

The primary mission of WMUW 88.5 FM and WMUW World Wide Web Radio (www.muw.edu/wmuw) is to serve as a learning lab for the Department of Communication. Students program, operate and perform the duties of a real world, commercial broadcast station. Students learn on-air performance, programming, recording, mixing and computer programming/operation similar to what they will face after graduation should they choose to pursue a career in broadcasting.

The secondary mission of WMUW is to serve the interests of the city of Columbus, Mississippi with real time severe weather information, and to help promote both the Mississippi University for Women and the Columbus/Lowndes County area, along with Clay, Monroe, Okitibbeha and Noxubee counties. WMUW serves as a "community station" willing and able to support non-profit causes through promotion and on scene, live broadcasts. Not only does the community benefit, but our students also benefit from the experience.

WMUW 88.5 FM, Columbus Mississippi

Problems/Issues Programming

First Quarter, 2024

HEALTH/SAFETY ISSUES

(PSA's/Programs broadcast during the period by topic/informational content)

1. Asthma Awareness – American Lung Association
2. Lupus Awareness
3. Diabetes Management
4. Doctor/Patient Involvement/Communication
5. “Real Men Wear Gowns”. – Encouraging men to get medical check-ups.
6. Rotary International – Polio Eradication
7. The Cancer Project
8. American Red Cross
9. Steps Against Recurrent Stroke
10. Coalition to Prevent Deep Vein Thrombosis
11. CDC Gynecologic Cancer Awareness Campaign
12. Breast Cancer Awareness/Congressional PSA
13. Rheumatoid Arthritis Awareness/Women in Government
14. “This Close” – Polio Eradication – Rotary International
15. American Lung Association
16. Medicare Preventive Benefits Awareness Program
17. American Diabetes Association
18. Medicare Prescription Drug Benefits Awareness
19. “911 Make the Call” – Heart Attack and Stroke Symptom Awareness
20. American Heart Association
21. Conquering Pain Together - Women In Government
22. “National Family Day” – National Center on Addiction and Substance Abuse
23. CDC – “Second Hand Smoke”
24. EPA – “Test Your Home for Radon Gas”
25. EPA – “Living Green”
26. International Rett Syndrome Foundation – Rett Syndrome Awareness
27. COPD Awareness – US Dept. of Health and Human Services
28. American Academy of Orthopedic Surgeons – Senior Falls Awareness
29. American Academy of Pediatrics
30. Ronald McDonald House Charities
31. Depressionisreal.org
32. Volunteers of America/Major League Baseball Players Trust “Are You In” (exercise everyday)
33. Arthritis Foundation
34. MyPyramid.gov
35. “Don’t Be A Fake” – Stop Steroid Use
36. Obesity Prevention
37. AHRQ.org – “Questions you should ask your doctor.
38. “Get Up and Play, One Hour a Day”. – NFL60
39. “Hands Only CPR” – American Heart Association
40. American Academy of Orthopedic Surgeons – “Stop Sports Injuries.”

41. CDC/US Dept. of Health and Human Services – Stop Smoking
42. National Drowning Prevention Alliance – Pool Safety – “Drowning is Preventable”
43. American Health Assistance Foundation – “What Would You Like To See?” – Preventing Vision Loss.
44. US Dept. of Health and Human Services – Health Resources and Services Administration – “Be An Organ Donor” – organdonor.gov.
45. Foundation Fighting Blindness – Managing Vision Loss From Age-Related Macular Degeneration.
46. American Diabetes Association – “Weigh the Risks” – Knowing the Risks of Type-2 Diabetes.
47. American Speech-Hearing-Language-Hearing Association – “Speak Up About Hearing Loss.”
48. Newborn and Child Survival – Tips on Newborn Care, and How to Find a Good Doctor For Your Newborn.
49. “Clean, Separate, Cook, Chill” – Food Safety Education from FoodSafety.gov
50. “MS Kills Connection” - National Multiple Sclerosis Society.
51. COPD Foundation – Information about COPD and encouragement for people with COPD to explore treatment options with their doctors.
52. US Department of Health and Human Services/President’s Council on Physical Fitness and Sports. “Physical Activity. It’s the Winning Pass in Life.” – Information designed to get listeners to be more physically active in life. Featuring Drew Brees and Dominique Dawes.
53. National Institute of Health/Department of Health and Human Services – “One Pound At A Time.” – Obesity Prevention Campaign.
54. Save The Children – “Every Beat Matters” – Inspiration and Information for Americans to help save children around the world and in the USA.
55. Foundation Fighting Blindness – Information about Age-related Macular Degeneration – alerting listeners to the importance of early detection to save and restore sight.
56. Body Double - American Academy of Orthopedic Surgeons – Encouragement for Listeners to get out and fight for mobility and regain their lives today.
57. BrightFocus Foundation – “Now is the moment to Stop Alzheimer’s”. – Information and Encouragement for those with Alzheimer’s and those to care for them to work to help find a cure.
58. US Dept of Health and Human Services – “It’s Only Natural – Mother’s Love, Mother’s Milk”. Encouraging new mothers to breast feed their newborns for the health of mother and baby.
59. Centers for Disease Control and Prevention – “Tips From Former Smokers.” Ideas and tips for quitting smoking along with information on where to go to find help.
60. EPA – www.noattacks.org – “Childhood Asthma; No Child Should Feel Like A Fish Out Of Water; Even One Attack Is Too Many.” – Information from the Environmental Protection Agency on what people can do to help stop and prevent Asthma Attacks in Children.
61. US Dept. of Health and Human Services – “When Should You Start Thinking About Long-Term Care.” – Information about Long-Term Care insurance and encouragement for all persons to start thinking about their future long-term care.
62. American Lung Association – “Never quit trying to quit” – quitterinyou.org – Encouragement and information for smokers trying to quit, or thinking about quitting; saying there is support for those trying to quit smoking and where to find said resources.
63. FOUNDATION FIGHTING BLINDNESS – Information and Encouragement for listeners to get their eyes tested for Age-Related Macular Degeneration (AMD). A cure is AMD is close, but a person can only be cured IF they get their eyes tested before AMD gets too

far along.

64. IDENTIFY THE SIGNS – Information to increase listener’s awareness about the early signs of Communication Disorders and where they can turn for help. From the American Speech-Language-Hearing Association.

65. EPA – “Noattacks.org” – Introducing the “Breathe Easies” with messages about ways to help prevent childhood asthma attacks – along with revised “Fish Out Of Water” messages that we are already running.

66. TEXTING AND DRIVING PREVENTION - “Driving Sounds”, “Looking Down” and “Passengers”. – Messages aimed at young adults using vignettes showing situations where texting and driving can quickly cause an injury accident or worse. Stopping Texting and Driving or getting a “Designated Texter” if you are the one driving is the aim.

67. AMERICAN ACADEMY OF ORTHOPAEDIC SURGEONS – “Twilight”. Information for listeners to remind patients and doctors that communication is the best medicine.

68. BECAUSE OF YOU, THERE IS ST. JUDE – Information about St. Jude’s Children’s Research Hospital, it’s services, who it serves, how their services are provided at no cost to patients and encouragement for listeners to donate to St. Jude.

69. AMERICAN BRAIN FOUNDATION – Information about the American Brain Foundation’s funding of research into diseases of the brain like Alzheimer’s, Parkinson’s Disease and Migraines – directing listeners to places they can go to help.

70. CROHN’S & COLITIS FOUNDATION OF AMERICA – “Someone You Know” – Information for those who suffer from Inflammatory Bowel Disease that they are not alone and that this is a REAL, TREATABLE condition. Provides places listeners can go to get more information and to find physicians who can help them.

71. FOUNDATION FIGHTING BLINDNESS – Updated information and more motivation for older listeners and their families to seek treatment for sight robbing Age Related Macular Degeneration.

72. ALZHEIMER’S.GOV – “Questions” – Information from the Department of Health and Human Services directing listeners to alzheimers.gov; a new website for those who are caring for persons with Alzheimer’s where the givers can go to find the latest information on Alzheimer’s Disease.

73. CONSUMER PRODUCTS SAFETY COMMISSION – “Simple Steps Save Lives”. Information for listeners about backyard pool safety, tips to prevent accidental drowning and directing listeners to www.poolsafety.gov to find more tips and information to save lives.

74. AMERICAN ACADEMY OF DERMATOLOGY – “Tanning Does Not Make Me...”. Information on the dangers of tanning and the use of tanning beds which increases the chance of developing skin cancer. Listeners are encouraged to stop tanning and to stop using tanning beds. Further information can be found at www.aad.org.

75. AMERICAN LUNG ASSOCIATION – “Lung Force/Women Against Lung Cancer” – Encouragement for women to take a more active role in the fight against Lung Cancer, and information on how to contact the American Lung Association for more information and tips on how to prevent Lung Cancer.

76. US DEPT. OF HEALTH AND HUMAN SERVICES HEALTH RESOURCES AND SERVICES ADMINISTRATION – “Made Possible by an Organ Donor”- Stories of people who have received a new lease on life through organ donation for listeners to hear how organ donation saves lives, then information on how listeners can become organ donors.

77. EPA – “Radon Test Your Home Save A Life”- Announcements to motivate listeners to test their homes for Radon Gas, because breathing Radon Gas is the second leading cause of Lung Cancer behind smoking. Radon is colorless and odorless so the only to know if it is present is to test. Information is presented for listeners to find organizations which will test for Radon Gas before it is too late.

78. BRIGHTFOCUS FOUNDATION – “Make a Plan Today: Get Your Eyes Checked.” – Information and encouragement for listeners to see their Eye Doctor to get tested for Macular Degeneration and Glaucoma – diseases that affect millions of Americans and are treatable and, in some cases, preventable.
79. AMERICAN ACADEMY OF NEUROLOGY – “When In Doubt, Sit It Out” – Information for listeners about Concussions, how to recognize the symptoms of Concussions and encouragement to stop playing athletics and wait for the Concussion to heal. Listeners are also directed to the AAON website to find more information about Concussions.
80. AMERICAN ACADEMY OF ORTHOPAEDIC SURGEONS – “Digital Deadwalker” – ‘No doubt about it, digital deadwalkers are an accident waiting to happen. Information for listeners encouraging them to pay attention to their surroundings when walking around outdoors with their digital devices. To not get so deeply involved with their device they walk into moving traffic or other people.
81. AMERICA’S FAMILY PHYSICIANS – “Health is Primary” – Information about the value of primary care and how a stronger primary care system can improve health while reducing costs.
82. AMERICAN ACADEMY OF DERMATOLOGY – “Tanning Doesn’t Make You” – Listeners are advised “Tanning, indoors or out, increases your risk of skin cancer, including Melanoma, the second most common cancer in young adults.” “Tanning doesn’t make you more beautiful...Tanning can cause wrinkles, age spots and even Melanoma, the cancer that kills one person every hour.”
83. BRAIN INJURY ASSOCIATION OF AMERICA AND THE GRIDIRON GREATS – Tackle PBA With Barry Sanders.” Information about PseudoBulbar Affect (PBA). How the condition manifests itself, some of the causes and how those affected can find and receive help. This campaign features former NFL star Barry Sanders.
84. BE VOCAL SPEAK UP FOR BIPOLAR DISORDER – “Be Vocal Speak Up For Mental Health” – An initiative encouraging individuals and communities to use their voice in support of mental health. Listeners are encouraged to speak up about their own mental illness (specifically Bipolar Disorder) and also encouraged to speak up in their communities to support more resources for mental health treatment.
85. NATIONAL CHILD TRAUMATIC STRESS INITIATIVE – Under the Children’s Health Act of 2000, Congress authorized the Substance Abuse and Mental Health Services Administration to develop a national program to focus on child and adolescent trauma. Listeners are encouraged to seek help if they are experiencing a traumatic episode, and information on where to find help is given. Also, listeners are made aware of resources available in case a traumatic event happens to them in the future.
86. SUBSTANCE ABUSE AND MENTAL HEALTH SERVICES ADMINISTRATION – Listeners are encouraged to contact a confidential hotline or to visit a website to gain information on treatment referral. Listeners are also encouraged to help friends and relatives who might be recovering from mental illness or substance abuse to complete their “journey to recovery”. Peer support is extremely important to the recovering person and listeners are encouraged to assist in any way they can.
87. EPA “INTRODUCING THE BREATHE EASIES” – Featuring a quirky asthma-centric rock band of puppets called the Breathe Easies, whose catchy songs provide simple tips to eliminate specific asthma triggers.
88. NAB/CPSA – “Mental Health Awareness” – Gayle Wicker, spouse of Senator Roger Wicker, encouraging listeners to be aware of those who may be suffering from mental health issues and encouraging them to seek qualified help without discrimination. This is part of the National Association of Broadcasters Congressional PSA Campaign.
89. CENTER FOR DISEASE CONTROL/US DEPT. OF HEALTH AND HUMAN SERVICES “Tips from Former Smokers” – Many Americans do not understand the full extent of the

damage smoking can cause. These messages inform listeners about the dangers of smoking and gives them tips for quitting and for locating places where help with quitting smoking can be found.

90. AMERICAN ASSOCIATION OF ORTHODONTISTS – “The Expert Smile” – Information for listeners to counter the growing trend of “Do-It-Yourself” Teeth Straightening. This may correlate to the proliferation of Internet videos suggesting people can move their teeth themselves. This can lead to all sorts of long-term health problems if people try to move their teeth without the help of an Orthodontist. These messages target people who need their teeth straightened and move the message that only an Orthodontist should try to move teeth into their correct position.

91. Ebola Aid What news is making headlines today? While the Ebola crisis in West Africa is no longer making front-page headlines, the devastating epidemic still plagues Guinea and Sierra Leone and its effects remain throughout the region. The World Health Organization reports Ebola has infected more than 27,000 people. More than 11,000 have died. Decisive action by the United States and its partners led to the ongoing international response to, and recovery from, the Ebola outbreak in West Africa. But the crisis continues. As aid groups strive to end the epidemic in the region, they are also working on rebuilding communities and preventing future outbreaks. Learn about the ongoing response, recovery and rebuilding efforts by following #TrendOnThis and visiting TrendOnThis.org.

92. National Academy of Neurology – “Treating A First Seizure” – 1 in 26 Americans will develop Epilepsy. Information contained in this announcement highlights why people should discuss their treatment options with a Neurologist after experiencing a first seizure. This provides listeners with key information about what to do if they have a first seizure.

93. ST. JUDE CHILDREN’S RESEARCH HOSPITAL – Information for listeners about St. Jude, how St. Jude helps sick children regardless of the families’ ability to pay. Listeners are instructed on how to contact St. Jude, and/or how to donate to help with St. Jude’s mission.

94. ST. BALDRICK’S FOUNDATION – “Kids are Special; Let’s Treat Them That Way.” – Every 3 minutes a child is diagnosed with cancer; 1 in 5 won’t survive, and those who do, often suffer long-term effects from treatments too harsh for their developing bodies. That’s why the St. Baldrick’s Foundation exists – to fund worldwide childhood cancer research and find the best treatments for these kids. Listeners are informed about childhood cancer and how they can help the St. Baldrick’s Foundation (a non-profit organization) help researchers in their quest.

95. MATCHING DONORS .COM – “matchingdonors.com” – Listeners are encouraged to visit this website and to, hopefully, register as an organ donor. Many people die every day on the organ donor waiting lists. This announcement asks listeners to go to the website and register as an organ donor. It is hoped listeners will do so and help bring the numbers of deaths down.

96. AMERICAN ACADEMY OF ORTHOPAEDIC SURGEONS – “Hold The Ladder.” – There is something dangerous in your home. It’s not toxic, sharp or flammable...but it sends more people to the trauma center than any other household item. It’s the ladder. Listeners are encouraged to have the balance to use a ladder, and to take the time to secure it properly. These and other tips for ladder safety are included in these messages.

97. CENTER FOR DISEASE CONTROL – “Know More Hepatitis C” – Hepatitis C affects an estimated 3.2 million Americans, yet as many as 50% don’t know they are infected. People born from 1945 to 1965 are five times more likely to have Hepatitis C. The Know More Hepatitis campaign was launched by the CDC (and is the message of these

announcements to encourage anyone born during these years to get tested for Hepatitis C.

98. NATIONAL MULTIPLE SCLEROSIS ASSOCIATION – MS is an unpredictable disease that is often isolating and disabling, with symptoms ranging from numbness, tingling and fatigue, to walking difficulties, pain and dizziness, to depression, blindness and paralysis. People with MS are sometimes unable to work, withdraw from family and friends, and feel alone as they try to address the challenges MS has brought into their lives. Listeners are encouraged to go to WeAreStrongerThanMS.org and share information, creative solutions and find others who are facing MS. The site provides ideas, and renews strength and inspiration.

99. U.S. CONSUMER PRODUCT SAFETY COMMISSION/PoolSafely.gov – “Simple Safety Steps” – As temperatures climb, so do the number of drownings and Non-fatal Drownings in backyard and community pools and spas. These tragic incidents, which can affect families forever, are preventable. The Pool Safely campaign, the national drowning prevention program run by the U.S. Consumer Product Safety Commission, provides simple safety steps to keep kids safe in the water. Listeners are encouraged to adopt these steps to make swimming safe.

100. PARTNERSHIP FOR DRUG FREE KIDS/AMERICA – “Medicine Chest Secrets”, “Awkward Silence” -More Americans die from drug overdoses than in car crashes, and this increasing trend is driven by prescription painkillers. Broadcasters are encouraged to air these radio and television PSAs from the Partnership for Drug-Free Kids, which inform and encourage greater dialogue about the epidemic.

101. US DEPARTMENT OF HEALTH & HUMAN SERVICES/CENTER FOR DISEASE CONTROL/ACT AGAINST AIDS – “Secret”, “Pick A Spot” – Nearly one in eight persons with HIV don’t know they are infected and can pass the virus onto others without knowing it. These messages aim to increase awareness, reduce the stigma often associated with HIV and AIDS and to make the idea of HIV testing a normal and everyday concept. Listeners are encouraged to get tested for HIV and are assured that testing is fast, free and confidential.

102. SAVE THE CHILDREN -Save the Children believes every child deserves a future. In the United States and around the world, we work every day to give children a healthy start in life, the opportunity to learn and protection from harm. When crisis strikes, and children are most vulnerable, we are always among the first to respond and the last to leave. We ensure children’s unique needs are met and their voices are heard. We deliver lasting results for millions of children, including those hardest to reach. We do whatever it takes for children – every day and in times of crisis – transforming their lives and the future we share. Child Sponsorship helps Save the Children achieve lasting impact for children in some of the world’s most deprived and marginalized areas. We build partnerships and provide tools that empower entire communities to better support their children’s health, education, protection and growth – breaking the cycle of poverty for generations to come. In 2015, the support of over 183,000 child sponsors benefited over 2.8 million children in 23 countries around the world. Together with our sponsors, we are transforming children’s lives – and futures. Listeners are encouraged to become a child sponsor.

103. AMERICAN PHYSICAL THERAPY ASSOCIATION – Opioid Addiction affects more than 1 in 4 Americans. Opioid Addiction costs the US \$55-billion each year. In this message, the APTA tells listeners suffering from chronic pain there are other ways, such as Physical Therapy, to relieve their pain without addictive drugs. Listeners are urged to talk to their doctor about physical therapy, or other therapies, to relieve their pain.

104. NATIONAL RUNAWAY SAFELINE – These message from the Administration on Children, Youth and Families’ Family and Youth Services Bureau (FYSB) and the

National Runaway Safeline created these messages to help shed light on the reasons young people experience homelessness, and share how they can find the help they need to become successful adults. Listeners are encouraged to call 1-800-RUNAWAY or go to 1800RUNAWAY.ORG to access information and resources for young, homeless young people.

