

## PUBLIC AFFAIRS REPORT

Q3 2018 - ENDING SEPTEMBER 30, 2018

This report lists the significant public affairs and/or public service programming that aired during the period of June 1, 2018 through September 30, 2018 in which issues of importance to the community are addressed. The issues are listed in alphabetical order and not in order of importance.

The various programming to address the community issues aired a total of seven hours and twenty minutes at various times throughout the quarter.

### Community Issues

| Organization   | Issue Addressed       | Brief Description  |
|--|-----------------------|--|
| Ad Council - American Lung Association                             | Cancer Awareness      | Campaign to educate Americans about a groundbreaking lung cancer screening for those at high risk.   |
| Ad Council - Autism Speaks   | Autism Awareness      | Campaign dedicated to promoting solutions, across the spectrum and throughout the life span, for the needs of individuals with autism and their families through advocacy and support.   |
| Ad Council - We Are America  | Diversity & Inclusion | By enumerating some of the many labels Americans proudly use to define themselves– Latino, disabled, lesbian, Muslim, senior citizen, African American and others – the video concludes that to love America is to love all Americans.                             |
| American Parkinson Disease Association                             | Parkinson's Awareness | The APDA is the largest grassroots network dedicated to fighting Parkinson's disease and works tirelessly to assist the more than 1 million Americans with Parkinson's disease live life to the fullest in the face of this chronic, neurological disorder.        |
| Entertainment Industry Foundation; Albertsons Companies Foundation | Childhood Hunger      | Hunger Is, a joint charitable program of the Albertsons Companies Foundation and the Entertainment Industry Foundation (EIF), is designed to build awareness and raise funds in an effort to eradicate childhood hunger in America.                                |
| FosterMore   | Human Services        | FosterMore shines a light on the amazing potential of kids and families in the foster care system, and empowers all foster kids to reach their dreams through education.   |
| Foundation for a Better Life                                       | Gratitude             | We all have someone who helped us get to where we are today. The song, "Because You Loved Me" by Celine Dion, adds a poignant and uplifting touch to this message.   |
| Foundation for a Better Life                                       | Achievement           | Achievement comes in many forms. Whatever the goal, it takes much effort, skill and courage to achieve great things. Set to the uplifting song "Hall of Fame" this message inspires viewers to achieve their own goals.  |
| Foundation for a Better Life                                       | Imagine               | Every good thing that has ever been achieved began with an idea —a dream that something better is actually possible. Skeptics likely doubted, friends wondered, and still the idea survived. John Lennon's "Imagine" provides a thoughtful and inspiring backdrop. |

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| Foundation for a Better Life             | Caring                   | “Everything I do, I do it for you.” That enduring lyric performed by Bryan Adams has inspired millions around the world. It holds a message of compassion, commitment...and caring.  |
| Foundation for a Better Life             | Parenting                | Set to the iconic song "My Wish" performed by Rascal Flatts, this PSA reminds us of the importance of being involved in our children's lives, and to cherish each moment.  |
| Foundation for a Better Life             | Believe                  | With a little hard work and belief in ourselves, anything is possible. "I Believe" by Bon Jovi serves as the perfect backdrop for this message about Believing in Your Dreams.   |
| Foundation for a Better Life             | Confidence               | This young girl reminds us that underlying every accomplishment in the face of opposition is the all-important trait of confidence, set to Justin Bieber 's "Born to be Somebody."   |
| Internet Crime Complaint Center (IC3)    | Legal Services           | Campaign focused on providing the public with a reliable and convenient reporting process to submit information to the FBI concerning Internet-facilitated criminal activity.  |
| Jon Bon Jovi Soul Foundation             | Poverty                  | The Jon Bon Jovi Soul Foundation exists to combat issues that force families and individuals into economic despair. Through the funding and creation of programs and partnerships, they support innovative community efforts to break the cycle of poverty and homelessness. |
| Joyful Heart Foundation                  | Sexual Assault Awareness | Campaign aimed to challenge typical gender norms in order to raise boys who grow up to respect women.  |
| Just Add Water (World Vision)            | Human Services           | Campaign dedicated to building awareness around how best to solve clean water crises globally, with a focus on how a lack of clean water specifically effects girls and women.   |
| Red Nose Day (Comic Relief, Inc.)        | Human Services           | Campaign dedicated to ending child poverty and ensuring that children in need are safe, healthy and educated.  |
| Stand up to Cancer                       | Cancer Awareness         | Stand Up To Cancer's mission is to increase awareness of and educate about the critical importance of individual contributions, such as getting screened regularly and participating in clinical trials, to continue advancing progress against cancer.                      |
| Stand up to Cancer/ EIF (Morgan Freeman) | Cancer Awareness         | Stand Up To Cancer's mission is to increase awareness of and educate about the critical importance of individual contributions, such as getting screened regularly and participating in clinical trials, to continue advancing progress against cancer.                      |
| Suzanne Wright Foundation                | Cancer Awareness         | The Suzanne Wright Foundation drives urgency and action in the fight against cancer. The improvement in survival rates for breast, colon, prostate and other cancers demonstrates how the power of advocacy and focused funding can drive research and save lives.           |

### **Children's Programming**

Qubo Kids Corner is a block of regularly scheduled E/I Programming addressing educational topics of interest to children. The featured shows in “Qubo Kids Corner” are *Animal Science*, *Look Kool*, and *Giver*.

*Animal Science* - Animal Science is a half hour educational and informational program that provides interesting factoids about a variety of animals. It is specifically produced for the 13 to 16 year old age group, but is also a highly entertaining program for a more general audience, in particular younger children ages 8 to 12. The program's quick moving segments, and cool graphics is sure to capture the interest of the intended audience.

*Look Kool* - Look Kool is a 30 minute program designed for children 6 to 9. On every episode, the male host, Hamza, interacts with an animated robot cat, a historical guest (played by Hamza in costume), children, and other animated creatures. The basic premise of the show is the idea that math is everywhere and each episode includes real children who help Hamza solve mathematical or scientific curiosities. Look Kool works hard to highlight for learners the link between the lesson and real life in order to activate and keep the children's interest. Live action children in real world settings put the lesson of the episode into action by seeking its value within everyday life. Look Kool is a highly educational program and speaks to the curious minds and active imaginations of elementary age kids and encourages the transfer of knowledge out into one's everyday life.

*Giver* - Giver is a live action series suitable for children 6 to 9. In each episode the young adult host enlists the help of children in the area to work together to improve playgrounds in their community.

**Issues Addressed:** Children, Family, Education, Financial Planning, Animals, Science