assault. The mission of the organization is to provide shelter and support services to victims of domestic violence and survivors of sexual assault and their

families. They provide community education, awareness, and prevention programs.

**Issues: 2**

**4/16/23** – 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**

**4/23/23-** 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**

**4/30/23-** 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**

**5/7/23-** 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**

**5/14/23-** Trisha Watts with Habitat for Humanity RGV talked about how Habitat for Humanity RGV helps people who live in sub-standard housing to become responsible homeowners. Habitat for Humanity is responsible for helping build more than a hundred homes since it began in 1988. Family partners must be hard working, low-income residents that may not be able to qualify for a traditional mortgage. Once qualified a family has to

volunteer a certain number of hours helping with the construction of the home.

**Issues: 2, 10**

**5/21/23-** Rebecca Ramirez with the Make A Wish Foundation-RGV talked about how they raise funds to provide ill children with a desired wish. Tens of thousands of volunteers, donors and supporters advance the Make-A-Wish vision to grant the wish of every child diagnosed with a critical illness. In the United States and its territories, on average, a wish is granted every 34 minutes.

**Issues: 5, 9, 10**

**5/28/23-** 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**

**6/4/23-** Cecilia Mata with Mujeres Unidas (Women Together) talks about how they help victims of domestic violence and sexual assault. The mission of the organization is to provide shelter and support services to victims of domestic violence and survivors of sexual assault and their families. They provide community education, awareness, and prevention programs.

**Issues: 2**

**6/11/23-** 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**

**6/18/23-** 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**

**6/25/23-** 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**



**THE FOLLOWING PUBLIC SERVICE ANNOUNCEMENTS  
RAN ON 102.5 KBUC-FM RAYMONDVILLE, TEXAS  
DURING THE 2<sup>nd</sup> QUARTER OF 2023**

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## Local Public Service Announcements

<b>Addresses Issue Numbers</b>	<b>Length of Support</b>	<b>Event/Subject</b>	<b>Dates</b>
7, 10	Ran 40 x: 30sec psas 6am-12am Mon. –Sun.	Fishing For Hope Golf Tournament	05/29/23- 06/09/23

# CONTRACT



[www.radiounited.com](http://www.radiounited.com)

And:

**PSA**  
 1201 North Jackson Suite 900  
 McAllen, TX 78503

<u>Contract / Revision</u> 47078 /		<u>Alt Order #</u>
<u>Advertiser</u> PSA		<u>Original Date / Revision</u> 05/24/23 / 05/26/23
<u>Contract Dates</u> 05/29/23 - 06/09/23	<u>Estimate #</u>	
<u>Product</u> 2023 FFH FISHING TOURNAMENT		
<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> Lindsay Guidry	<u>Sales Office</u> McAllen Local
<u>Special Handling</u> Do Not Mail		
<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	05/29/23	06/09/23	M-Su 6a-12a	M-Su 6a-12a		:30			NM	40	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 05/29/23	06/04/23	--WTFSS				20	\$0.00			
		Week: 06/05/23	06/11/23	MTWTF--				20	\$0.00			
<b>Totals</b>											40	\$0.00