105. MatchingDonors.com - Currently, 22 people die every day waiting on the government's deceased donor list, those that live to get a transplant from that list wait 7 to 12 years for their organ. In addition, there are over 250 people that die every day waiting for an organ transplant that are not on the government's waiting list because they are too old or too sick. MatchingDonors is doing everything it can to stop that by providing a forum for all people in need of lifesaving transplants to match with living, altruistic donors. Many patients receive their kidney transplant within only six months of registering on MatchingDonors.com.

106. Health Resources & Services Administration – “Make The Call” - 2,200,000 poisonings occur annually, with nearly 50 percent of all exposures involving children younger than age 6. To address this threat, the Health Resources & Services Administration (HRSA) continues its Poison Help campaign with the “Make the Call” series of PSAs. The new installment of the campaign aims to reduce poisonings especially among Medicare and Medicaid audiences. The centerpiece of the campaign is “Make the Call,” a PSA with a narrative that drives the listener to recognize common poison threats and save the number 1-800-222-1222 in their phone. By saving the number, listeners can save a life. The Poison Help line reduces hospital visits by controlling 68 percent of exposure calls where they occur. It also saves Americans more than \$1.8 billion every year in medical costs and lost productivity.

107. HEALTH RESOURCES AND SERVICES ADMINISTRATION – “MAKE THE CALL” – 2,200,000 poisonings occur annually, with nearly 50% of all exposures involving children younger than age 6. The Health Resources & Services Administration (HRSA) continues its Poison Help Campaign with the “make The Call” series of announcements. Listeners are taught to recognize common poison threats and save the number 1-800-222-1222 in their phone, and to call the Poison Help Line, a free resource staffed by poison experts.

108. AMERICA'S FAMILY PHYSICIANS – “Health is Primary” -A strong primary care system will help solve the nation's health care problems. For too long, our health care system has been out of balance. Spending on treatment has far exceeded spending on prevention and wellness. A health system that undervalues primary care has resulted in health care spending that is more than double that of other industrialized countries, yet America ranks 24th out of 30 in life expectancy. As our health care system evolves, it has become clear that a strong primary care system is essential to improving health in America. Health Is Primary is a communications campaign to demonstrate the benefits of primary care, and engage patients in our health care system. The Health is Primary PSA shares information about the value of primary care and how a stronger primary care system can improve health while reducing costs.

109. AMERICAN MIGRAINE FOUNDATION – Leading headache specialist at the world-renowned Mayo Clinic says, “Migraine is an invisible disease affecting over 36 million Americans. Sufferers are marginalized and stigmatized. Migraine costs America more than \$20 billion each year! The Move Against Migraine campaign is an unprecedented initiative that aims to change all of this...”David Dodick, MD, FRCP (C), FACP, FAHS, chair of the American Migraine Foundation, president of the International Headache Society and professor of Neurology at the Mayo Clinic in Arizona. The American Migraine Foundation (AMF) is a non-profit organization dedicated to the advancement of research and awareness surrounding migraine, a disabling disease that impacts 36 million men, women and children in the United States. The AMF was founded in 2010 to provide

access to information and resources for individuals living with migraine, as well as their loved ones. Working alongside the American Headache Society, the AMF's mission is to mobilize a community for patient support and advocacy, as well as drive and support innovative research that will lead to improvement in the lives of individuals living with migraine and other disabling diseases that cause severe head pain. For more information, please visit AmericanMigraineFoundation.org

110. ST. JUDE CHILDREN'S RESEARCH HOSPITAL - St. Jude is leading the way the world understands, treats and defeats childhood cancer and other life-threatening diseases. Families never receive a bill from St. Jude for treatment, travel, housing or food—because all a family should worry about is helping their child live. Treatments invented at St. Jude have helped push the overall childhood cancer survival rate from 20% when we opened to more than 80% today, and we won't stop until no child dies from cancer. St. Jude freely shares discoveries so that every child saved at St. Jude means doctors and scientists worldwide can use that knowledge to save thousands more children. Listeners are encouraged to fundraise, volunteer, or participate in an event for St. Jude in our community.

111. AMERICAN MIGRAINE FOUNDATION – “Move Against Migraine” – Migraine impacts one in four households. The American Migraine Foundation is a non-profit organization dedicated to the advancement of research and awareness surrounding migraine, a disabling disease that impacts 36-million men, women and children in the United States. Listeners are encouraged to mobilize a community for patient support and advocacy, as well as drive and support innovative research that will lead to improvement in the lives of individuals living with migraine and other disabling diseases that cause severe head pain.

112. ALLIANCE FOR AGING RESEARCH – “Venous Thromboembolism” – Deep Vein Thrombosis is a condition where blood clots form in deep veins in the body – usually the legs. If a clot breaks free and travels to the lungs it can cause a Pulmonary Embolism, which is serious and often deadly. Both of these conditions together are called Venous Thromboembolism. Listeners are taught about the risk factors, symptoms and importance of early treatment.

113. AMERICAN ACADEMY OF NEUROLOGY – “Sudden Unexpected Death in Epilepsy” – The American Academy of Neurology is launching announcements about a new guideline being released on Sudden Unexpected Death in Epilepsy or SUDEP. This is an uncommon but fatal complication of epilepsy. Listeners are informed about and why they need to know about SUDEP. Patients, families and caregivers need to be informed about SUDEP and this announcement is part of a larger informative campaign.

114. CENTERS FOR DISEASE CONTROL – “Keep Stopping Zika”: Zika is still a threat and its effect on an unborn child can be devastating. Let's keep stopping Zika. In response to the global outbreak of Zika virus and to prevent the spread of Zika in the United States, the Centers for Disease Control and Prevention (CDC) launched a health communications campaign. The results have been encouraging, and the Zika Domestic Readiness Campaign is making a significant impact providing prevention information to people all over the nation. There is still a lot of work to do. Luckily, we can help prevent Zika by taking simple precautions. You can help protect pregnant women and their unborn babies by sharing these PSAs. They include four simple action steps people can take to protect themselves and others in their community.

115. ST JUDE'S CHILDREN'S RESEARCH HOSPITAL -St. Jude is leading the way the world understands, treats and defeats childhood cancer and other life-threatening diseases. Because of your support: Families never receive a bill from St. Jude for treatment, travel, housing or food—because all a family should worry about is helping their child live. Treatments invented at St. Jude have helped push the overall childhood

cancer survival rate from 20% when we opened to more than 80% today, and we won't stop until no child dies from cancer. St. Jude freely shares discoveries so that every child saved at St. Jude means doctors and scientists worldwide can use that knowledge to save thousands more children.

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117. HEALTH RESOURCES AND SERVICES ADMINISTRATION - 2,200,000 poisonings occur annually, with nearly 50 percent of all exposures involving children younger than age 6. To address this threat, the Health Resources & Services Administration (HRSA) continues its Poison Help campaign with the "Make the Call" series of PSAs. The new installment of the campaign aims to reduce poisonings especially among Medicare and Medicaid audiences. The centerpiece of the campaign is "Make the Call," a PSA with a narrative that drives the listener to recognize common poison threats and save the number 1-800-222-1222 in their phone. By saving the number, listeners can save a life. The Poison Help line reduces hospital visits by controlling 68 percent of exposure calls where they occur. It also saves Americans more than \$1.8 billion every year in medical costs and lost productivity. By airing these PSAs, you can help us raise awareness of when to call the Poison Help line—a free resource staffed by poison experts.

118. SHATTERPROOF – "Stronger Than Addiction" - Every day, 174 people die from a drug overdose. Shatterproof is a national nonprofit organization dedicated to ending the devastation addiction causes families. We're eliminating the stigma, creating a community of support for families, and providing evidence-based resources for prevention, treatment, and recovery. We are working hard every single day to reduce the secrecy and remove the shame surrounding substance use disorders. We're changing laws and saving lives. And so can you. Listeners are encouraged to recruit others to join the movement to rise up against addiction so that families affected by this disease do not feel hopeless or alone. Whether it's uniting thousands around the country at a Shatterproof Rise Up Against Addiction 5K Walk/Run event or joining our grassroots movement to transform addiction treatment in America, listeners can spread the word that Stigma Shatters Lives. Rise up Against Addiction now because, together, we are stronger than addiction.

119.SUSAN G. KOMAN FOUNDATION --This fall, Susan G. Komen will be seeking to reignite the sense of urgency behind breast cancer, by reminding the public that more than 41,000 people in the U.S. are dying each year from breast cancer – a fact that is unacceptable! The campaign will also highlight the unique impact the disease has on African-American and Hispanic women. In clear and uncompromising terms, the ads highlight the work Susan G. Komen is doing every day to save lives and calls on people across the country to join our fight. Join the fight to save lives. Help Susan G. Komen reduce breast cancer deaths by half by 2026.

120. AMERICAN CANCER SOCIETY – "Career Day" - All parents want to see their kids live out their dreams. Our goal is to help parents keep their kids healthy well into adulthood by preventing cancers caused by the human papilloma virus (HPV). This campaign

educates parents about how the HPV vaccine helps prevent cancer years down the line, giving their kids a better chance to see their dreams come true.

121. SUSAN G. KOMEN FOUNDATION – “Unacceptable” - Building on the momentum created by Susan G. Komen’s fall “Unacceptable” campaign, we will end the year with an integrated campaign to drive awareness. October reignites the sense of urgency behind our fight via the Unacceptable messaging, then, we kick-off the giving season by highlighting the ways we fight to save lives from breast cancer while challenging our audience with a simple but powerful question – Are You In? Join the fight to save lives. Help Susan G. Komen reduce breast cancer deaths by half by 2026.

122. NATIONAL MULTIPLE SCLEROSIS SOCIETY – “Whatever It Takes” - The National Multiple Sclerosis Society’s new public service awareness campaign, “What Ever it Takes” offers people a special place to share their own creative solutions to the challenges of MS and find new ones at nationalMSSociety.org/ThisISMS and know how to get involved through Walk MS at walkMS.org. When we unite to raise awareness and share solutions, we become stronger than multiple sclerosis.

123. ST. JUDE CHILDREN’S RESEARCH HOSPITAL – “Finding Cures – Hannah”- St. Jude is leading the way the world understands, treats and defeats childhood cancer and other life-threatening diseases. Families never receive a bill from St. Jude for treatment, travel, housing or food—because all a family should worry about is helping their child live. Treatments invented at St. Jude have helped push the overall childhood cancer survival rate from 20% when we opened to more than 80% today, and we won’t stop until no child dies from cancer. St. Jude freely shares discoveries so that every child saved at St. Jude means doctors and scientists worldwide can use that knowledge to save thousands more children. Listeners are encouraged to visit St. Jude’s web site to find more information.

124. ST. JUDE’S CHILDREN’S RESEARCH HOSPITAL – Families never receive a bill from St. Jude for treatment, travel, housing or food – because all a family should worry about is helping their child live. Treatments invented at St. Jude have helped push the overall childhood cancer survival rate from 20% when they opened to more than 80% today, and they won’t stop until no child dies from cancer. St. Jude freely shares discoveries so that every child saved at St. Jude means doctors and scientists worldwide can use that knowledge to save thousands more children. Listeners are encouraged to support St. Jude anyway they can.

125. AMERICAN RED CROSS – “Missing Types” - The Red Cross continuously relies on the generosity of volunteer blood donors to help kids battling cancer, accident victims being raced into emergency rooms, and new moms with complicated childbirths. The need for blood is constant, but there simply aren’t enough people donating blood. In fact, the problem is an alarming one: Every two seconds someone in the U.S. needs blood. Only 3 out of every 100 people donate blood in the U.S. in a given year. The Red Cross is asking for help to fill the missing blood types. This summer, these messages are geared to inspire 325,000 people—including 50,000 who have never donated blood before—across the U.S. to help save lives by setting an appointment to donate blood.

126. ALZHEIMER’S AWARENESS – “Tom”, “Cynthia” - More than 5 million Americans live with Alzheimer’s but less than half are ever diagnosed. Acknowledging why your loved one is acting differently is hard, but early detection and care can make a significant difference in managing the disease. Listeners are encouraged to start the conversation with their loved ones by these messages that show the life-changing impact of an early detection of Alzheimer’s.

127. BRIGHT FOCUS FOUNDATION - “Macular Degeneration” - As many as 11 million people in the United States have some form of age-related macular degeneration. This number is expected to double to nearly 22 million by 2050. Vision disease is a growing public health epidemic causing blindness and reduced vision. Macular

degeneration affects 11 million Americans, and glaucoma is a leading cause of blindness among both Hispanic and African Americans. Most people lose their vision through disease, not at birth. And many people are unaware they have a vision problem until irreversible damage has occurred. In fact, half of the three million Americans with glaucoma don't even know they have it. BrightFocus is sending a wake-up call that regular eye exams can help prevent vision loss and better control damage that may have already occurred. The spots, in English and Spanish, urge viewers to Make a Plan Today: Get Your Eyes Checked, and to visit brightfocus.org to learn more about vision disease including the Top 5 Questions to Ask Your Eye Doctor.

128. ROTARY INTERNATIONAL - For more than 110 years, Rotary has united leaders from all continents, cultures and occupations to exchange ideas and take action to improve lives in communities across the globe. Its 1.4 million Rotary and Rotaract members pour their passion, integrity, and intelligence into addressing the world's most pressing issues, from fighting disease to promoting peace to growing local economies.

129. Did you know that we can help protect our kids from six types of cancers including throat and cervical cancer? The human papilloma virus (HPV) vaccine is cancer prevention and is most effective when given to our kids during the recommended age of 11 or 12. All parents want to see their kids live out their dreams. Our goal is to help parents keep their kids healthy well into adulthood by preventing cancers caused by HPV.

130. AMERICAN CANCER SOCIETY – “MISSION: HPV CANCER FREE” -As part of a public health campaign, The American Cancer Society is educating parents that the HPV vaccine is safe and effective and how it can help prevent cancer years down the line, giving their kids a better chance to see their dreams come true. We encourage you to spread the word about the HPV vaccine and how it helps parents protect their children by preventing cancer.

131. CDC – “LET'S STOP HIV TOGETHER” - More than three decades after the first HIV diagnoses were made, stigma remains a barrier to addressing HIV in the United States. The Let's Stop HIV Together campaign raises awareness that we all have a role to play in stopping HIV stigma. When we support people living with HIV, we make it easier for them to live healthy lives. The lack of information and awareness combined with outdated beliefs lead people to fear getting HIV. Additionally, many people think of HIV as a disease that only certain groups get. This leads to negative value judgements about people who are living with HIV. What can be done about HIV stigma? Get the facts. Learn HIV basics and what it means to live with HIV. Having the facts can help reduce misunderstandings and decrease stigma associated with HIV. Talk about HIV. Talking openly about HIV can help normalize the subject. It also provides opportunities to correct misconceptions and help others learn more about HIV. But be mindful of how you talk about HIV and people living with HIV. Our stigma language guide can help. Take action. We can all help end HIV stigma through our words and actions in our everyday lives. Lead others with your supportive behaviors. Check out our stigma scenarios for tips on what you can do when you witness stigma. Listeners are encouraged to learn more at: cdc.gov/together.

132. SEPSIS AWARENESS – “It's About Time” - Before Angelica Hale was a runner-up on one of the most popular national talent competition shows in America, she survived sepsis when she was just four years old. Now, Angelica is using her passion for singing to help raise awareness of the signs and symptoms of sepsis as part of the Sepsis Alliance's award-winning campaign, It's About TIME™. It's About TIME™ is a national initiative to raise awareness of sepsis and the urgent need to seek treatment when symptoms are recognized. Sepsis is the third leading cause of death in the United States and early detection provides the best chance for survival and recovery. Help us

spread the word about the importance of sepsis awareness and how remembering the TIME acronym can save lives.

133. Alzheimer's Awareness - Learn the Warning Signs - Hispanics are 50% more likely than non-Hispanic Whites to develop Alzheimer's disease. Additionally, there is evidence that missed or delayed diagnoses are more common among older Black & Hispanic adults than among older white adults. The small changes in a loved one can be mistaken for normal aging, making them wait to act and delay benefiting from early diagnosis. Some things come with age, some things don't. These messages are designed to encourage families to notice the early signs of Alzheimer's and the importance of early detection for their loved ones.

134. Heatstroke Prevention - Protect Kids from Heatstroke in Cars - Parked cars get hot, fast – and can be deadly. A child's body temperature rises three to five times faster than an adult's, and even at temperatures as low as 60°F, a child that has been forgotten or left behind in or gained access to a parked car can be at risk of heatstroke. These messages are designed to remind families with children that these tragedies can happen to anyone, but they are always preventable.

135. FOUNDATION FIGHTING BLINDNESS - The urgent mission of the Foundation Fighting Blindness is to drive the research that will provide preventions, treatments and cures for people affected by retinitis pigmentosa, age-related macular degeneration, Usher syndrome and the entire spectrum of retinal degenerative diseases. The Foundation is a beacon for those affected by these blinding diseases. This new campaign focuses on empowerment and showcases the idea that no matter an individual's diagnosis, it's their drive that fuels them to pursue their passion and interests. Collectively we are stronger together – as a community. This campaign features several members of the Foundation Fighting Blindness community.

136. LUNG CANCER SCREENING – “If You Smoked, Get Scanned” -

Approximately 8 million Americans are at high risk for lung cancer. These messages inform listeners of a new scan that can detect lung cancer early, because by the time you see the symptoms, it could be too late. These messages stress early detection through routine annual screening.

137. BRIGHT FOCUS FOUNDATION – “Make A Plan, Get Your Eyes Checked” -

The best way to combat eye disease which can lead to vision loss and blindness is regular comprehensive eye exams. In the year 2020, BrightFocus PSAs encourage people to “Make a Plan Today: Get Your Eyes Checked.” Macular degeneration and glaucoma are two leading causes of eye disease, especially among genX and boomer aging populations. Like many vision diseases, there are no symptoms in early stages. A comprehensive eye exam is the best way to help prevent vision loss, slow its progression and take better control of any damage that may have already occurred.

Bottom line: we want to help people take better charge of their eye health. In the United States, macular degeneration affects 11 million people and glaucoma affects 3 million.

Unfortunately, many people are unaware they have a vision problem until irreversible damage occurs. Glaucoma is a leading cause of blindness among Hispanic and African Americans.

138. HEALTH RESOURCES AND SERVICES ADMINISTRATION – “GOOD IN YOU” - Did you know that 95% of U.S. adults support organ donation but only 58% are registered as donors? Listeners can help change that — and save lives — with our “Good in You” PSA. The “Good in You” PSAs from the Health Resources and Services Administration (HRSA) show how the gift of organ donation offers hope to those waiting for transplants. These PSAs encourage donor registration, and each registration can have an enormous impact: one donor can save up to eight lives and improve as many as 50 more. The messages are aimed at getting more people realize their lifesaving potential as organ, eye, and tissue donors.

139. ALZHEIMER'S AWARENESS - More than 5 million Americans live with Alzheimer's but less than half are ever diagnosed. Over 5 million Americans live with Alzheimer's, but less than half are diagnosed. Acknowledging why your loved one is acting differently is hard, but early detection and care can make a difference in managing the disease. Help families start the conversation with their loved ones by running PSAs that show the benefits of an early diagnosis.

140. ST. JUDE CHILDREN'S RESEARCH HOSPITAL - At St. Jude Children's Research Hospital, our mission is clear: Finding cures. Saving children.® St. Jude leads the way the world understands, treats and defeats childhood cancer and other life-threatening diseases. Because most of our funding comes from individual supporters, families never receive a bill from St. Jude for treatment, travel, housing or food—because all a family should worry about is helping their child live. And St. Jude freely shares the discoveries made, so every child saved at St. Jude means thousands more children can be saved around the world and in your community. St. Jude won't stop until no child dies from cancer. Listeners are encouraged to donate, fundraise, volunteer, or participate in an event for St. Jude in their community.

