

PUBLIC AFFAIRS REPORT
Q4 2017 - ENDING DECEMBER 31, 2017

This report lists the significant public affairs and/or public service programming aired during the period of October 1, 2017 through December 31, 2017 in which issues of importance to the community are addressed. The issues are listed in alphabetical order and not in order of importance.

Community Issues

Title	Organization	Issue Addressed	Brief Description
Fried Egg 2016	The Partnership for Drug-Free Kids	Education	Promoting open dialogue between parents and their children on the dangers and complexity of drug use.
Be The Breakthrough	Stand Up To Cancer	Health and Wellness	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.
The World of Autism	Autism Speaks	Health and Wellness	Campaign designed to help parents recognize early signs of autism in their children
Code Purple	Code Purple	Health and Wellness	Raising awareness around pancreatic cancer sufferers and research.
Coming Home	Leukemia and Lymphoma Society	Health and Wellness	Raising awareness for cancer research - specifically leukemia and lymphoma, centered around the benefit that funding and research has had around those suffering from those maladies.
Live With Optimism	American Parkinson Disease Association	Health and Wellness	Organization that highlights the change in an orphaned child's world when foster care ends and a solid home life can begin.
Lonely Road	CodePurple	Health and Wellness	Raising awareness around pancreatic cancer sufferers and research.
Lung Cancer Screening - Saved By The Scan	American Lung Association	Health and Wellness	Promoting advanced screening and awareness as a means to prevent lung cancer related fatalities.
Your Body Your Hope	Stand Up To Cancer	Health and Wellness	Promotion of immunotherapy as a means to treat cancer
Jon Bon Jovi Soul Foundation	Jon Bon Jovi Soul Foundation	Human Services	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.
Ballet	Foundation for a Better Life	Human Services	Campaign promoting the virtue of confidence - FBL's mission statement is to promote campaigns that can benefit a specific community.
Blessings In A Backpack	Blessings In a Backpack	Human Services	Organization dedicated to providing meals to children who rely on school meals for nutrition while school is not in session.
Bullying Prevention - Anthem	I Am A Witness	Human Services	Campaign targeted at teens highlighting the prevalence of bullying and what can be done to raise awareness around it.
Bullying Prevention - Ben's Story	I Am A Witness	Human Services	Campaign sharing a personal firsthand account of one child's experience with bullying to raise awareness.
Childhood Hunger - 1 in 6	Feeding America	Human Services	Organization that highlights the prevalence of childhood hunger and provides information regarding avenues for solution.

Title	Organization	Issue Addressed	Brief Description
College	Foundation for a Better Life	Human Services	Campaign promoting the virtue of Gratitude - FBL's mission statement is to create public service campaigns that can benefit a specific community.
Diversity & Inclusion - We Are America	Love Has No Labels (via Ad Council)	Human Services	The Ad Council's Love Has No Labels is a campaign that encourages people to examine and challenge their own implicit bias.
Everything I Do	The Foundation for a Better Life	Human Services	Campaign promoting the virtue of Caring/Empathy - FBL's mission statement is to promote campaigns that can benefit a specific community.
Foster Care Awareness	FosterMore	Human Services	Campaign for awareness of the benefits of the Foster Care system.
Hall of Fame	Foundation for a Better Life	Human Services	Campaign promoting the virtue of Achievement - FBL's mission statement is to promote campaigns that can benefit a specific community.
I Believe	Foundation for a Better Life	Human Services	Campaign promoting the virtue of Belief - FBL's mission statement is to promote campaigns that can benefit a specific community.
I Will Always Love You	Foundation for a Better Life	Human Services	Campaign promoting the virtue of Love - FBL's mission statement is to promote campaigns that can benefit a specific community.
Imagine	Foundation for a Better Life	Human Services	Campaign promoting the virtue of Imagination - FBL's mission statement is to promote campaigns that can benefit a specific community.
My Wish	Foundation for a Better Life	Human Services	Campaign promoting the virtue of Parenthood - FBL's mission statement is to promote campaigns that can benefit a specific community.
Picture	SOS Children's Villages - USA	Human Services	Emphasis on the continued support of orphaned, abandoned or otherwise vulnerable children globally.
Reducing Food Waste - Junk Food	Save The Food	Human Services	Raising awareness about the waste of food through the life cycle of a specific piece of fruit.
Suitcase	Adopt US Kids	Human Services	Campaign highlighting the change in an orphaned child's world when foster care ends and a solid home life can begin.
The Journey	USO	Human Services	Organization that highlights and supports the journey that American troops and their families must make in sacrifice for their services.
Battlefield	The Department of Transportation's National Highway Traffic Safety Administration (NHTSA)	Research and Public Policy	Campaign expressing the importance of children and teens being buckled in at all times while a vehicle is moving.

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 *Zoo Clues*, *Secret Millionaire's Club*, and *Thomas Edison's Secret Lab*

Zoo Clues – Zoo Clues tackles the animal kingdom's most mind-blowing questions, like these: Can birds fly backward? Are whales fish? Do dogs sweat? Questions and clues are presented, giving viewers a chance to guess the right answers. The investigation of the answers takes viewers on a fast-paced and entertaining tour of the animal kingdom. Both older and younger audiences should find this look across the amazing world of animals fascinating. Beyond basic engagement, Zoo Clues leaves viewers with a

meaningful perspective about animals and meaningful comparisons to their own human characteristics. The variety of the animal kingdom is truly odd and bizarre enough to read like fiction, but the clever narration of Zoo Clues links disparate information together in a way that always makes clear that what viewers see is real, natural, and relates to their own life in the real world.

Secret Millionaire's Club – The Secret Millionaire's Club is designed to stimulate curiosity about, interest in, and knowledge of the world of economics, business, and financial literacy among 8-12-year-olds. It invites children to follow the antics and adventures of four entrepreneurial teens as they discover the basics of smart, responsible money-management, then use that knowledge to help others. In this animated series, Warren Buffett acts as a mentor to this group of kids who have international adventures in business, and meet some very interesting guest stars along the way including Jay-Z, Shaquille O'Neal, Nick Cannon, Kelly Rowland, Bill Gates, and more.

Thomas Edison's Secret Lab – Thomas Edison's Secret Lab is designed to stimulate interest in and inspire excitement about science and technology among 8-11-year-olds as it introduces them to a broad range of basic scientific concepts, as well as to an eclectic array of famous scientists and inventors. The series aims to increase elementary school children's engagement with science by making it fun, exciting, comprehensible ... and most of all, cool. In this series, four kids stumble onto a secret lab left behind by famed inventor Thomas Edison. Guided by Edison's holographic image, and accompanied by their trusty robot sidekick Von Bolt, the kids learn about science through a series of informative - and hilarious - adventures.

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