141. MISSISSIPPI ORGAN RECOVERY AGENCY – These messages encourages Mississippi listeners to add their names to the Organ Donor Lists to enable those needing transplants to be able to receive them.

142. AMERICAN COLLEGE OF RADIOLOGY – “GET SCREENED FOR COLO-RECTAL CANCER” - Did you know that more people under age 50 are getting colorectal cancer? Or that COVID-19 delayed cancer screenings for millions of people, and is estimated to have delayed colorectal cancer diagnosis for 19,000 Americans?

- With more than 153,020 new cases expected in the United States in 2023, colorectal cancer is the nation's second-leading cause of cancer death.
- The disease is almost always treatable if caught early and can even be prevented through timely screening.

- The latest guidelines from the American Cancer Society (ACS) recommend screening for colon cancer starting at age 45 which includes Virtual Colonoscopy.

CTC is covered by most insurance plans and is less costly than a colonoscopy. These messages are designed to encourage listeners to contact their Healthcare Provider to schedule a screening.

143. ST. JUDE CHILDREN'S RESEARCH HOSPITAL - At St. Jude Children's Research Hospital, our mission is clear: Finding cures. Saving children.® When you share our new PSAs, you're helping St. Jude lead the way the world understands, treats and defeats childhood cancer and other life-threatening diseases. Because most of our funding comes from individual supporters, families never receive a bill from St. Jude for treatment, travel, housing or food—because all a family should worry about is helping their child live. And St. Jude freely shares the discoveries made, so every child saved at St. Jude means thousands more children can be saved around the world and in your community. St. Jude won't stop until no child dies from cancer.

144. CORONAVIRUS RESPONSE SECOND FLIGHT -The Ad Council – in partnership with the federal government, public health partners, board member companies, major media networks and digital platforms – developed PSAs to inform Americans about the steps they can take to protect themselves and slow the spread of coronavirus. For more information visit coronavirus.gov.

145. AMERICAN CANCER SOCIETY -As the COVID-19 pandemic grows larger every day, many cancer patients - who already have compromised immune systems - are more vulnerable than ever. Still, the American Cancer Society's commitment to attacking cancer from every angle remains constant – including being there for cancer patients now with peer-to-peer support and help navigating health care systems that are

being pushed to the limits. But we're not stopping there. We are stepping up some things due to COVID-19: • We've updated our live, 24/7 cancer helpline to offer video chat capabilities. • And we're donating Hope Lodge facilities at no cost to help health care systems house health care workers who are battling this epidemic on the frontlines. We are not letting up in this fight. Because cancer hasn't stopped, so neither can we. These messages are designed to help raise awareness of the critical needs of cancer patients who are waging their fight against cancer during COVID-19.

146. SUSAN G. KOMEN FOUNDATION - Susan G. Komen® is seeking to reignite the sense of urgency behind breast cancer, by reminding the public that more than 41,000 people in the U.S. are dying each year from breast cancer – a fact that is unacceptable! The campaign will also highlight the unique impact the disease has on African-American and Hispanic women. In clear and uncompromising terms, the ads highlight the work Susan G. Komen is doing every day to save lives and calls on people across the country to join our fight.

147. LYMPATHIC EDUCATION AND RESEARCH NETWORK - Few Americans know it by name. Even fewer can spell it. Yet it affects more Americans than AIDS, Parkinson's, MS, Muscular Dystrophy, and ALS – combined. We're talking about Lymphedema (LE), a chronic disease of the lymphatic system that can cause a lifetime of incurable swelling. And of the estimated 10 million Americans affected, the majority are cancer survivors. That's why LE&RN (Lymphatic Education & Research Network) and the CDC have joined forces to create the first-ever national campaign to raise awareness and action for this debilitating condition that has been too long ignored. The campaign features two well-known celebrities that have experienced its effects first-hand: Academy Award winning actress Kathy Bates and actor Steve Guttenberg. Now we are asking for your support and partnership. These messages are designed to help inspire listeners to be their best advocates and to avoid a lifetime of suffering.

148. WORLD VISION EMERGENCY RESPONSE - A History Of Taking Action In The Face Of Fear: World Vision works in some of the most fragile contexts on earth to equip children, families, and their communities for healthier lives. With our 70-year history of emergency response and our presence in nearly 100 countries, we have the expertise and reach to confront COVID19 as it spreads to vulnerable communities in the developing world. In particular, our responses to epidemics and health crises like Zika, Ebola, and HIV and AIDS have resulted in breakthrough reductions in the spread of these diseases. From the moment this pandemic was declared we've been mobilizing resources and providing essential protective supplies for health workers and families, as well as providing stay-healthy training, helping set up public hand-washing facilities, and ensuring that the children impacted most get the basics they need.

149. CROHNS AND COLITIS FOUNDATION - Chronic gut issues affect nearly 30% of the U.S. population, including those with Crohn's disease and ulcerative colitis, collectively known as inflammatory bowel disease (IBD). IBD can pose significant long-term health risks and requires careful, ongoing medical attention. However, some patients are misdiagnosed, and even those with accurate diagnoses may not even be aware of newer treatment options. Consulting with an IBD specialist can help undiagnosed and diagnosed patients feel better sooner. Unfortunately, countless people experience delayed diagnoses because they are unaware of IBD. The Crohn's & Colitis Foundation launched the "Spill Your Guts" PSA campaign to help those experiencing mysterious gut issues understand what IBD symptoms can look like, encourage them to take action and seek a diagnosis, and inspire important conversations about these often-invisible diseases.

150. Flu Vaccination - Don't Miss Out Because of the Flu - Up to 41 million Americans get sick with flu each year. For vulnerable people, there can be severe outcomes. With experts warning that this flu season may be the worst in recent years, there is heightened urgency. PSAs feature FAQs on flu - encouraging everyone aged 6 months+ to get their annual flu shot.

151. ALZHEIMER'S AWARENESS - More than 5 million Americans live with Alzheimer's but less than half are ever diagnosed. Acknowledging why your loved one is acting differently is hard, but early detection and care can make a difference in managing the disease. These messages are designed to help families start the conversation with their loved ones that show the benefits of an early diagnosis.

152. TEXTING AND DRIVING PREVENTION – “Stop Texts – Stop Wrecks” - From 2012-2018, nearly 23,000 people died in crashes involving a distracted driver. New messages created by high school and college students remind drivers 16-34 that you should never drive distracted.

153. NO STOMACH FOR CANCER - The mission of No Stomach for Cancer is to support research and unite the caring power of people worldwide affected by stomach cancer. The organization focuses on advancing awareness and education about stomach cancer, including Hereditary Diffuse Gastric Cancer (CDH1/CTNNA1 Gene Mutation), provides a support network for affected families, and supports research efforts for screening, early detection, treatment, and prevention of stomach cancer. Stomach cancer is a worldwide public health crisis and a silent killer. It is the fifth most common cancer and the third leading cause of death from cancer worldwide. Yet, awareness of the disease is shockingly low. Thus far, stomach cancer has received little media attention or research funding. Our efforts to increase stomach cancer awareness through a successful 2010 Senate resolution introducing November as Stomach Cancer Awareness Month® in the US and subsequent global awareness and fundraising initiatives such as the No Stomach For Cancer Walk have certainly made a difference.

153. TYPE 2 People PREVENTION – “HEALTHY CHANGES CAN MAKE A DIFFERENCE” -During the COVID-19 pandemic, we've seen the serious impact that underlying health conditions like type 2 diabetes can have on our friends, families, and communities. These messages are designed to help people detect the early warning sign of prediabetes while it can still be reversed.

154. YOUTH VAPING PREVENTION - Youth Vaping Prevention – These messages highlight the facts associated with the dangers of vaping, including possible irreversible lung damage. The PSAs also include a spot with dancer, social media influencer and anti-vaping activist Russell Horning, “The Backpack Kid,” capitalizing on viral dance trends as a lead-in to a more serious topic, before encouraging parents to visit TalkAboutVaping.org for tips on when and how to #DoTheVapeTalk with their kids.

155. YOUTH VAPING PREVENTION – “What's inside” -Vaping among America's youth has reached epidemic levels. Nearly 8,000 kids start vaping every day, yet many parents are misinformed and unsure how to prevent their kid from using e-cigarettes. These messages are designed to empower parents to get the facts and have proactive conversations with their children about the dangers of vaping.

156. THERE'S OFTEN MORE TO ADHD - When attention-deficit/hyperactivity disorder (ADHD) is untreated or not effectively treated, the consequences can be severe and may lead to: Financial problems, Increased risk of dropping out of school, Motor vehicle accidents, Substance use disorder, Legal problems, Unplanned pregnancy. Because the consequences of untreated or inadequately treated ADHD can be severe, we have partnered with ADHD Coaches Organization (ACO), Attention Deficit Disorder Association (ADDA), and Children and Adults with ADHD (CHADD) to ensure that those living with ADHD have all the facts about the importance of a proper diagnosis and comprehensive treatment plan.

157. Susan G. Komen® - “The Moment That Changed Everything” -is aiming to inspire people and communities to support those impacted by breast cancer. Every 12 minutes, a woman in the U.S. dies from breast cancer — but it's the power of community, united by hope, that can put an end to the disease. Using that message of

hope without shying away from the stark reality of the illness, the messages showcase authentic and striking imagery that call for the support of those in need today as the organization pursues tomorrow's cures. The campaign will highlight the millions of moments that make up one's journey—for it's these individual moments that truly tell the story of those inflicted by breast cancer.

158. ST. JUDE'S CHILDREN'S RESEARCH HOSPITAL - As one St. Jude family, our fight against childhood cancer continues. Each year, approximately 16,000 children and teens in the U.S. are diagnosed with cancer. During September, Childhood Cancer Awareness Month is an opportunity for us to come together to find a cure.

Groundbreaking treatments have helped push the overall childhood cancer survival rate from 20% to more than 80%. And we won't stop until no child dies from cancer. Because most of our funding comes from individual supporters, families never receive a bill from St. Jude for treatment, travel, housing or food—because all a family should worry about is helping their child live.

159. Distracted Driving Prevention - Help Drivers Avoid Distraction - According to the National Highway Traffic Safety Administration (NHTSA), in 2021, 3,522 people were killed and an estimated additional 362,415 people were injured in motor vehicle traffic crashes involving distracted drivers. While drivers recognize that using their phone while driving is dangerous, they're doing it anyway. The temptation for tech is visceral and ever-present, so drivers don't always realize when they shift into distracted driving. These messages are designed to help highlight the problem and encourage drivers to keep their eyes forward and avoid distracted driving.

160. AMERICAN CANCER SOCIETY – “MISSION HPV CANCER FREE” - Did you know that we can help protect our kids from six types of cancers including throat and cervical cancer? The human papilloma virus (HPV) vaccine is cancer prevention and is most effective when given to our kids between ages 9 and 12. All parents want to see their kids live out their dreams. Our goal is to help parents keep their kids healthy well into adulthood by preventing cancers caused by HPV. As part of a public health initiative, The American Cancer Society is educating parents that the HPV vaccine is safe and effective and how it can help prevent 6 types of cancer, giving their kids a better chance to see their dreams come true. Listeners are encouraged to spread the word about the HPV vaccine and how it helps parents protect their children by preventing cancer.

161. AMERICAN LUNG ASSOCIATION – This Message hopes to educate more Americans about pneumococcal pneumonia, a potentially serious bacterial lung disease that can disrupt your life for weeks. The COVID-19 pandemic has underscored the importance of lung health, and really highlights how important vaccinations are for public health. The American Lung Association's mission is to save lives by improving lung health and preventing lung disease. As a part of this mission, one of our goals is to inform and educate consumers about pneumococcal pneumonia. Pneumococcal pneumonia is the most common type of bacterial pneumonia. The risk for pneumococcal pneumonia increases with age and certain chronic conditions. Thankfully, there is a vaccine for people at high risk for pneumococcal pneumonia. Vaccination is critical for people 65 and older, as well as adults with certain underlying medical conditions such as asthma or diabetes.

162. GO2 FOR LUNG CANCER - Anyone with lungs can get lung cancer. It is the leading cause of cancer death for men and women in every ethnic group yet often people diagnosed with the disease do not know where to turn for the information and support they need. Actor and director Tony Goldwyn, who lost his own mother to lung cancer, is featured in GO2 for Lung Cancer's new campaign launching this month for Lung Cancer Awareness Month, to raise awareness that GO2 is the “go-to” for anyone impacted by the disease.

163. ST. JUDE CHILDREN'S CANCER RESEARCH HOSPITAL - As one St. Jude family, our mission is clear: Finding cures. Saving children.® Our new PSAs, help St. Jude lead the way in

how the world understands, treats and defeats childhood cancer and other life-threatening diseases. Because most of our funding comes from individual supporters, families never receive a bill from St. Jude for treatment, travel, housing or food—because all a family should worry about is helping their child live. And St. Jude freely shares the discoveries made, so every child saved at St. Jude means thousands more children can be saved around the world and in your community. St. Jude won't stop until no child dies from cancer.

164. 211211.org – “Calming the Storm”: The Toxic Stress Campaign is a nationwide effort to assist the public in recognizing the signs of toxic stress, understanding the dangers of the condition and providing a single access point to seek help. Toxic stress can lead to significant health impacts like increased likelihood of heart attack, diabetes, and stroke, depression, substance abuse and suicide. Starting in February 2021, those who text “stress” to 211211, or visit 211211.org, will be directed to resources to help them address financial, food-related and COVID-19 issues as well as other topics.

165. KIDS THANK FIRST RESPONDERS - Children know how crucial it is to look for people who can help them, and First Responders Children's Foundation knows how crucial it is to look out for those helpers, so they can keep coming to our rescue, day and night. Firefighters, police and medical personnel spring to life from the sweet drawings of children all over the USA who join together to cheer on our brave and courageous heroes. We still live in a world where kids have heroes they can look up to - America's first responders!

166. DRUG IMPAIRED DRIVING PREVENTION – “DON'T DRIVE HIGH” - Although several states have legalized marijuana use, driving under the influence of any substance remains illegal in all 50 states and Washington, D.C. These messages remind listeners that if you feel different, you drive different.

167. SAFE GUN STORAGE - Safe Gun Storage Saves Lives - Family fire refers to a shooting caused by someone having access to a gun from the home when they shouldn't have it. Access to an unsecured firearm in the home increases the risk of injury or death. Gun owners can take steps to responsibly store their guns to prevent fatal outcomes, including unintentional shootings, gun suicide, and intentional shootings. End Family Fire PSAs encourage gun owners to protect themselves and their loved ones by storing all of their guns more securely.

168. HEALTH RESOURCES AND SERVICES ADMINISTRATION - MAKE MORE POSSIBLE – ORGAN AND TISSUE DONORS - Did you know that one registered organ donor can save up to 8 lives and improve up to 75 more? Signing up as an organ, eye, and tissue donor costs no money and takes minutes, but it can transform and save lives. Unfortunately, many people don't understand their potential to help others, so they never sign up. There are over 109,000 people on the national transplant waiting list right now and some will not survive because there aren't enough organs available. The good news is that each donor registration can have an enormous impact.

169. YOUTH VAPING PREVENTION – “What's Inside” - Vaping among America's youth has reached epidemic levels. Thousands of kids start vaping every day and nicotine can have a harmful effect on developing brains. These messages are designed to empower parents to get the facts and have proactive conversations with their children about the dangers of vaping.

170. High Blood Pressure Control - Know your numbers. Self-monitoring is power. - High blood pressure affects millions of Americans, and Black and Latinx adults are twice as likely to develop high blood pressure. This means increased risk of heart attack and stroke. These messages show how staying on top of your blood pressure is as easy as 4 steps: get it, slip it, cuff it, check it.

171. Gun Safety - Safe Gun Storage Saves Lives - America's deadliest shootings are ones we don't talk about. On average, 65 people a day die by gun suicide – more than firearm murders and unintentional shootings combined. Delaying someone's access to a firearm by even a few moments – by storing all guns in the home locked, unloaded, and away from

ammunition – can save a life in a moment of temporary crisis. These messages are encouraging gun owners to store their guns securely to help stop suicide.

172. YOUTH VAPING PREVENTION – “TEEN DRAMA” – This message from the Ad Council’s Youth Vaping Prevention campaign encourages parents to proactively talk to their kids about the long-term, negative health effects of vaping. This message acknowledges that it can be difficult to discuss the dangers of vaping with kids, and playfully uses the more accessible topics of gossip and school drama as a conduit for parents to connect with their children. Infused with both facts and humor, the radio spot encourages parents to visit TalkAboutVaping.org for tips on when and how to talk to their kids about the dangers of youth vaping.

173. VACCINATE YOUR FAMILY - Every day in the U.S., families are losing loved ones to flu and COVID, and diseases like measles and polio are re-emerging because immunization rates have declined. To help motivate people to get vaccinated, new radio PSAs feature advocates who’ve been personally impacted by flu and COVID. The new PSAs available from Vaccinate Your Family inform listeners about the importance of timely immunizations.

- Jen, which features a mom who lost her 8-year-old daughter, Madison, to flu in February 2020
- Nicole, which features a mom who lost her 10-year-old daughter, Teresa, to COVID in September 2021
- Maria (English and Spanish), which features a woman who was hospitalized for 130 days with COVID before vaccines were available
- Sarah, which features a mom who got her COVID-19 vaccine while pregnant to help protect her unborn baby.

On the Vaccinate Your Family website, people can learn how to help protect their families from vaccine-preventable diseases in English and Spanish. I’d also be happy to coordinate interviews with these advocates who can share more about their personal stories.

Representatives from Vaccinate Your Family are also available to discuss the critical need for timely immunizations.

174. WELCOME TO OBECITY USA - To gain support in our fight to end the obesity epidemic in America, Pennington Biomedical Research Foundation is launching a public service advertising campaign “Welcome to Obecity, USA.” Since 1988, PBRF has helped Pennington Biomedical Research Center grow to become the world’s largest nutrition research center and a leader in obesity, diabetes and nutrition research. And now we face our biggest challenge yet. To gain support in our fight to end the obesity epidemic in America, Pennington Biomedical Research Foundation is launching a public service advertising campaign “Welcome to Obecity, USA.” Since 1988, PBRF has helped Pennington Biomedical Research Center grow to become the world’s largest nutrition research center and a leader in obesity, diabetes and nutrition research. And now we face our biggest challenge yet. Over 115 million Americans have obesity, including 1 in 6 children. It is not only a key driver of American’s decreasing life expectancy, but over 48% of adults hospitalized with COVID-19 have obesity as an underlying condition. Now more than ever we must educate Americans who suffer from obesity about the systemic factors that have conspired to rob them of their health and well-being.

175. US DEPARTMENT OF HEALTH AND HUMAN RESOURCES – “A POISON FREE HOME IS A HAPPY HOME.” 2,100,000 poisonings occur annually with nearly 43% of all exposures involving children younger than age 5. To address this threat, the Health Resources & Services Administration (HRSA) continues its Poison Help campaign with the “Make the Call” series of PSAs. The new installment of the campaign aims to reduce poisonings among

Medicare and Medicaid audiences. The current series of messages is the “Happy Home” PSAs, which have a narrative that drives listeners to recognize common poison threats and save the number 1-800-222-1222 in their phones. These radio spots rely on repetition and a similar unveiling of potential poisons. By saving the number, listeners can save a life. By calling the Poison Help line, hospital visits can be prevented as 66% of calls are controlled by direction provided over the phone.

176. ST. JUDE’S CHILDRENS RESEARCH HOSPITAL – “ALANA, BRINLEY, MARINA” - As one St. Jude family, our mission is clear: Finding cures. Saving children.® When you share our new PSAs, you’re helping St. Jude lead the way the world understands, treats and defeats childhood cancer and other life-threatening diseases. Because most of our funding comes from individual supporters, families never receive a bill from St. Jude for treatment, travel, housing or food—because all a family should worry about is helping their child live. And St. Jude freely shares the discoveries made, so every child saved at St. Jude means thousands more children can be saved around the world and in your community. St. Jude won’t stop until no child dies from cancer.

177. SUBSTANCE ABUSE AND MENTAL HEALTH ADMINISTRATION – “YOUR HIDING PLACE” - Drug use—including marijuana, cocaine, methamphetamine, as well as prescription drug misuse and illicit opioids—among adults is on the rise. The COVID-19 pandemic has contributed to increased drug use. But help is available. And close at hand. The risks of drug use go beyond dependence and addiction—to injury, violence, long-term health problems, sleep and psychological issues, along with legal and family crises. Listeners need to know that help is available and surprisingly easy to access. Anyone can use Substance Abuse and Mental Health Services Administration (SAMHSA) resources to learn more and connect to 24-hour, free, and confidential treatment referrals.

178. SUBSTANCE ABUSE AND MENTAL HEALTH ADMINISTRATION – “MENTAL ILLNESS IS NOT ALWAYS EASY TO SEE” - Mental illness is a growing crisis in the U.S. And too many people think they can sort out their mental health concerns on their own. Figuring out a diagnosis and developing a treatment plan takes professional guidance. And the sooner the better. Listeners need to know that getting help for mental health concerns can start with SAMHSA’s National Helpline—available 24/7 and for free.

179. SUSAN G. KOMEN FOUNDATION - Breast cancer may seem like a less urgent concern in a world filled with tragedies, but this couldn’t be further from the truth. The truth is that in the U.S. alone, someone loses their life to breast cancer every 12 minutes. At Susan G. Komen, we are dedicated to taking on breast cancer from all fronts with unwavering passion and commitment. Our national campaign “Needs” speaks directly to our ultimate goal: ending breast cancer. We witness the urgency of this work every day, and know it needs research, care, action and community support to create a world without breast cancer. Komen believes that by joining together with strength, purpose and compassion we can help those who need it today, while tirelessly searching for tomorrow’s cures.

180. MISSISSIPPI DEPARTMENT OF PUBLIC HEALTH – This message, provided by the Mississippi Association of Broadcasters, encourages listeners to contact the Dept. of Public Health for assistance or information about/with medical or mental diseases and/or disorders. The Dept. of Public Health is there for the individual, free of charge, 24/7.

181. SUBSTANCE ABUSE AND MENTAL HEALTH ADMINISTRATION – “FREE FROM METH” - Meth use is on the rise. And too often, people who use meth feel trapped in their addiction, suffering the negative effects on their health and well-being. But it is possible to break free from meth and recover from the addiction. SAMHSA, the Substance Use and Mental Health Administration, has created this “Free from Meth” PSAs to let people using meth and their loved ones know that recovery is possible, and help is available. The PSA features the true story of a real person in recovery who lost his freedom to meth, but then took a stand, reached out, and accepted help. He is now free from meth. The PSA closes with the National Helpline phone number for free and confidential treatment referral and the SAMHSA website to learn more.

182. FIRST RESPONDERS CHILDREN’S FOUNDATION – “OH SAY CAN YOU SEE – A BRIGHTER FUTURE” - Want to know what it sounds like when police and teenagers come together? Pure harmony! In this stunning rendition of our national anthem, the Star-Spangled Banner, we are reminded that no matter how different our voices are, there is a place for all of us to shine when we unite...and we are better together! The First Responders Children’s Foundation chorus is made up of cops and kids, joined by firefighters and nurses, who are changing the world... one octave at a time. In the land of the free and the home of the brave, First Responders are on call, from the dawn’s early light, through the perilous night, devoting their lives to helping others. No matter what, First Responders come to our rescue when we need them most. First Responders Children’s Foundation invites you to show support for these hidden heroes in public safety, fire services and health care who keep us safe and come to our rescue whenever we call 911 for help.

183. Type 2 Diabetes Prevention - Change the Outcome of Prediabetes - During the COVID-19 pandemic, we’ve seen the serious impact that underlying health conditions like type 2 diabetes can have on our communities. These messages to help people detect the early warning signs of prediabetes while it can still be reversed so they can change the outcome.

184. TYPE-2 DIABETES PREVENTION – “CHANGE THE OUTCOME OF PREDIABETES” - During the COVID-19 pandemic, we’ve seen the serious impact that underlying health conditions like type 2 diabetes can have on our communities. These messages are designed to help detect the early warning signs of prediabetes while it can still be reversed so you can change the outcome.

185. ADVERSE CHILDHOOD EXPERIENCES – “NUMBER STORY” - ARN Number Story. - The ACE Resource Network (ARN) is working to address the largest unaddressed health issue of our time. Linked to heart disease, diabetes and even early death...ADVERSE CHILDHOOD

EXPERIENCES. Knowing the need is great and that the time is now, they worked diligently to bring together a vast network of amazing people and organizations who care deeply about ACEs to help educate communities about the impact of childhood trauma in their adult lives. They are informed and supported by some of the best medical professionals, scientists, and leaders in the space including an advisory board led by Dr. Nadine Burke Harris MD, First Surgeon General of California and author of *The Deepest Well*. Through all these efforts, they've developed the Number Story Campaign to put a stop to the catastrophic effect of ACEs by helping people understand their ACE history, how to heal and how to prevent them from being passed on to their children. NumberStory.org

186. SUSAN G. KOMEN FOUNDATION - Susan G. Komen® is aiming to inspire people and communities to support those impacted by breast cancer. Every 12 minutes, a woman in the U.S. dies from breast cancer – but it's the power of community, united by hope, that can put an end to the disease. Using that message of hope without shying away from the stark reality of the illness, the ads showcase authentic and striking imagery that call for the support of those in need today as the organization pursues tomorrow's cures.

187. ST JUDE'S CHILDREN'S RESEARCH HOSPITAL – “CALVIN” – “ASHTON” - As one St. Jude family, our fight against childhood cancer continues. Each year, approximately 16,000 children and teens in the U.S. are diagnosed with cancer. During September, Childhood Cancer Awareness Month is an opportunity for us to come together to find a cure. When you share our new PSAs, you're helping the research hospital whose groundbreaking treatments have helped push the overall childhood cancer survival rate from 20% to more than 80%. And we won't stop until no child dies from cancer. Because most of our funding comes from individual supporters, families never receive a bill from St. Jude for treatment, travel, housing or food—because all a family should worry about is helping their child live.

188. SUSAN G. KOMEN FOUNDATION – “HOPE” - With your efforts, we can support those who need help today, while tirelessly searching for tomorrow's cures. This is our moment of hope. End breast cancer forever with us.

189. MIDDLE SCHOOL MENTAL HEALTH – “SUPPORT KID'S MENTAL HEALTH” - For kids, a new year often brings on feelings of uncertainty, anxiousness, or a sense of being overwhelmed. Yet it can be hard for their caregivers to help them open up and get past “I'm fine.” The Sound it Out campaign gives parents a range of tools to help kids express their feelings and connect with their parents. Run these PSAs to support kids' mental health and emotional wellbeing.

190. BRIGHT FOCUS FOUNDATION – “Age-Related Macular Degeneration Awareness” - The best way to combat eye disease which can lead to vision loss and blindness is regular and comprehensive eye exams. This February, Age-Related Macular Degeneration Awareness Month, BrightFocus PSAs encourage people to “Make a Plan Today: Get Your Eyes Checked.” Macular degeneration and glaucoma are two leading causes of eye disease, especially among genX and boomer aging populations. Like many vision diseases, there are no symptoms in early stages. A comprehensive eye exam is the best way to help prevent vision loss, slow its progression and take better control of any damage that may have already occurred. Bottom line: we want to help people take better charge of their eye health. In the United States, macular degeneration affects 11 million people and glaucoma affects 3 million. Unfortunately,

many people are unaware they have a vision problem until irreversible damage occurs. Glaucoma is a leading cause of blindness among Hispanic and African Americans.

191. NATIONAL FOUNDATION FOR THE BLIND - The National Federation of the Blind (NFB), the transformative membership organization of blind Americans PSAs offering support to people who are blind, or whose vision is changing, so that they can connect with local chapters and resources in their communities. These messages share our positive philosophy of blindness and emphasize the benefits of making connections with other blind and low-vision people.

192. MAKE ME A VOLUNTEER FIREFIGHTER - The National Volunteer Fire Council (NVFC) is the leading nonprofit membership association representing the nation's 677,000 volunteer firefighters, EMS providers, and rescue workers. We serve as the voice of the volunteer in the national arena and provide critical resources, programs, education, and advocacy for first responders across the nation. Volunteer firefighters make up 65% of the fire service, and communities across the nation rely on these volunteers to respond to emergencies of all kinds, including structure fires, medical emergencies, vehicle accidents, wildfires, natural disasters, and much more. We are working to make sure these responders and their departments have what they need so they can continue to be there for their neighbors. The number of volunteer responders reached an all-time low in 2021. It is critical that the public recognize the importance of volunteer responders in the community and that they can step up and serve in this critical, rewarding, and life-saving role. There is a role for everyone at their local volunteer department – whether as an operational member (firefighter, EMS provider, driver) or in a support role (public education, fundraising, administration, etc.).

193. HRSA – “EVERY SECOND COUNTS IN A POISON EMERGENCY” - Over 2,000,000 poisonings occur annually, with nearly 43% of all exposures involving children younger than age 5. To address this threat, the Health Resources and Services Administration (HRSA) continues its Poison Help campaign with the “Every Minute Counts” series of PSAs. The new installment of the campaign aims to reduce poisonings among older adults and parents of young children. The centerpiece of the campaign are the “Every Minute Counts” PSAs, which drive listeners to recognize common poison threats and to save the number 1-800-222-1222 in their phones. These radio spots rely on repetition and a similar unveiling of potential poisons. By saving the number, listeners can save a life. Two-thirds of calls to the Poison Help line are successfully resolved over the phone, preventing unnecessary visits to the emergency department or hospital. By airing these PSAs, you can help raise awareness for when to call the Poison Help line and reduce poisonings, medical costs, and productivity loss.

194. AMERICAN LUNG ASSOCIATION - Lung Cancer Screening - A Hope Story - Messages from the American Lung Association's Saved By The Scan campaign bring hope to those eligible for lung cancer screening. Lung cancer is the nation's leading cancer killer, but can be cured when diagnosed early. These messages remind former smokers that while quitting smoking was hard, getting a low-dose CT scan is easy and can be lifesaving. The campaign directs viewers to [SavedByTheScan.org](https://www.savedbythescan.org) to see if they are eligible to get scanned.

195. BHOF – BONE HEALTH AND OSTEOPOROSIS FOUNDATION - Osteoporosis is a major health threat for both women and men as they age. One in two women and one in four men over the age of 50 will break a bone due to osteoporosis in their lifetime. Over 2 million people suffer an osteoporotic fracture each year in the U.S. The good news is we know the

risk factors and can diagnose osteoporosis and low bone mass accurately with a safe and simple bone density test, also called a dual-energy X-ray absorptiometry (DXA). Even more good news – all Medicare recipients are entitled to a FREE bone density test every two years. Unfortunately, most people (and far too many healthcare providers) don't know about this. In fact, 80 percent of people who suffer a broken bone due to osteoporosis don't get any follow up to help prevent further fractures. This message seeks to relieve this.

196. PATHS TO RECOVERY - Start With Hope - In 2021, 46 million people ages 12 and older in the U.S. had a substance use disorder – but recovery is possible. A new campaign, “Start With Hope,” shares powerful first-person stories of lived experience, inclusive of many different paths toward recovery. The campaign aims to support Black and Hispanic/Latinx communities, given the healthcare disparities and added stigma that these communities face on their paths towards recovery. “Start With Hope” PSAs strive to inspire individuals with the motivating power of hope and connect them with harm reduction strategies and treatment resources to start their recovery journey.

197. GUN SAFETY - Safe Gun Storage Saves Lives - Access to a firearm in the home triples the risk of death by suicide. These messages feature the stories of real gun owners who came close to gun suicide and store their guns securely as a result. Remind listeners that a moment of crisis can happen to anyone, and that gun owners can prevent a temporary crisis from becoming a permanent tragedy by storing their guns securely. These messages are designed to encourage gun owners to protect themselves and their loved ones by storing guns locked, unloaded, and away from ammunition.

198. NATIONAL FEDERATION OF THE BLIND - The National Federation of the Blind, the transformative membership organization of blind Americans, is proud to present our new public service announcements. Many people whose vision is changing due to aging or other health factors can benefit from solutions that blind people have found through our lived experience, but these individuals do not consider themselves blind and simply don't reach out for help. This is because blindness still carries stigma and is viewed as a tragedy by the general public. Our new PSAs present an upbeat, positive image of blind and low-vision people. They encourage those with changing vision to reach out to the National Federation of the Blind to learn how they can continue to work, parent, and more by gaining support and learning from others who have been where they are.

199. MIDDLE SCHOOL MENTAL HEALTH – “SUPPORT KID'S MENTAL HEALTH” - With kids back at school, it can be both exciting and stressful. Now is a great time to check in with kids about their emotions. The Sound It Out campaign provides parents and caregivers with a range of tools to help kids express their feelings and start conversations. These messages are designed to support youth mental health and emotional wellbeing.

200. AMERICAN LUNG ASSOCIATION – “PNEUMOCOCCAL PNEUMONIA VACCINE” – This message is designed to educate more Americans about pneumococcal pneumonia, a potentially serious bacterial lung disease that can disrupt your life for weeks. The COVID-19 pandemic has underscored the importance of lung health, and really highlights how important vaccinations are for public health. The American Lung Association's mission is to save lives by improving lung health and preventing lung disease. As a part of this mission, one of our goals is to inform and educate consumers about pneumococcal pneumonia. Pneumococcal pneumonia is the most common type of bacterial pneumonia. The risk for pneumococcal

pneumonia increases with age and certain chronic conditions. Thankfully, there is a vaccine for people at high risk for pneumococcal pneumonia. Vaccination is critical for people 65 and older, as well as adults with certain underlying medical conditions such as asthma or diabetes. Pneumococcal pneumonia can strike anytime, anywhere, in any season.

201. BHOFF – BONE HEALTH AND OSTEOPOROSIS FOUNDATION - There is a lot you can do to protect your bones throughout your life. You're never too young or too old to improve the health of your bones. Most people are not aware that all people over the age of 65 that are on Medicare are entitled to FREE bone density tests every two years. Osteoporosis and low bone mass are diagnosed with a bone density test. The most common bone density test is a dual-energy X-ray absorptiometry (DXA) scan that is quick, safe, and easy. This is used to diagnose osteoporosis BEFORE you break a bone, help to estimate your chances of breaking a bone in the future, and monitor the effectiveness of osteoporosis treatments. Osteoporosis is a major health threat to 54 million Americans. Studies show that half of all women and a quarter of all men over the age of 50 will break a bone due to osteoporosis in their lifetime. A woman's risk of breaking a hip due to osteoporosis is equal to her risk of breast, ovarian and uterine cancer combined. And a man aged 50 or older is more likely to break a bone due to osteoporosis than he is to get prostate cancer.

202. FLU VACCINATION – “DON'T MISS OUT BECAUSE OF THE FLU” - CDC estimates last flu season there were at least 27 million flu illnesses, 12 million flu medical visits, 300,000 flu hospitalizations, and 19,000 deaths related to flu. While vaccination reduced the risk of flu hospitalization by about 50%, fewer than half of the country got a flu vaccine. Experts encourage flu vaccination during the fall in order to be protected when flu season begins. With concerns of co-circulating viruses like RSV and COVID-19, these PSAs encourage Americans aged 6 months+ to get their annual flu shot and protect themselves against this season's viruses.

203. SUSAN G. KOMEN – “NEEDS” - Breast cancer may seem like a less urgent concern in a world filled with tragedies, but this couldn't be further from the truth. The truth is that in the U.S. alone, someone loses their life to breast cancer every 12 minutes. At Susan G. Komen, we are dedicated to taking on breast cancer from all fronts with unwavering passion and commitment. Our national campaign “Needs” speaks directly to our ultimate goal: ending breast cancer. We witness the urgency of this work every day, and know it needs research, care, action and community support to create a world without breast cancer. Komen believes that by joining together with strength, purpose and compassion we can help those who need it today, while tirelessly searching for tomorrow's cures.

204. Type 2 Diabetes Prevention - Be Your Own Hero Against Prediabetes - More than 1 in 3 Americans has prediabetes, putting them at risk of developing type 2 diabetes, heart attack, or stroke. Of those with prediabetes, 81 percent don't know they have it. The good news is that by making lifestyle changes like managing weight, eating healthier, and increasing physical activity, prediabetes can often be reversed. These messages encourage audiences to learn their prediabetes risk, take action to change their outcome, and be their own hero.

205. NO STOMACH FOR CANCER - November is Stomach Cancer Awareness Month, and our mission is to support research and unite the caring power of people worldwide affected by stomach cancer. The organization focuses on advancing awareness and education about stomach cancer, including Hereditary Diffuse Gastric Cancer (CDH1/CTNNA1 Gene Mutation),

provides a support network for affected families, and supports research efforts for screening, early detection, treatment, and prevention of stomach cancer. Stomach cancer is a worldwide public health crisis and a silent killer. It is the fifth most common cancer and the third leading cause of death from cancer worldwide. Yet, awareness of the disease is shockingly low. Thus far, stomach cancer has received little media attention or research funding. Our efforts to increase stomach cancer awareness through a successful 2010 Senate resolution introducing November as Stomach Cancer Awareness Month® in the US and subsequent global awareness and fundraising initiatives such as the No Stomach For Cancer Walk have certainly made a difference. We are proud of these successes, but we recognize the urgency of moving progress forward at an accelerated pace. We believe that collaboration and partnership will move us toward success and actively seek opportunities to develop relationships and advance the fight against stomach cancer.

206. GO2 FOR LUNG CANCER - Anyone with lungs can get lung cancer. It is the leading cause of cancer death for men and women in every ethnic group yet often people diagnosed with the disease do not know where to turn for the information and support they need. Actor and director Tony Goldwyn, who lost his own mother to lung cancer, is featured in GO2 for Lung Cancer's new campaign to raise awareness that GO2 is the "go-to" for anyone impacted by the disease.

207. MISSISSIPPI DEPARTMENT OF MENTAL HEALTH – "988" – This message, provided by the Mississippi Association, urges listeners to call or text 988 if they are having a mental health crisis. This service is free and anonymous.

208. AMERICAN COLLEGE OF RADIOLOGY - Lung cancer will kill nearly 128,000 people in the United States in 2023 – more than breast, colon and prostate cancer combined. Please help us save lives by airing our PSAs to help listeners know that updated federal guidelines have nearly doubled the number of Americans eligible for lung cancer screening:

- * Federal law requires insurers and Medicare to cover these annual CT scans for eligible beneficiaries.

- * Lung cancer screening is proven to greatly reduce lung cancer deaths.

- * Wider use of these tests can save up to 60,000 lives in the United States each year.

The American College of Radiology® website can help listeners find a lung cancer screening center near them. The more your listeners know about these resources, the more lives we can save together.

209. MISSISSIPPI DEPARTMENT OF REHABILITATIVE SERVICES/MISSISSIPPI HIGHWAY PATROL – "PROM SEASON 2024" – This message, provided by the Mississippi Association of Broadcasters, asks listeners to make good choices this Prom Season – Don't Drink and Drive and Drive Safely – so listeners can return to school Monday in the same shape they were when they left the previous Friday.

210. ADULT MENTAL HEALTH – "SUPPORT ADULT MENTAL HEALTH" - Our country is facing a pervasive mental health crisis. Nearly half (49%) of U.S. adults report having a mental health condition, yet only about half of those say they are getting help. "Love, Your Mind" PSAs inspire people to prioritize their mental health and show how taking care of our minds can help

us thrive in life. These messages are designed to support adults who are struggling, and help create a more open, accepting, and proactive society when it comes to mental health.

211. ROTARY INTERNATIONAL – “WE ARE ROTARY – ROTARY RESPONDS – PEOPLE OF ACTION – ZERO DOSE CHILDREN” - With over 7,400 Rotary and Rotaract clubs across the country taking action to improve communities locally and around the globe, Rotarians are the problem solvers opportunity creators and change-makers. Around the world their 1.4-million friends, neighbors and leaders volunteer their skills to solve issues and address community needs.

THE UNITED WAY

1. Wear The Shirt
2. Girl Scout Cookies
3. Live United – United Way of Lowndes County
4. UnitedWay.org – “Take the Pledge” – Encouragement and information about Community Engagement through volunteering with the United Way.
5. Play60 NFL – “Cheering Section” – Listeners are encouraged to get their children outside to play for at least 60 minutes a day – to get children in shape, to combat obesity and get fresh air.
6. UNITED WAY – “Join The Fight” – This message is intended to inform people United Way is more than just a fundraiser. The United Way, along with those who join them, are hand-raisers, game changers and the stop-talking-start-doing-band-together-takeon-the-impossible taskmasters. The United Way fights for those who need a voice and those whose names they don’t know.

COMMUNITY SERVICE

1. "Heroes"/Rotary International
2. "Make an Impact"/Rotary International
3. "Lend a Hand"/Rotary International
4. Foster Grandparents
5. Retired Senior Volunteer Program
6. Senior Companions
7. Make A Wish Foundation
8. Volunteers for America
9. CONTACT HELPLINE (Seeking Volunteers and classes offered in improving listening skills, Marriage and Family Conflicts, Loneliness and Grief, Depression and Suicide and Substance and Sexual Abuse).
10. Peace Corps – "Degrees" – Real Peace Corps Volunteers giving testimony about their experience and encouraging listeners to join the Peace Corps.
11. Girl Scouts of America – "Support Girl Scout Cookie Day". – Asking Listeners to support their local Girl Scouts by purchasing cookies to raise money for Girl Scout Programs.
12. Volunteers of America – "Teammates" – Major League Baseball Players and the VOA are teaming up with high school students to help train and inspire the next generation of volunteers.
13. SPECIAL OLYMPICS – "Champions Together" – Information about the Special Olympics and the good it does for the participants and encouragement for listeners to join with the Special Olympics and help.
14. VOLUNTEERS OF AMERICA – "Action Team". The VOA and Major League Baseball team up again with High School Students to help train and inspire the next generation of community volunteers.
15. AMERICAN PLANNING ASSOCIATION - "Healthy Communities, Healthy People." The design of a community can have a direct impact on people's health. The American Planning Association is continuing its multiyear initiative, Plan4Health, to bring together health professionals and planners to create healthy communities and healthy people. Listeners are reminded about Planner's roles in creating safe, healthy communities.
16. NATIONAL 4-H COUNCIL – "Grow True Leaders" "Need Us" – These announcements seek to engage young people and rally the nation to provide more youth with hands-on, youth development experiences that are proven to grow life skills. The announcements approach this problem from the perspective of America's youth – presenting the reality that the future of America depends on how well they are prepared with the skills to lead, and offering a moving glimpse at the promise and hope that lies ahead when we empower the next generation.
17. NATIONAL LIBRARY SERVICE FOR THE BLIND AND PHYSICALLY HANDICAPPED – "Our Stories: The Freedom to Read Your Way" – Since 1931, the National Library Service for the Blind and Physically Handicapped (NLS), Library of Congress, has given people the freedom to read their way with the braille and talking book program. The program provides braille and talking books and magazines, as well as music materials, to people with temporary or permanent visual or physical disabilities that prevent them from using regular print materials – and it's free to those who qualify. Many people with visual and physical disabilities don't know NLS exists. These announcements inform listeners about the service and how to access it.
18. MEALS ON WHEELS VOLUNTEER RECRUITMENT – AmericaLetsDoLunch.org - Meals on Wheels volunteers deliver 1 million nutritious meals to seniors every day. Volunteers also provide safety checks and friendly visits – helping seniors to stay healthy and in their own homes. With 1 in 6 seniors facing the threat of hunger and the

senior population projected to double by 2050, Meals on Wheels needs dedicated volunteers now more than ever. Listeners are encouraged to connect to their community with local Meals on Wheels programs.

19. MAKE A WISH - Make-A-Wish is dedicated to granting the wishes of children with critical illnesses. When a wish is granted, a child replaces fear with confidence, sadness with joy and anxiety with hope. Wishes have proven physical and emotional benefits that can give these children a higher chance of survival. Victories

20. HURRICANE RELIEF – HURRICANE FLORENCE - Over half a million homes and businesses have been impacted by Hurricane Florence, with over 15K people in shelters across North Carolina. The storm has weakened but the need for relief and recovery remains. To direct donations to the areas that need help, now and in the future, these Hurricane Relief PSAs encourage donors to choose where their cash donation will go, local and national at SupportHurricaneRelief.org.

21. 4-H.ORG – “Inspire Kids To Do” – 4-H was founded on the belief that when kids are empowered to pursue their passions and chart their own course, their unique skills grow and take shape, helping them to become true leaders in their lives, careers and communities. The latest Inspire Kids to Do campaign gives kids more opportunities to do and helps grow leaders ready to navigate life and career. This movement will bolster the path to 4-H to empower 10 million true leaders, youth who navigate life challenges, pursue passions and contribute to the world around them by 2025.

22. MEALS ON WHEELS – “Volunteers Needed” - Nine million seniors already face the threat of hunger, and the senior population is projected to double by 2050. These messages showcase the meaningful connections volunteers can have with seniors when they sign up to volunteer for Meals on Wheels.

23. MAKE A WISH – “Where there is a wish, there’s a way.” - For children battling a critical illness, a wish is more than just a dream. It can be a turning point in their lives. Wishes can give kids the strength to fight, to get better ... to grow up. And, it can help families focus on the possibilities of tomorrow and not on the challenges of today. This is why wishes need you. Help bring hope and strength to more children battling critical illnesses. Listeners are encouraged to help them grant the wish of every eligible child and transform lives one wish at a time.

24. ENDING HUNGER – “Hunger Can Be Hard To Recognize” - Hunger affects people from all walks of life in every community across the country – our neighbors, children’s classmates, even coworkers could be struggling to get enough to eat. Chances are we know someone who is food insecure, and we have no idea. Listeners are encouraged to learn to recognize the signs of hunger and encouraged to help end hunger.

25. KINDNESS MOMENTS - Kindness Moments are a great way to bring some good news to radio audiences that are overwhelmed with the steady stream of tragic news coverage by today’s media. These public service announcements offer tips on how your audience can promote kindness at work, school, in business and in everyday situations. They promote community harmony and serve as thoughtful suggestions on how courtesy to one another can make our neighborhoods a better place to live.

26. PASSITON.COM - In this time of constant change and turmoil, who doesn’t need a message that will uplift? We’re excited to share our new PSA Radio spots that will inspire and motivate. Your listeners are sure to love these messages, apply the values, and then pass them on.

27. MAKE-A-WISH - Wishes Need Stars Like You - Over 40 years, Make-A-Wish® has granted more than 500,000 wishes for children fighting critical illnesses, bringing hope and joy to wish kids in communities like yours. Today, we need your help more than ever because thousands of wishes are waiting to be granted. Wishes need stars like you!

28. SUICIDE PREVENTION - Right now, it’s crucial that young people check in with their

friends about mental health. Seize the Awkward PSAs to give listeners the inspiration, language and tools they need to start and continue those conversations.

29. **Belonging Begins With Us** – “Belonging Begins With Us” - We all know what it’s like to feel left out. And for people who move to this country, that feeling lasts longer than a moment. We can change that. Together, we can foster a more welcoming nation where everyone - regardless of their background – feels like they can belong. These messages share stories of belonging and encourage listeners to learn more at BelongingBeginsWithUs.org.

30. Can you remember a time when a first responder came to you or a loved one’s rescue? During COVID-19 these everyday heroes are risking their lives for us with every emergency call they answer, and every shift they work. Day and night, whether rescuing people in danger, fighting fires, rushing sick or injured people to the hospital, saving our lives or steadfastly nursing us back to health, they are there for us.

31. **FIRST RESPONDERS CHILDRENS FOUNDATION** - When you need help, these brave men and women show up, 24-hours a day, 365 days a year. They put themselves in harm’s way for us. Now we want to show up for them. First Responders Children’s Foundation has teamed up with Ryan Seacrest to share the inspiring message of these selfless and dedicated people in healthcare, fire services and public safety who never take a day off from protecting us. The essential role that they play in taking care of our families, homes and communities and their noble acts of heroism are featured in :15, :30 and :60 PSAs.

32. **BELONGING BEGINS WITH US.ORG** - We’ve all had moments where we’ve felt we didn’t belong, but for people who moved to this country, that feeling lasts more than a moment. Together, we can change that. These messages are designed to empower listeners to foster a more welcoming nation where everyone - regardless of background - feels they belong.

33. **SUPPORT RACIAL JUSTICE** - We all must confront our history of racial injustice and uncover our biases before we can repair our legacy of racism. These messages are from organizations dedicated to dismantling systemic racism and injustice to spark more dialogue and action. Together we can commit to building a better future.

34. **BELONGING BEGINS WITH US** - We’ve all had moments of feeling left out, but for people who move to this country, that feeling can last more than a moment. Together, we can change that. These members empower listeners to foster a more welcoming nation where everyone - regardless of background - can belong.

35. **ENDING HUNGER** – “THE SOUND OF DINNER” - Millions of Americans, including children, are turning to food banks this summer for much-needed support during this ongoing crisis. These messages are designed to inform our community about how they can help support their neighbors facing hunger this summer.

36. **PEACE CORPS** - The big-hearted. The bold. The builders. The teachers. The changemakers. For your listeners who are passionate about making a positive, lasting impact in our world, we have a place for them. We are the Peace Corps. In more than 60 countries, we go the distance to make a difference. To fulfill our powerful mission, we need to attract the most diverse, talented group of Peace Corps Volunteers in the history of the federal government agency and inspire more Americans to serve boldly. Founded in 1961, the Peace Corps is an exciting network of Volunteers who live and work side-by-side welcoming communities on locally prioritized projects in Education, Health, Environment, Agriculture, Community Economic Development, and Youth in Development. This new “Bold Invitation” Public Service Announcement (PSA) Campaign invites college students and graduates to learn more about becoming a Peace Corps Volunteer. The inspiring spots (:60, :30) urge listeners to use their purpose and passion to help make lasting, generational impact.

37. **SUICIDE PREVENTION** – “SEIZE THE AWKWARD” - As young adults head back to work or school this fall, it’s crucial that they check in with their friends about mental health.

These messages are designed to give them the inspiration, language and tools they need to start and continue those conversations.

38. FEEDING AMERICA - The Truth About Hunger, featuring Shanola Hampton (NEW)
38 million people face hunger in the United States, including more than 12 million children. Hunger knows no boundaries – it affects people from all walks of life. "The Truth About Hunger" features actress and activist, Shanola Hampton, as she reads handwritten letters inspired by real experiences of people facing the devastating impacts of hunger, shedding light on the issue and inviting all of us to take action. Because together, we can end hunger. The Truth About Hunger, featuring Connie Britton - Complimentary to "The Truth About Hunger, featuring Shanola Hampton," this spot features actress and activist, Connie Britton, as she reads more handwritten letters inspired by real experiences of people facing hunger.

39. FEEDING AMERICA - The painful reality is hunger is everywhere – and it plays out in every community across the U.S. We know that 38 million people in America, including 12 million children, face hunger. Feeding America is the second largest nonprofit in the United States and the largest food-recovery organization in the country. But the pervasive issue of hunger is too daunting to fight alone. Each year, the Feeding America nationwide network of 200 food banks, 21 statewide food bank associations, and over 60,000 partner agencies, food pantries and meal programs provide meals to tens of millions of neighbors facing hunger.

40. ENDING HUNGER - You Can Help End Hunger - The impact of a meal goes well beyond feeding our bodies. Because when people are fed, their futures are nourished. New Ending Hunger campaign PSAs highlight what's possible when people have access to nutritious foods. Whether we're winning first place in the science fair, graduating high school, or simply spending more time with our families, food is the fuel that allows us to thrive in life. These messages invite audiences to join Feeding America in the movement to end hunger.

41. ENDING HUNGER - Join the Movement to End Hunger - Food is the fuel that allows us to thrive in life. New Ending Hunger campaign PSAs featuring actress Scarlett Johansson highlight what's possible when people have access to nutritious foods. Newly released USDA data indicates that between 2021 and 2022, the number of people living in food-insecure households in the United States increased by 31%, including a 44% increase among children. These messages invite audiences to join Feeding America in the movement to end hunger.

42. PEACE CORPS - The big-hearted. The bold. The builders. The teachers. The changemakers. For your listeners who are passionate about making a positive, lasting impact in our world, we have a place for them. We are the Peace Corps. In more than 60 countries, we go the distance to make a difference. To fulfill our powerful mission, we need to attract the most diverse, talented group of Peace Corps Volunteers in the history of the federal government agency and inspire more Americans to serve boldly. Founded in 1961, the Peace Corps is an exciting network of Volunteers who live and work side-by-side welcoming communities on locally prioritized projects in Education, Health, Environment, Agriculture, Community Economic Development, and Youth in Development. This "Bold Invitation" Public Service Announcement (PSA) Campaign invites college students and graduates to learn more about becoming a Peace Corps Volunteer.

43. PASS IT ON - The Foundation for a Better Life – "SUPERMAN/MOTHER TERESA" – These public service campaigns promote values such as honesty, compassion and optimism. These examples of people living values based lives in our messages may not change the world, but collectively, they will make a difference.

44. MS VOTES – "HOTLINE" "SUFFERAGE" – These messages, provided by the Mississippi Association of Broadcasters, informs listeners of the upcoming Presidential Primary Election in Mississippi and provides them with a Toll-Free Number for them to call to check on their Voter Registration, local polling locations and find answers to any questions they may have about the election.

45.MS VOTES – “SUFFRAGE 2” – This message, provided by the Mississippi Association of Broadcasters, informs listeners of the upcoming elections in the State of Mississippi and provides them with a Toll Free number for them to call to check on their Voter Registration, local polling locations and find answers to any questions they may have about the election.

46. FEEDING AMERICA – “THE TRUTH ABOUT HUNGER” - The Truth About Hunger, with Connie Britton & Shanola Hampton - 44 million people face hunger in the United States – including more than 13 million children. Hunger knows no boundaries; it affects people from all walks of life. “The Truth About Hunger” features celebrity activists, Shanola Hampton and Connie Britton, reading handwritten letters inspired by real experiences of people facing hunger – to shed light on the issue and invite us to take action. Because together, we can end hunger.

DISASTER PREPAREDNESS

1. Floodsmart.gov
2. Center for International Disaster Information
3. US Consumer Product Safety Commission – “Pool Safety”
4. Department of Homeland Security – “If You See Something, Say Something.”
5. National Crime Prevention Council
6. “Speak Up or Else” – Campaign Against Reckless Driving.
- 7.
8. Department of Homeland Security – “Officials” – Continuation of DHS’s “If You See Something, Say Something.” Campaign featuring Professional Sports Referees and Umpires.
9. US Consumer Products Safety Commission – “Simple Safety Steps” – Information about backyard pool safety.
10. NATIONAL INSURANCE CRIME BUREAU/FRAUD SOLUTIONS NOW – “Trust” – Insurance fraud is a crime and everyone pays for it. Information about what to listen for from people who are about to commit fraud after a disaster (roofers, home contractors...etc.) What to do when the listener is approached by someone about to commit fraud, and encouragement to NOT commit Insurance Fraud.
11. NATIONAL INSURANCE CRIME BUREAU – “Good Dog”, “Stick A Fork In It”. Information from the NICB on Vehicle-Theft, and tips on how to better protect your vehicle and help prevent car/truck theft.
12. NATIONAL INSURANCE CRIME BUREAU – “If Cars Could Talk”/“Cargo Theft” – Information for listeners and encouragement to both take steps to make sure their cars are locked, and valuables are out of sight to prevent auto thefts. Also, listeners are informed about cargo theft from trucks which causes insurance rates and prices to go up and could be life threatening if pharmaceuticals and food are stolen from truck. Listeners are encouraged to be vigilant and to report possible thefts to the authorities.
13. US FIRE ADMINISTRATION-FEMA – “Don’t Let Your World Go Up In Smoke.” – 365,000 Home fires occur in the US every year. Children under 5 and Senior Citizens are twice as likely to die in fires as the rest of the population. Listeners are guided toward the realization there can be serious consequences to not practicing fire safety, and drawn toward the correlation between home fires and the risk posed to our most treasured possessions, memories and loved ones.
14. NATIONAL INSURANCE CRIME BUREAU – “Keys in Car Thefts,” “Warming Cars” – Every six-and-a-half minutes, a vehicle is stolen in the US because the driver left the keys or fob inside. These messages encourage listeners to lock their cars, take the keys and don’t let their car run to warm-up while unattended.
15. HOME FIRE SAFETY – “Practice Home Fire Drills Today” - In a home fire, you may have less than two minutes to get out. With no time to spare, preparedness is key to evacuating safely. Produced in partnership with Nationwide’s Make Safe Happen program, the Ad Council’s new “Home Fire Drill” PSAs encourage parents to make and practice home fire escape plans so that they know what to do and where to meet up in the event of a fire.
16. WILDFIRE PREVENTION – “75 Years Of Preventing Wild Fires” - For 75 years, Smokey Bear has been protecting our forests and getting the word out about wildfire prevention. His powerful message, “Only you can prevent wildfires,” is the heart of one of America’s longest running PSA campaigns. To honor his birthday, Betty White, Al Roker, and Jeff Foxworthy use animated emoji technology to lend their voices in new PSAs that expand on Smokey’s message.

17. Emergency Preparedness - Urging Black Communities to Prepare - Recent earthquakes, tornados, floods and wildfires have highlighted the need to prepare for natural disasters. "Legacy" PSAs encourage Black communities to protect their lives and legacies through disaster preparation. "Thread" PSAs show Black communities how emergency preparedness can be part of everyday group chat conversations. Learn more at [Ready.gov/plan](https://www.ready.gov/plan).

18. NATIONAL INSURANCE CRIME BUREAU – "**Tornados**" -

After a disaster like a tornado, an untold number of people are left with the daunting task of rebuilding. Unfortunately, as the rebuilding begins, deceitful contractors descend on the region looking to make a quick buck off victims. Homeowners, undergoing the stresses and strains common after losing a home, often fall prey to these well-rehearsed predatory schemes, slowing the recovery process.

"Auto Theft" - Auto thefts are continuing to increase across the country as nearly 1 million vehicles were stolen in 2021, the most seen in the U.S. since 2008. Currently, there is no safe space for vehicles to be parked. Vehicle owners need to take simple steps to reduce the theft potential. Keep items out of view, roll up the windows, lock the doors and, yes, take your keys with you.

"Flooded Vehicles" - Following a disaster, keeping damaged cars out of the hands of unsuspecting buyers is a major focus of the insurance industry. NICB's VINCheck® helps prevent this from happening. NICB's VINCheck is a free lookup service provided to the public to assist in determining if a vehicle may have a record of an insurance theft claim, and has not been recovered, or has ever been reported as a salvage vehicle by participating NICB member insurance companies.

"Hurricanes" - Hurricanes often wreak havoc across wide stretches of land leaving untold numbers of homeowners to the daunting task of rebuilding their homes and lives. Unfortunately, following disasters, deceitful contractors descend on the region looking to make a quick buck off victims.

"Wildfires" - In the US there are more than 4.5 million homes in high fire risk areas. And if your home gets damaged or destroyed, we know that deceitful contractors will follow to take advantage of wildfire survivors, looking to take victim's money and leaving without doing any work.

"Hailstorms" - Hailstorms can move through areas with little warning and can create significant damage. However, after hailstorms, dishonest contractors arrive on scene trying to earn a quick buck. The schemes dishonest contractors use add thousands to tens-of-thousands of dollars to repair costs, money which, in today's economy, most homeowners do not have.

18. CARE – WHEN THERE IS AN EMERGENCY CARE IS ALWAYS THERE - Every day we learn about a new crisis in the world. In just a single year, headlines marked the incredible toll of one tragedy after another — some human-caused, others natural — all deadly. Earthquakes in Turkey have left 50,000 people dead. Flooding in Libya has displaced another 40,000. Conflict in Syria has killed 1 million people. Cyclones in Malawi have affected more than half a million people, while eight million are reeling from drought in Somalia. Around the world, there are 735 million people going to bed hungry every night. Immediate response is truly a matter of life and death, and at CARE we believe every single minute matters. This is why, no matter the crisis, no matter where it happens in the world, CARE is there.

19. Emergency Preparedness - Urge Older Adults to Prepare for Disasters - Older adults consistently experience the greatest harm and number of deaths during disasters in the U.S., especially if they are living alone, are low-income, have a disability, or live in rural areas. These messages encourage older adults to take three simple steps to prepare for an emergency: 1) assess needs, 2) make a plan, 3) engage support networks. Air these PSAs to urge older adults to visit [Ready.gov/OlderAdults](https://www.ready.gov/OlderAdults) or [Listo.gov/AdultosMayores](https://www.listo.gov/AdultosMayores) to get started.

ENERGY EFFICIENCY

1. US Environmental Protection Agency "Living Green"
2. "Save Energy, Save Vacation" – ENERGYSAVE.ORG

WILDFIRE PREVENTION/WILDLIFE REFUGE/OUTDOORS ISSUES AWARENESS

1. Wildfire Prevention
2. US Fish and Wildlife Service
3. Takemefishing.org
4. "Stop Toxic Litter". – Legacy – Information about the "toxic litter" of discarded cigarette butts entering waterways, and contaminating the land.
5. FireAdapted.org – "Recognize Wildfire Hazards In Your Community" – Information about preparing your homes, business and property for Wildfires, and how to keep you and your family safe from wildfires.
6. SmokeyBear.com – "Just because it looks out, doesn't mean it's out." – Reminders about Wildfire prevention with Bonfires, Cigarettes and Camp Fires making listeners aware that 9 out of 10 Wildfires are started by humans.
7. AMERICAN PLANNING ASSOCIATION – "Plan to Walk More, Making Cities Smart, Healthy Competition and Protection From Storms." Information for listeners about the American Planning Association, an association of urban/city planners, what they are doing to make cities healthy and prosperous. Listeners are also encouraged to participate in their city's planning meetings as much as possible so as to make sure their ideas are incorporated into their city.
8. WORLD WILDLIFE FUND – "International Tiger Day" - Did you know that wild tiger numbers have plummeted by over 95% in the last century? Three of the nine tiger subspecies are already extinct and there are more tigers in captivity in the US than there are in the wild. WWF is working to double wild tiger numbers to at least 6,000 by 2022 by ending the illegal trade in tigers and their parts, and helping local communities protect their habitats. And for the first time in conservation history, their numbers have finally started to rise.
9. WORLD WILDLIFE FUND - We are pushing our planet to the brink. Human activity—how we feed, fuel, and finance our lives—is taking an unprecedented toll on wildlife, wild places, and the natural resources we need to survive. Published by WWF every two years, the Living Planet Report brings together a variety of research to provide a comprehensive view of the health of the Earth. Here are just some of the startling statistics from the report at a glance:
60% Populations of mammals, birds, fish, reptiles, and amphibians have, on average, declined by 60% between 1970 and 2014, the most recent year with available data. 50% The Earth is estimated to have lost about half of its shallow water corals in the past 30 years. 20% A fifth of the Amazon has disappeared in just 50 years. \$125 trillion Globally, nature provides services worth around \$125 trillion a year, while also helping ensure the supply of fresh air, clean water, food, energy, medicines, and much more. Saving nature is at the very heart of what we do as WWF. For more than 50 years, we have made it our mission to find solutions that save the marvelous array of life on our planet. But our work is far from done. The current rate of species extinction is at least 100–1,000 times higher than nature intended. And the impacts of species extinction will reach far beyond the potential cultural loss of iconic species like tigers, rhinos, and whales. The good news is that we've seen ways in which we can turn this around. WWF has been part of successful wildlife recovery stories ranging from southern Africa's black rhino to black bucks in the Himalayas. And by protecting species, we are also protecting rich and varied ecosystems while ensuring people continue to benefit from nature. Listeners are encouraged to join with the WWF in preserving the planet.
10. WORLD WILDLIFE FUND – "LOVE IT OR LOSE IT" - Nature. We seek solace in its presence and find joy in its revelations, be it a soaring intact forest, bountiful oceans, or abundant wildlife. Nature gives us hope, even in the most troubling times. It also provides us plentiful food sources, a stable climate, air to breathe, water to drink, and a haven for wildlife.

But time is running out to protect our natural world. Human actions, from tearing down forests to poaching animals to emitting greenhouse gases are destroying our planet at an unprecedented rate. WWF's new PSA campaign, "Love it or Lose it", taps into the emotional connection we have with nature and what is at stake if we lose it.

11. WILDFIRE PREVENTION – "SMOKEY BEAR LIVES WITHIN US ALL" - Nearly 9 out of 10 wildfires nationwide are caused by people and could have been prevented. These messages celebrate Smokey and remind listeners to protect the lands they love by preventing wildfires. By following correct wildfire safety precautions, we can all do our part to prevent wildfires from happening.

12. Wildfire Prevention - Only You Can Prevent Wildfires - Nearly 9 out of 10 wildfires nationwide are caused by people and could have been prevented. These messages celebrate Smokey and remind viewers to protect the lands they love by preventing wildfires. By following correct wildfire safety precautions, you can do your part to prevent wildfires from happening.

13. WILDFIRE PREVENTION – "DECADES" - For over 80 years, Smokey Bear has been protecting our nation's wildlands and sharing his ever more important wildfire prevention tips. With his iconic, "Only you can prevent wildfires," catchphrase and signature belt and hat, Smokey continues to remind audiences that when we practice fire safety, we all do our part in keeping our nation's wildlands safe. These PSAs encourage listeners to do their part in preventing wildfires and to show how Smokey is within us all.

POVERTY/CHILD POVERTY

1. "The Poverty Line"
2. Rotary International – "Lend A Hand".
3. Covenant House
4. VISTA/Americacorps.gov
5. "Don't Give Up" – Tips for Unplanned Pregnancy Prevention.
6. YOUTH VILLAGES – "I'm Not A Lost Cause. I'm Just A Kid." – Information about Youth Villages, an organization helping troubled young people find loving families or develop a healthy family situation.
7. "What One Thing – Philippians Relief" – Encouragement for listeners to send monetary donations to the ongoing relief in the Philippines, rather than sending "things" to do more good for those who need it.
8. WORLD VISION – "We Believe In Children" – Information on World Vision's work worldwide to give children access to Clean Water, Education, Nutritious Food, Basic Healthcare and Economic Opportunities, and how listeners can help lower the number of children worldwide (18,000 per day) dying because of lack of access to these things.
9. CAMFED – The Campaign for Female Education – Camfed is an international non-profit organization tackling poverty and inequality by supporting girls to go to school and succeed, and empowering young women to step up as leaders of change. Camfed invests in girls and women in the poorest rural communities in sub-Saharan Africa, where girls face acute disadvantages, and where their empowerment is now transforming communities. Listeners are encouraged to support Camfed and empowering females in general.
10. WORLD VISION – "Together, we are Greater Than Poverty." – Last year, World Vision, a worldwide charitable organization, is present all over the world fighting against global poverty. They provide hope and assistance to communities in over 100 countries. Listeners are provided with the stories about the fight against global poverty, and World Vision's life-saving efforts and are encouraged to become involved, in any way they can, in the global poverty fight.
11. WORLD VISION – "Just Add Water...Change A Life" – More than 660-million people around the world don't have access to clean water, and nearly 1,000 children die each day because of diarrhea caused by dirty water, poor sanitation and unsafe hygiene. World Vision is the largest Non-Governmental provider of clean water in the developing world – committed to reaching everyone everywhere they work by 2030. Listeners are encouraged to go online for more information and to help World Vision in their quest to bring clean water to the world.
12. MERCY SHIPS – "No Access To Safe Surgery" – Mercy Ships was founded in 1978 to address the long-standing need for Doctors in Africa. Their volunteers have worked in more than 70 countries to provide free medical care to more than 2.54 million direct beneficiaries. Listeners are encouraged help Mercy Ships provide state-of-the-art healthcare, free of charge, onboard the Africa Mercy the world's largest civilian hospital ship.
13. MERCY SHIPS - Nearly five billion people lack access to safe, timely, and affordable surgery. Mercy Ships addresses this staggering statistic by bringing a floating, state-of-the-art hospital ship to areas where adequate healthcare is limited. For nearly 40 years Mercy Ships has been bringing hope and healing to those in need—providing surgeries to repair twisted limbs, restore sight, remove dangerous tumors, and change the lives of many hurting children and adults—all FREE of charge. The dedicated doctors, nurses, and medical crew of Mercy Ships are all volunteers. These compassionate, professional men and women give months and even years of

their time, talents, and love to suffering people who need their care. Listeners are told the story of the transformational work of Mercy Ships, helping to raise awareness of both the dramatic need and the compassionate solution that Mercy Ships brings to those waiting for help.

14. WORLD VISION – “Just Add Water...Change A Life” – More than 660 million people around the world don’t have access to clean water, and nearly 1,000 children die each day because of diarrhea caused by dirty water, poor sanitation and unsafe hygiene.

World Vision is the largest NGO provider of clean water in the developing world and is committed to reaching everyone everywhere they work by 2030. Stories of children and families whose lives can be changed with the gift of clean water. Listeners are informed of the water crises and are given ideas on how they can help.

15. UNICEF - Major challenges loom for children as the aftershocks of the COVID-19 pandemic combine with a series of global emergencies, natural disasters, wars and climate-driven challenges. Children’s health, education, protection and very survival are at stake. UNICEF won’t stop responding to fast-moving crises across the globe. We’re aided by regular people who continue to stand up for children, challenge after challenge. Over eight decades, UNICEF has built an unprecedented global support system for the world’s children. UNICEF relentlessly works day in and day out to deliver the essentials that give every child an equitable chance in life: health care and immunizations, safe water and sanitation, nutrition, education and more. In addition to this ongoing development work, UNICEF responds to around 300 global emergencies a year, giving children a fighting chance at the very time they need it most. When the cause of children brings us all together, we can rise to any challenge.

FINANCIAL LITERACY

1. "Control Your Credit"
2. SIPC Information
3. National Endowment for Financial Education
4. Cesi Debt Solutions
5. IRS-EITC
6. FDIC
7. National Credit Union Association
8. "Making Home Affordable" – Information on Mortgage Relief and how to apply for it from The Department of the Treasury and The Department of Housing and Urban Development.
9. FEEDTHEPIG.ORG – "Financial Literacy" – The Association of Independent Certified Public Accounts giving information about and encouraging listeners to save money. Listeners are also encouraged to go to feedthepig.org to gain knowledge and get tips on how to save money.
10. NATIONAL ENDOWMENT FOR FINANCIAL EDUCATION – "With SAM I Can", "Smart About Money." SmartAboutMoney.org Information about steps listeners can take to help them live more financially confident lives, despite the current economic struggles.
11. FHFA HARP – "HARP.gov" – "The real financing help your community has been waiting for." Information for listeners about the Home Affordable Refinance Program (HARP) to direct homeowners who are having problems with their mortgage to the HARP program to refinance their homes to make them more affordable.
12. SOCIAL SECURITY-SocialSecurity.gov – "Someday" – Information and encouragement for listeners to start planning for their retirement NOW rather than later. Listeners are directed to the Social Security website for planning tips and more information on retirement planning.
13. SOCIAL SECURITY ADMINISTRATION – "Someday" – Information and encouragement for listeners to begin planning for their retirement, which happens "Someday", today. Listeners are directed to www.social.security.gov to set up a personal account to keep track of their retirement funds.
14. NATIONAL ENDOWMENT FOR FINANCIAL EDUCATION – "With SAM I Can"/"Smart About Money." – While much has healed in our economy, ordinary Americans continue to feel the effects of the worst financial crisis since the Great Depression. Many households still are trying to recover from job loss, home foreclosure, growing debt obligations, and disruptions to the retirement planning process, which is a daunting challenge in any financial climate. There are steps that individuals and families can take to help them live more financially confident lives. Listeners are encouraged to go to SamICan.org to learn how to get their finances under control.
15. NATIONAL FOUNDATION for CREDIT COUNSELING – "DON'T LET DEBT KEEP YOU DOWN" – Members of the military, veterans and their families are routinely facing complex challenges in their daily lives. The National Foundation for Credit Counseling recognizes debt management and savings are matters of common concern among civilians as well as services members and their families. Listeners are connected with one of the NFCC non-profit credit counseling agencies in our area for help with credit counseling and financial education.
16. SOCIAL SECURITY ADMINISTRATION – "We Are There" – Social Security is an agency that touches every American directly and indirectly. Listeners are encouraged to visit www.socialsecurity.gov where they can access secure, easy-to-use online services and learn more about their programs and what Social Security can do for them, and their families.

17. NATIONAL ENDOWMENT FOR FINANCIAL EDUCATION – “With SAM I Can,” “Smart About Money” – While much has healed in our economy, ordinary Americans continue to feel the effects of the worst financial crisis since the Great Depression. People have questions on how they can ensure their financial security. Listeners are informed about steps individuals and families can take to help them live more financially confident lives. Listeners are told they can find help by logging into www.SmartAboutMoney.org.

18. NATIONAL FOUNDATION FOR CREDIT COUNSELING – “All Walks of Life,” and “You are Not Alone” – Soaring student loan debt, barriers to home ownership for working Americans, credit card debt on the rise again – These are issues affecting large numbers of consumers in all age, race, gender and geographic locations. The National Foundation For Credit Counseling recognizes that money management and personal savings are matters of common concern. Listeners are encouraged to go to their website or contact the foundation for assistance and information as to how to better manage their money.

19. SOCIAL SECURITY ADMINISTRATION – “See What You Can Do Online” - For over 80 years, Social Security has evolved to meet the changing needs of the people it serves. Today, Social Security offers an extensive array of online services that put people in control of their time and their Social Security benefits. To demonstrate how Social Security’s online services are here to put control at listener’s fingertips, Social Security has created a variety of new Announcements: “See What You Can Do Online” (:60 and :30 lengths), “Retire Online” (:15 length), “Estimate Your Benefits Online” (:15 length), “Manage Your Benefits Online” (:15 length), and “Planning with a ‘my Social Security’ Account” (:15 length).

20. SOCIAL SECURITY ADMINISTRATION – “Scam Awareness Radio 2020” - SSA Phone Scam Alert 2020 Social Security’s newest PSAs, produced in coordination with its Office of the Inspector General, warn Americans about the threat of telephone scams and explain how to identify and report fraudulent phone calls.

21. SOCIAL SECURITY ADMINISTRATION – HELP FOR CHILDREN WITH DISABILITIES AND LIMITED RESOURCES – “THE LIFE OF A CHILD” - Financial help is available for parents or caregivers with low or no income who care for a child with a physical or mental disability or who are blind. The Supplemental Security Income (SSI) programs provides monthly cash payments to help meet a child’s or teenager’s basic needs for things like food, clothing, a place to live or disability-related needs. It’s money that can make a meaningful difference.

22. SAVING FOR RETIREMENT – “WE SAY SAVE IT” - Negative stigmas around women and money have decreased women’s confidence to save for their retirement. Because of decades of old-fashioned advice about money, women are 80% more likely than men to be poor in retirement. These messages are designed to empower women to take control of their futures by investing in their financial independence.

23. NATIONAL COUNCIL ON AGING - Programs such as the Supplemental Nutrition Assistance Program (SNAP, formerly Food Stamps), the Medicare Savings Programs, the Low-Income Home Energy Assistance Program, and many more can lend much-needed support for covering daily needs. The National Council on Aging (NCOA) released these messages that connect older adults to these vital programs.

24. NATIONAL COUNCIL ON AGING - Inflation continues to rise across the country, leaving millions of older adults who are living on fixed incomes facing tough choices: Do I pay for food, medicine, or rent? For those who are struggling to make ends meet, there are billions of dollars in benefits programs that can help—but few eligible older adults know they exist or how to apply. The National Council on Aging (NCOA), a trusted national nonprofit advocating for older Americans since 1950, has created radio and TV PSAs in English and Spanish to connect older adults to benefits that can help them pay for food and other daily essentials such as prescriptions, utilities, transportation, taxes, and more.

25. Saving for Retirement - This is Pretirement - More than one in five adults have no retirement savings, and two in three are worried that they will not have enough money to last in their later years. That's why AARP and the Ad Council created new "This Is Pretirement" PSAs encouraging those nearing retirement to plan for their financial future. The PSAs show that by taking small steps, preparing for retirement isn't as scary as it seems. All of the assets direct listeners to ThisIsPretirement.org, where they can take a simple quiz and receive a free, personalized retirement savings action plan to get started.

26. NATIONAL COUNCIL ON AGEING - Inflation continues to rise across the country, leaving millions of older adults who are living on fixed incomes facing tough choices: Do I pay for food, medicine, or rent? For those who are struggling to make ends meet, there are billions of dollars in benefits programs that can help—but few eligible older adults know they exist or how to apply. The National Council on Aging (NCOA), a trusted national nonprofit advocating for older Americans since 1950, has created radio to connect older adults to benefits that can help them pay for food and other daily essentials such as prescriptions, utilities, transportation, taxes, and more.

EDUCATION/EMPLOYMENT

1. College Access
2. Early Childhood Development
3. High School Dropout Prevention
4. Inspiring Invention
5. Lifelong Literacy
6. "Feed Your Kids the Arts"
7. College Access – "Are You Tough Enough?"
8. Selective Service System
9. Air National Guard
10. Literacy (X2)/Congressional PSA
11. US Marine Corps
12. SHARE High School (Foreign) Exchange Program
13. Destination Imagination
14. Federal Depository Libraries
15. Bureau of Educational and Cultural Affairs – "Foreign Exchange Students."
16. Mississippi School of Mathematics and Science
17. Mississippi Institute for Higher Learning
18. Web Wise Kids
19. Campaign for Disability Employment
20. "Thatsnotcool.com" – Teen Dating Violence Prevention
21. US Air Force
22. Hispanic College Preparation
- 23 National Association of Music Merchants (NAMM) – "Wanna Play?" Campaign to encourage musical instrument playing and singing in schools and communities.
25. GED "Pep Talks" – Take The First Step Toward Your GED Diploma.
26. Wounded Warrior Project – "Warriors to Work and Looking" – Two messages aimed at employers to ask them to consider hiring war veterans, wounded or otherwise, when looking for new employees.
27. Reading Research shows that success in school and life starts with literacy. When children become good readers in the early grades, they are more likely to become better learners throughout their school years and beyond. In an effort to communicate to parents the importance of reading to their school-aged children, the Ad Council teamed up with Reading is Fundamental (RIF), the nation's largest nonprofit children's literacy organization, to create a new national public service advertising campaign, "Book People Unite."
28. Digital Literacy The EveryoneOn campaign aims to help the 62 million Americans who do not have the digital literacy skills they need to succeed and help them understand the relevance the Internet has in their lives. Whether it's finding a job, helping their children complete homework for school or accessing e-commerce, electronic medical records and connecting with distant family, it is vital that we encourage every American to take advantage of the tools they need to succeed. By calling 1-855-EVERY1ON or visiting www.everyoneon.org, users have access to a zip code search tool to find free computer and internet training classes in their area.
29. US COAST GUARD – "Reserve", "The Workout" and "The Ride" – Information for listeners aged 17-40 about the opportunities for a career in the Coast Guard along with information to the community about how the Coast Guard helps in disasters and with high seas and border protection.
30. SELECTIVE SERVICE SYSTEM – Updated announcements reminding young men to register for the SSS on or before their 18th birthday. Similar to announcements from

SSS we are already airing.

31. U.S. MARINE CORPS – “For Us All”, “America’s Marines”, “Family Photos”, “Hometown Salute”, “Darrell” and “Summer”. Messages Honoring those who served the country as a Marine, and encouragement for young listeners to consider the Marines for a career option.

32. TEACHER RECRUITMENT – Messages for listeners who are looking for a career or are wanting to do something else to consider going into teaching for K-12. “Teach For America” and other organizations provide encouragement to listeners to help resolve the teacher shortage by becoming a teacher.

33. NAMM FOUNDATION – “Just Play.” Messages for listeners from musicians aged 8 to 88 telling the world they have built a richer, more meaningful life through making music. Listeners are encouraged to “Just Play” music. Listeners are directed to places which will help them discover how music will enrich their lives.

34. INTERNATIONAL STUDENT EXCHANGE – Information and encouragement for listeners to host a student from another country for a year to give the student the opportunity to study in the US and a US student to study in another country. Listeners are directed to a toll-free number and a website for more information and to sign up as a host or as an exchange student.

35. NAB/CPSA – “Literacy” – US Representative Gregg Harper and Sidney Harper encouraging listeners to learn to read and to help their children to learn to read. This is part of the National Association of Broadcasters Congressional PSA campaign.

36. NAB/CPSA – “Literacy” – Gayle Wicker, spouse of Senator Roger Wicker, encouraging listeners to learn to read and to help their children to learn to read. This is part of the National Association of Broadcasters Congressional PSA campaign.

37. NAB/CPSA – “Literacy” – Senator Roger Wicker encouraging listeners to learn to read and to help their children to learn to read. This is part of the National Association of Broadcasters Congressional PSA campaign.

38. SELECTIVE SERVICE SYSTEM – “Help A Young Man be a Winner” – Information and encouragement for young men celebrating or about to celebrate their 18th birthday, reminding them about their duty to register for Selective Service. How to register, what can happen if they don’t register and how it is still the law, but there still is no military draft.

39. NAMM - MUSIC FOLLOWS YOU – “Music Follows You” is the title and concept of the NAMM Foundation. This message encourages listeners to think about music – and themselves – differently than before. The messages seeks to provide inspiration to break barriers of the self-limiting motions of who makes music – and at what age.

40. U.S. MARINE CORPS – “Anthem”, “To Battle”, “Promise” - Messages Honoring those who served the country as a Marine, and encouragement for young listeners to consider the Marines for a career option.

41. MISSISSIPPI HIGH SCHOOL ATHLETICS ASSOCIATION – These new messages attempts to address issues that are important to the high schools in the area; issues like the proliferation of injuries to High School Athletes, the life skills that teenagers learn as a result of participating in a high school sport or activity, the importance of being a student-athlete (not just an athlete) and leadership. One of the most valuable resources we have in the community is our young people. Listeners are encouraged to teach them, nurture them and give them the tools they need to succeed, then we all benefit.

42. WOUNDED WARRIOR PROJECT - Wounded Warrior Project® (WWP) is a nonprofit, nonpartisan organization dedicated to the mission to honor and empower Wounded Warriors. These brave men and women face a variety of challenges as they transition to civilian life. And when they are severely ill or injured, returning to their families is only the beginning of their road to recovery. WWP connects wounded warriors and their families

to valuable resources and one another, serves them through a variety of free programs and services, and empowers them to live life on their own terms. Listeners are made aware of the services of WWP and are encouraged to help Veterans.

43. MISSISSIPPI HIGH SCHOOL ATHLETICS ASSOCIATION – Research documents that students who are involved in sports and extracurricular activities have a greater sense of pride in their school and community, learn essential life skills like the value of teamwork and self-discipline and become physically stronger and more emotionally stable. These are precisely the qualities that every healthy community needs. Listeners are encouraged to nurture High School Student’s growth in untold ways and support a high school experience designed to help students become better able to contribute to our community in the years to come.

44. MISSISSIPPI NATIONAL GUARD – “I will”, “Guard Lifestyle”, “Guard Family”, and “Live Here, Serve Here”. The Army National Guard’s “Live Here—Serve Here” marketing campaign includes television and radio commercials that emphasize the Guard’s unique domestic mission. Each spot demonstrates our commitment to community and country, as well as the many opportunities the Guard offers to lead, learn, and gain in-demand job skills—all while serving part-time, close to home. The Army National Guard is a component of the Army and the Guard capabilities are essential to the Army effectively accomplishing their federal missions. However, the staple benefits of Guard service remain the same. Our technical skills training and education benefits to help Soldiers graduate debt free are still available. Most importantly, our mission to serve and protect our nation is steadfast.

45. READY.GOV – EMERGENCY PREPAREDNESS – “Preparedness Heroes” - It’s estimated that nearly every area in the U.S. will deal with an emergency in the next decade. Planning ahead and knowing what alerts to look for when a disaster strikes can help you be prepared. Messages direct listeners to Ready.gov as a resource to help them build their emergency family plan.

46. INSPIRE GIRLS IN STEM - Girls can invent, build, create and make the world a better place. These messages are designed to encourage middle school girls to pursue their passion in STEM – science, technology, engineering and math – and further explore how fun, creative and cool STEM can be.

47. SUPPORT HIGH SCHOOL SPORTS - Because of the pandemic, high schools across America face unprecedented challenges. Teenagers are challenged like never before, too. Our not-for-profit organizations—the NFHS and the NIAAA—have pooled resources to produce a series of radio PSAs designed to make the people in your community aware of these needs and how participation in high school sports and performing arts activities can help.

Schools face two big challenges:

1. Lost revenue due to the cancellation of entire sports seasons.
2. A growing number of teenagers who feel confused, lost and alone.

48. MISSISSIPPI NATIONAL GUARD - From May 10th - June 14th 2021, the Army National Guard is hosting a “Guard Hiring Days” virtual career event. During Guard Hiring Days, young adults are encouraged to visit www.nationalguard.com/hiringdays to see if they meet the qualifications, learn about job opportunities and associated hiring incentives, and connect with a recruiter in their area. The goal of this ARNG recruitment campaign is to promote the diverse, part-time job opportunities available locally in the Guard.

49. HIGH SCHOOL EQUIVALENCY – “HELP OTHERS LIVE THEIR DREAMS” - Opportunities can be limited for adults without a high school diploma. Help millions of Americans take the critical first step towards getting theirs. This back to school season air PSAs to connect people with information on how to earn their High School Equivalency and create new possibilities.

50. EMERGENCY PREPAREDNESS – “THE BEST PLANNER” - Recent tornados, wildfires, and winter storms have heightened the need to prepare for natural disasters. These messages convey that if you can plan for special events, you can plan to protect yourself and your loved ones. Learn more at Listo.gov/plan or Ready.gov/plan.

51. 52. US MARINE CORPS – “FULL CIRCLE” - As fellow Americans, we are bonded by the story we share and the ideals we uphold— ideals that guide us to hard-fought victories in service to our Nation and to our communities. On Independence Day, we come together to celebrate our collective determination and will to fight and win in the face of adversity. And while we honor where we’ve been on July Fourth, we focus on the progress we’ll make in the future—because our story is just beginning. These messages are designed to reach those in your community to contribute to our continuing American story.

53. MISSISSIPPI DEPARTMENT OF REHABILITATION SERVICES – “OCTOBER IS NDEAM” - During the month of October, the U.S. Department of Labor celebrates National Disability Employment Awareness Month, or NDEAM, to highlight the contributions of America’s workers with disabilities and supportive, inclusive policies and practices that benefit employees and employers alike. NDEAM reminds us as a nation of the valued contributions individuals with disabilities offer the workplace. Also being celebrated is the 50th anniversary of the Rehabilitation Act of 1973 which marks a major milestone in the pursuit of diversity, inclusion, and access on behalf of those with disabilities. “October is known as National Disability Employment Awareness Month, but at The Mississippi Department of Rehabilitation Services (MDRS) every month is Disability Employment Awareness Month.

54. **Transforming Hiring & Diversifying Talent - Tear the Paper Ceiling** - The U.S. has a perceived shortage of qualified workers, yet millions of workers with in-demand skills are being overlooked. We call these over 70 million workers STARs: workers Skilled Through Alternative Routes. STARs make up 50% of the U.S. workforce and have developed valuable skills through community college, workforce training, bootcamps, certificate programs, military service, on-the-job learning, and many other routes rather than a bachelor’s degree. STARs face the paper ceiling – the invisible barrier that comes at every turn for workers without a bachelor’s degree. These messages to help employers and STARs tear the paper ceiling.

55. **SUPPORT INTERSCHOLASTIC SPORTS & PERFORMING ARTS** – These messages address the biggest topics in interscholastic sports (and, in some states, performing arts)— including the importance of participation, DEI (diversity, equity and inclusion), student mental and physical wellness, the shortage of sports officials and bad fan behavior at athletic events.

56. **CONSTITUTING AMERICAN – “WHAT UNITES US?”** - Constituting America is committed to reversing the trend of civic apathy permeating our society today and encouraging all Americans to read and believe in our U.S. Constitution – and come together in civil discourse. Our mission is to teach students and adults across America about the non-partisan relevancy of the Constitution and the principles of self-governance inherent in our founding documents. Towards that end, we have created many interesting ways for people of all ages to study the U.S. Constitution and how it affects their lives, including Radio and TV PSAs created by a diverse group of middle school, high school and college-aged students! These Radio Message’s created by diverse students from across America engage and inspire adults and students to want to learn more about our founding document that protects our freedom, and to come together as Americans with Civil Discourse.

57. **READING IS FUNDAMENTAL – “RALLY TO READ”** - Founded in 1966, RIF is committed to a literate America where all children have the opportunities that literacy provides. Our mission is to inspire a passion for reading among all children, provide quality content to make an impact, and engage communities in the solutions to give every child the fundamentals for success. With 25 million children in the U.S. unable to read proficiently, the literacy crisis affects every community in the country. And, the pandemic has unfortunately increased this crisis. The National Center for Education Statistics (NCES) conducted a reading assessment in

2022 to understand student achievement during COVID-19. The results are alarming and show what we all feared would happen to a generation of learners who lost up to 2 years of formal classroom instruction: average student scores declined 5 points in reading – the largest average score decline in reading since 1990. RIF is steadfast in our commitment to combat this learning loss and one way is to provide meaningful and impactful programs and content to motivate children to read. That is why I am thrilled to share we are launching a second year of our six-month reading engagement initiative, Rally to Read 100. The goal of the RIF Rally to Read 100 radio spot is to generate awareness for the program and drive listeners (families and educators) to visit the program website, RallytoRead.org, to take a reading pledge, request classroom kits for their classrooms, enter to win a sweepstakes where 100 schools will receive 100 new books (we are giving away 10,000 new books!) and most importantly, have free access to monthly read-alouds from popular authors and reading activities to support educators and engage children in reading.

58. JUNIOR ACHIEVEMENT - Too many young people are leaving school without the critical life skills needed to reach their potential as adults. These include financial literacy, work and career readiness, and an understanding of how business works. Junior Achievement (JA) is the nation's leading 501(c) 3 nonprofit organization committed to helping young people connect what they learn in school to life outside the classroom. Our learning experiences are shown to help students better understand how money works, how today's education ties to tomorrow's careers, and the importance of entrepreneurship. But JA can't deliver these learning experiences without the help of community volunteers. These messages are designed to interest listeners in volunteering with JA.

59. MISSISSIPPI NATIONAL GUARD – “TAKE FLIGHT” – Listeners are encouraged to discover the opportunities in the Mississippi Air National Guard. These messages are presented by the Mississippi Broadcasters Association.

60. WOUNDED WARRIOR PROJECT – “20 YEARS OF POSSIBLE”- The 20 YEARS OF POSSIBLE campaign celebrates the 20th anniversary of Wounded Warrior Project®. For the past two decades, Wounded Warrior Project has empowered a diverse group of post-9/11 veterans, caregivers, and military families with visible and invisible wounds. Their innovative and supportive programs and services are provided free of charge to veterans, caregivers, and their families. Wounded Warrior Project connects a community of warriors, family members, and veteran advocates, as well as WWP teammates, donors, and partners who work together to ensure that no warrior is left alone or left behind. The objective of the 20 YEARS OF POSSIBLE campaign is to express gratitude to those who have supported Wounded Warrior Project, inspire wounded warriors on their individual journeys, and to raise awareness of the importance in their mission.

61. MISSISSIPPI MUSEUM OF ART – “PICASSO” – These messages, provided by the Mississippi Association of Broadcasters, encourages listeners to attend the upcoming Picasso exhibition at the Mississippi Museum of Art to view and learn about one of the greatest painters of all time.

62. High School Equivalency – The New High School Equivalency PSAs highlight the impact a high school equivalency can have on the graduate and their community. More than 29 million adults across the US don't have a high school diploma or equivalent. These PSAs share and celebrate the accomplishments of Ariel, who went back to school at 22 to get his high school equivalency. Listeners are directed to FinishYourDiploma.org, where they can access free adult education centers and learn more about the steps it takes to go back to school and finish their high school diploma.

63. JUNIOR ACHIEVEMENT – “DREAMS TAKE FLIGHT” - For 2024, Junior Achievement has launched its new “Dreams Take Flight” PSA campaign. For some background, too many young people are leaving school without the critical life skills needed to reach their potential as adults. These include financial literacy, work and career readiness, and an understanding of how

business works. Junior Achievement (JA) is the nation's leading organization committed to helping young people connect what they learn in school to life outside the classroom.

SINGLE PARENT HOUSEHOLDS/FAMILY ISSUES

1. Wounded Warrior Project – “Warrior Kids” – Messages aimed at community members to ask them to reach out to those kids whose parents are deployed or have been deployed, thereby missing important events in the child’s life.

2. US Dept. of Health and Human Services – “It’s Only Natural – Mother’s Love, Mother’s Milk”. Encouraging new mothers to breast feed their newborns for the health of mother and baby.

3. NATIONAL COUNCIL FOR ADOPTION – “Chris”, “Melinda” – NCFA’s mission is to meet the diverse needs of children, birth parents, adopted individuals, adoptive families, and all those touched by adoption through global advocacy, education, research, and collaboration. Listeners are given information about adoption; trying to dispel negative stereotypes about the adoption process. Listeners are encouraged to visit www.adoptioncouncil.org to get more information about adoption from those who have lived through the process.

4. AL-ANON FAMILY GROUPS – “MARGARET”, “SAMANTHA” – Alcohol is a cause of family trouble for over one-third of Americans. 36% report alcohol-related incidents have interfered with their family life. Al-Anon Family Groups offer hope and help to families and friends who have been affected by a loved one’s drinking. Listeners are encouraged to call Al-Anon or go online to Al-Anon to find a local family group to find help.

5. UNDERAGE DRINKING AND DRIVING PREVENTION – “Sober Drivers, Safer Roads” - Twenty-six percent of young drivers who were involved in fatal crashes in 2015 had alcohol in their systems. These messages seek to teach teens that even if you don’t lose control of your car, you can still lose control of your life if you drink and drive underage.

6.

7. ADOPTION FROM FOSTER CARE - No matter our age, we never outgrow the need for a loving and supportive family. But teens in foster care often wait longer to be adopted. These message showcase how adopting a teen can make a huge difference in their life – and yours. You can’t imagine the reward.

8. ADOPTION FROM FOSTER CARE – “TEENS NEED FAMILIES” - No matter our age, we never outgrow the need for a loving and supportive family. But teens in foster care often wait longer to be adopted. These messages are inspired by real family stories, that showcase how adopting a teen can make a huge difference in their life – and yours.

9.

AGRICULTURE/ANIMAL CARE ISSUES

1. USDA – Smuggling Interdiction and Trade Compliance
2. American Veterinary Medical Association – “Give New Pets A Healthy Head Start.”
3. “Save Our Citrus” – USDA
4. Best Friends Animal Society – “Puppies Aren’t Products”, “Homeless Pets”
5. ASPCA – “Adopt, Don’t Shop.” – Campaign to End ‘Puppy Mills’ by encouraging listeners to adopt pets from Animal Shelters rather than buying them at a Pet Store.
6. BEST FRIENDS ANIMAL SOCIETY - We are a nation of people who love our pets. But everyday, more than 9,000 cats and dogs are killed in America's shelters simply because they don't have safe places to call home. And everyday there is something that each one of us can do to help change that. Best Friends Animal Society needs your help in spreading the word and sharing the love for homeless pets. Together, we can Save Them All.
7. WILDAID – “Souvenir”, “Situation” – The United States is one of the world’s major markets for illegal wildlife products. Yet, 80% of those polled say they consider themselves wildlife lovers or conservationists. WildAid has been leading global campaigns to end illegal wildlife trade. Listeners are encouraged to NOT buy, use or sell products that threaten endangered species or products that may be illegal to possess in the U.S. Through American’s familiarity with Elephants, Rhinos and Tigers, WildAid seeks to increase listener awareness of illegal wildlife products.
8. BEST FRIENDS ANIMAL SOCIETY - Every day in this country, around 1,000 cats and dogs are killed in shelters, simply because they don’t have a safe place to call home. But it doesn’t have to be that way. Best Friends Animal Society is working to save the lives of dogs and cats in local shelters around the country. And whether you adopt, donate, volunteer your time, or foster a pet in your home, you can make a lifesaving difference — and bring the entire U.S. to no-kill by 2025. Together, we will Save Them All.
9. KENNEL TO-COUCH - Breed specific legislation and societal biases prevent many dogs from being adopted not because of their actions or behaviors, but because they have certain physical characteristics. Kennel to Couch (K2C) is the nation’s leading 501(c) 3 nonprofit organization committed to helping long-term shelter residents get adopted faster and stay in their homes permanently. Our shelter partnership program acts as a force multiplier for a shelter’s adoption operations by getting dogs the positive exposure they need to be seen by a much broader pool of adopters. With our hyper-focus on one dog at a time from each shelter partner, we get dogs into homes and provide adoption after-care to keep them there. Despite our ongoing success, we can’t do this important work alone! Kennel to Couch needs more adopters so that we can help save the lives of more dogs. That’s why we are launching a new PSA campaign to engage even more potential adopters – Out Of Kennels, Onto Couches. These messages encourage people to visit kenneltocouch.org, where they can see our sponsored dogs and get involved.

HUMAN RIGHTS

1. Rotary International – “Peace”
2. National Fair Housing Alliance
3. American Humane Society (Stopping Human Abuse)
4. Department of Homeland Security – THE BLUE CAMPAIGN – “Out of the Shadows” – information about Human Trafficking and how listeners can step up and assist Law Enforcement, Homeland Security and Immigration and Customs Enforcement in stopping the trafficking and sexual exploitation of humans.
5. US DEPARTMENT OF HOMELAND SECURITY – “Out of the Shadows” – Information from the “Blue Campaign” which seeks to end Human Trafficking. Listeners are told what to look for if they suspect human trafficking is taking place and where to go to report it, and to help those affected.
6. LGBT ACCEPTENCE – “Questions”, “Imagine” - Discrimination against LGBT people is on the rise, and in 31 states it’s still legal to fire, evict, or deny services to LGBT people. While most Americans support equal treatment, they’re unaware LGBT people lack these protections. Listeners are encouraged to raise their awareness about anti-LGBT discrimination and promote equal treatment for all.
7. DIVERSITY & INCLUSION - When we act with love, #LoveLivesOn. - As hate crimes continue to rise and many people feel unsafe, PSAs from the Ad Council’s Love Has No Labels campaign show how a single act of love can have an impact that lives on in the face of bias, hate and discrimination. These PSAs tell remarkable stories about everyday individuals who took action to oppose hate and injustice in their community. By acting with love, we can each create a lasting impact and a more equitable, inclusive, and loving society.

RETURNING WAR VETERANS INFORMATION

1. Wounded Warrior Project
2. Veteran's Voices – US Dept. of Veterans Affairs
3. Iraq and Afghanistan Veterans of America
4. DVDs for Vets
5. "Success Stories" – U.S. Department of Veterans Affairs – Information and Resources to Access Help For Homeless Veterans.
6. "Side-By-Side" – Information for Vets about The Veterans Crises Line – Confidential Help for Veterans and Their Families.
7. Wounded Warrior Project – "Warriors to Work and Looking" – Two messages aimed at employers to ask them to consider hiring war veterans, wounded or otherwise, when looking for new employees.
8. Wounded Warrior Project – "Warrior Kids" – Messages aimed at community members to ask them to reach out to those kids whose parents are deployed or have been deployed, thereby missing important events in the child's life.
9. U.S. Department of Veterans Affairs - "Serving America's Heroes" – Information for Veterans and their families featuring veterans benefits available and how to access them.
10. U.S. Department of Veterans Affairs – "Ready For The Challenge" – www.MakeTheConnection.net – Information for veterans and their families about a website where they can find information, quickly and anonymously, about veterans benefits and connect with other veterans who may be having the same problems. This site benefits Afghanistan and Iraq war veterans.
11. U.S. Department of Veterans Affairs – "Commitments" – Information for Veterans on a resources available for helping for their problems, and suicide prevention by calling the Veterans Crisis Line; 1-800-273-8255.
12. Wounded Warrior Project – "Welcome Home The Brave, 10 years" – Updated announcements from the Wounded Warrior Project celebrating 10 years of service, including 'Warriors To Work', 'Looking', 'Warrior Kids', 'Living Logo w/ Kevin Costner', 'Hand Warrior' and 'Grandma'. We are also playing the original versions of these messages.
13. US Department of Veterans Affairs – "Vietnam Veterans: Welcome Home" – Information targeted to Vietnam Veterans and their families directing them to the VA and to www.MakeTheConnection.net – which has added information specifically for Vietnam Vets to help them access assistance with anything they might need from the VA.
14. Disabled American Veterans – "A Promise Was Made," "Thank You", "Man & Woman". Information for listeners and veterans and relatives of veterans to make them aware of the existence of the DAV and how to contact them for help.
15. US Department of Veterans Affairs – "The Power of 1"- Country Music Star and Army Veteran Craig Morgan gives listeners information for the 'Veterans Crisis Line'. This is a toll-free number veterans and their families can use to access confidential help from the USVA.
16. DVDs For Vets – "dvds4vets.org" – Encouragement for listeners to donate DVDs to this organization, which will then give them to VA Hospitals and other locations where Veterans who are disabled can watch them while they are going through their long rehabilitation.
17. Real Warriors – Real Battles – Real Strength – Information from the "Real Warriors Campaign" targeting veterans and active-duty service members in our listening area to go to their website or to contact them as needed for tools and resources to "cope with invisible wounds". Since warriors must be physically and psychologically fit to perform

their duties, the Real Warriors Campaign is a NGO ready to assist veterans and service members outside the military/government structure.

18. WOUNDED WARRIOR PROJECT – 2015 – “At Ease, Not On My Watch, Step Up” – Updated information for listeners from the Wounded Warrior Project highlighting their long-term support programs, designed specifically to provide severely ill or injured veterans the necessary day-to-day services they need to live full and independent lives – at no cost, for life.

19. US Department of Veterans Affairs – “Lost – The Power of One Connection”. – Information for Veterans and their families about the US Dept. of Veterans Affairs Veterans Crisis Line. Encouragement for Veterans and their families to reach out to the VA via the line for help, connections and information about programs and benefits for Veterans and their families.

20. VETERANS TICKETS FOUNDATION – “Tickets For Troops” – Vet Tix is a nonprofit organization providing FREE event tickets to veterans and their families. Tickets are given to active duty, wounded in service and their families and care givers. Listeners are encouraged to participate in the organizations work by financial supports or by outright purchase of event tickets to donate to local veterans and their families as a way to say “Thank You” for “stepping up” to serve our nation in the military.

21. NAB/CPAS – “Support Our Troops” – US Representative Gregg Harper and Sidney Harper encourage listeners to support members of the Armed Forces and to support them if deployed and/or returning from deployment. This is part of the National Association of Broadcasters Congressional PSA campaign.

22. NAB/CPAS – “Support Our Troops” – US Senator Roger Wicker encourages listeners to support members of the Armed Forces and to support them if deployed and/or returning from deployment. This is part of the National Association of Broadcasters Congressional PSA campaign.

23. VeteransCrisisLine.net – “1ACT” – Information for listeners who are veterans or are families of veterans helping them to recognize the signs of someone in trouble and guiding them to the VeteransCrisisLine.net an online/text messaging/toll-free call service that exists to help veterans with any personal problems they may be having.

24. U.S. DEPARTMENT OF VETERANS AFFAIRS. U.S. DEPARTMENT OF DEVASE – “Be There”, “Help Save A Life” – Features actual veterans talking about the actions of others that made a difference. Preventing suicide doesn’t require a grand gesture or complicated task. A simple act of kindness can help someone feel less alone. Listeners are asked to be part of the solution to end suicide. Their actions could save a life.

26. U.S. DEPARTMENT OF VETERANS AFFAIRS U.S. DEPARTMENT OF DEFENSE VETERANS CRISIS LINE/MILITARY CRISIS LINE – “Bittersweet” – This message highlights the transitions – such as sending a child off to college, retiring, or losing a loved one – that Veterans and Service members may navigate in their lives. Sometimes these challenges contribute to feelings of hopelessness or even thoughts of suicide. Listeners are reminded the support of family and friends can make a big difference. Veterans are encouraged to contact the Veterans Crisis Line/Military Crisis Line to talk to someone who can help.

27. VETERANS TICKETS FOUNDATION (VET TIX) – Vet Tix is a nonprofit organization dedicated to providing FREE event tickets to military and veterans to sporting events, concerts, performing arts and family activities. So far, Vet Tix has given over 1,300,000,000 event tickets. Tickets are given to those active in duty, wounded in service, as well as their families and caregivers. These military and veteran men and women face a variety of challenges as they transition to civilian life. When they are severely ill or injured, returning to their families is only the beginning of their long road home. Attending these events reduces stress through entertainment, strengthens family

bonds, builds life long memories and encourages service members to stay engaged with American life and local communities. Listeners are encouraged to help secure these tickets for our military and veterans.

28. US DEPARTMENT OF VETERANS AFFAIRS – “Strength Over Silence” – For some veterans, there exists a false belief that asking for help is a sign of weakness. The “Strength Over Silence” PSA Campaign is designed to help overcome this perception by showcasing Veterans speaking up when they need support. Listeners are encouraged to encourage Veterans who are reluctant to discuss their problems to seek support and mental health treatment.

29. WOUNDED WARRIORS PROJECT - Wounded Warrior Project® (WWP) is a nonprofit, nonpartisan organization dedicated to the mission to honor and empower Wounded Warriors. These brave men and women face a variety of challenges as they transition to civilian life. And when they are severely ill or injured, returning to their families is only the beginning of their road to recovery. WWP connects wounded warriors and their families to valuable resources and one another, serves them through a variety of free programs and services, and empowers them to live life on their own terms. Listeners are made aware of the support services available to warriors or their family members, and inspire them to take action.

30. US DEPARTMENT OF VETERANS AFFAIRS – “Stand With Us” – These messages show how VA’s career health professionals care for veterans with dedication, resilience and empathy. They chose a VA career because they know it’s more than a job, it’s about improving Veteran’s life. Listeners are encouraged for more high-quality healthcare professionals to choose a career at VA and contribute to improving Veteran’s care.

31. DISABLED AMERICAN VETERANS – “Victories” - Support Victories For Veterans - In 2018, DAV helped veterans reach victories by representing more than 200,000 claims for benefits and provided them with more than 625,000 rides to their medical appointments. All of DAV’s services are provided at no cost to the veteran, their families or survivors. The newest iteration of the “Victories for Veterans” PSA campaign presents real stories of four real veterans who’ve found victories with help from DAV. In addition, each PSA features the voice of film star and decorated veteran of the Marine Corps, Dale Dye.

32. US DEPARTMENT OF VETERANS AFFAIRS – “Careers” - At the Department of Veterans Affairs (VA), we are committed to providing the best health services and care possible to each Veteran who has bravely served this country. “Innovation,” demonstrates how advanced medical technologies are transforming the way health care providers deliver and Veterans receive care. It depicts the hard work and commitment of the health care professionals who serve more than 9 million Veterans at over 1,200 locations nationwide. Together we can make a difference in the lives of our Veterans by encouraging these clinicians to join our cause — and transform their own careers and lives. Because working at VA is more than a job — it’s a mission.

33. WOUNDED WARRIOR PROJECT – “Hope for Warriors with PTSD” - PTSD is a struggle for so many veterans. Some are unaware they have it and others find it hard to admit they need help. Wounded Warrior Project has several programs including the Warrior Care Network that aid veterans living with PTSD. They would never go into battle alone and don’t have to fight this alone either. In these PSAs, meet three wounded warriors who struggled with and sought help for PTSD.

34. WOUNDED WARRIOR PROJECT - Empowering Women Veterans

Women represent the fastest-growing population in both military service and the veteran community but are still often not recognized for their service. In a survey of nearly 5k women

veterans Wounded Warrior Project (WWP) serves, less than half reported feeling respected for their service. Wounded Warrior Project (WWP) research also found women warriors experience anxiety and depression at higher rates than male warriors. Additionally, 89% of women veterans WWP surveyed reported feeling isolated. WWP developed the Women Warriors Initiative to address these disparities and EMPOWER our sisters who have served.

35. VETERANS MENTAL HEALTH - Veterans are at higher risk for suicide compared to the general population. On average, 17 Veterans die by suicide each day—a rate 52% higher than non-Veteran adults. These messages will be aired during Mental Health Awareness Month in May and beyond to encourage Veterans to proactively seek help for life's challenges, before they become overwhelming or reach a crisis point.

36. WOUNDED WARRIORS PROJECT - Empowering Women Veterans

Women represent the fastest-growing population in both military service and the veteran community but are still often not recognized for their service. In a survey of nearly 5k women veterans Wounded Warrior Project (WWP) serves, less than half reported feeling respected for their service. Wounded Warrior Project (WWP) research also found women warriors experience anxiety and depression at higher rates than male warriors. Additionally, 89% of women veterans WWP surveyed reported feeling isolated. WWP developed the Women Warriors Initiative to address these disparities and EMPOWER our sisters who have served.

37. **WOUNDED WARRIORS PROJECT – “COMBAT STIGMA”** - It's estimated more than four times as many troops and veterans have lost their lives to suicide than were killed in the wars in Iraq & Afghanistan according to a Brown University study released in 2021.

Veterans reported mental health issues are more than twice as common as physical ones in Wounded Warrior Project's latest Annual Warrior Survey. The survey also showed:

Nearly 1 in 5 warriors report difficulty getting, or put off, mental health care.

2 in 3 would feel embarrassed or ashamed to get treatment.

Nearly 2 in 3 were concerned they might be seen as weak for seeking treatment.

Mental health is often accompanied by stigma, but Wounded Warrior Project is working to normalize care for veterans and encourages them to seek support.

In these PSAs, WWP shows you how it provides hope and help to #CombatStigma.

38. Veterans Crisis Prevention – “Don't Wait. Reach Out.” - Veterans are at higher risk for suicide compared to the general population. In recent years, the suicide rate among Veterans was 57% higher than non-Veteran adults. But there is hope – resources are available and suicide is preventable. The “Don't Wait, Reach Out” campaign encourages Veterans to reach out for help before their challenges become overwhelming or reach a crisis point.

38.

39. WHEELCHAIRS FOR WARRIORS - Wheelchairs for Warriors, a 501(c)3, envisions a world where every wounded veteran and first responder can confidently and independently pursue their dreams with the support of custom-fit, complex-rehab mobility solutions (wheelchairs). With your support, we serve those who served us – warriors critically injured in the line of duty. We travel to recipients around the country and custom fit each wheelchair to their specific physical and lifestyle needs, providing a range of solutions from daily use to adaptive sports wheelchairs. These warriors have sacrificed so much for us and they deserve to have the freedom, independence and enhanced quality of life our mobility solutions provide! The average price for a wheelchair is \$12K, a cost most people find shocking. We are approaching our first 100 wheelchairs made. We have 8 in stages of production and 12 recipients in our queue, patiently waiting.

40. WOUNDED WARRIOR PROJECT – “20 YEARS OF POSSIBLE” - The 20 YEARS OF POSSIBLE campaign celebrates the 20th anniversary of Wounded Warrior Project®.

For the past two decades, Wounded Warrior Project has empowered a diverse group of post-9/11 veterans, caregivers, and military families with visible and invisible wounds. Their innovative and supportive programs and services are provided free of charge to veterans,

caregivers, and their families. Wounded Warrior Project connects a community of warriors, family members, and veteran advocates, as well as WWP teammates, donors, and partners who work together to ensure that no warrior is left alone or left behind. The objective of the 20 YEARS OF POSSIBLE campaign is to express gratitude to those who have supported Wounded Warrior Project, inspire wounded warriors on their individual journeys, and to raise awareness of the importance in their mission.

THE FREE SPEECH ZONE

A program presented every Friday afternoon from 1:30 until 3:45pm. The Free Speech Zone is made up of four programs presenting news, commentary and information.

1. CounterSpin: The News Behind the Headlines from Fairness and Accuracy in Reporting (FAIR). Presents stories and commentary about the media's coverage of the major stories of the week. Coverage could be about the gathering of the news, the presentation of the news, media bias, government cover ups, or other relevant topics concerning corporate media and the news.
2. Democracy Now – The War and Peace Report From Pacifica. A one-hour news and commentary program which features 15 or so minutes of the news of the day, followed by long-form interviews/discussions getting more in-depth into the important news events of the day.
3. Earth Date – Our new “EarthDate” radio program presents earth science topics in a compelling two-minute story format. Our script writers gather ideas for the radio program from the University of Texas and Bureau of Economic Geology researchers and create informative and fun stories on geological topics using easy to understand terminology and an engaging delivery. Our host, Scott Tinker, is a geologist and educator, who also narrated the award winning documentary “Switch” about global energy.

EARTHDATE

January 5, 2024 - Meteorite Victims – Episode 330

Each year around 17,000 meteorites make it through Earth's atmosphere to strike the surface of the planet. With that many impacts, you'd think they would sometimes hit people. But it's surprisingly rare. The most damaging effects of such extraterrestrial objects are when large ones break apart in the atmosphere causing an airburst, as we discussed in a prior episode. These can superheat Earth's surface and in the distant past have incinerated entire villages. In China, in the fourteenth and fifteenth centuries, suspected airbursts broke into many tiny meteorites and reportedly killed hundreds of people. But in modern times, we have very few recorded examples. And to be scientifically verifiable, the meteorite itself must be found. We have documents from the late 1800's when meteorites struck a village in Kurdistan, killing one man and paralyzing another. Supposedly one of the meteorites was sent to Istanbul, but it has not been recovered. In the U.S., in the 1930's, a meteorite pierced the roof of a car and embedded itself in the car seat. That one was collected but caused no injuries. In the 1950's, an eight-pound meteorite shot through a woman's house, smashed her radio and bounced into her, bruising her hip. She had to win a court battle to keep it, ultimately paying \$500 for the privilege—that's more than \$6,000 today—plus her home repairs. A pretty big "impact" for a small rock.

January 12, 2024 - Civilized Ants – Episode 331

There are only four creatures on Earth that tend crops: humans, weevils, termites and, most successfully of all, ants. Around 10,000 years ago, humans switched from being nomadic hunter-gatherers to sedentary farmers. The food surplus allowed us to develop civilization. But ants beat us to it, becoming "civilized" 60 million years before then. Scientists think it may have been after the Chicxulub asteroid, when darkened skies meant fewer plants, that ants began to rely on fungus. Soon after, leaf cutter ants began to grow their own fungus, gathering organic material and bringing it into their nests to feed their crops. And soon after that, they became codependent. Leaf cutters could only eat their specially grown fungus. And the fungus could only survive when dutifully tended by the ants. To accomplish this, the ant colony evolved into classes. Large foragers cut and gather the leaves. Smaller gardeners chew them into the mash that feeds the fungus. Still smaller ants tend the fungus and spread natural antibiotics, from pits on their exoskeletons, to control parasitic bacteria that live on the fungus. Thriving this way, a single colony can contain millions of ants, tending hundreds of chambers, dozens of feet deep into the ground. Lessons in cooperation that perhaps our human communities could learn from. Though very few of us would want to live on fungus alone.

January 26, 2024 - Puffy Clouds Weigh In – Episode 332

We've all seen puffy cumulus clouds marching across the sky like a herd of elephants, perhaps changing shape into mythical creatures. But did you ever stop to wonder—how much do those clouds weigh? I'll give you a hint: it has to do with the elephants. Cumulus clouds form when warm updrafts carry water vapor into the sky, until it begins to condense into water droplets. These are so small that the updraft can overcome their gravity and keep them aloft. The process of condensation produces more heat, which perpetuates the updraft and keeps the water vapor rising and condensing, to eventually become the white clouds we see from Earth. These typically form thousands of meters up. Since they're so far away, they may not look huge to us. But they can often be over a cubic kilometer in size. Scientists multiplied that size by the average density of a cumulus cloud—about 5 grams per cubic centimeter—to calculate

that a typical cloud weighs 500 million grams...or 1.1 million pounds! That's equivalent to 100 average-sized elephants, and more than our largest airplanes. Why, then, does a cloud not fall from the sky? Unlike elephants and airplanes, clouds are very low density because water molecules weigh less than the oxygen and nitrogen making up the dry air surrounding them—which means the cloud can stay aloft until the water vapor dissipates and the cloud fades away.

February 2, 2024 - Singing Sand Dunes – Episode 333

Sand dunes form wherever there's sand and steady wind to blow it into piles. Deserts cover 20 percent of Earth's land surface and many have dunes. There are even sand dunes on other planets. Here on Earth, sand dunes sing in about three dozen known locations. This has baffled explorers since Marco Polo crossed China's Gobi Desert in the thirteenth century and attributed the loud noises to spirits. And scientists still don't understand it completely. But it has to do with the sand itself. In singing dunes, the sand crystals are well rounded and covered in a silica-water gel coating called desert glaze. When the sand is hot and very dry, and tumbles down the dune face, the crystals vibrate against one another. This produces tiny sound waves that synchronize with and amplify each other, growing into moans, whines or whistles that can be louder than a lawn mower. If the sand grains are a uniform size, the dune will produce a pure tone. If the grains are of different sizes, they'll produce several notes to form a chord. Listen...(Fade out music and fade in about eight seconds of singing sand recording. Fade out.) In the U.S., White Sands National Monument has been singing for thousands of years, as documented by native peoples. When you visit, maybe they'll sing for you.

February 9, 2024 - What Did We Domesticate First? – Episode 334

Here's a trivia question for you: what did humans domesticate first? Before any bird, before anything with hooves, before crops, even long before the dog. The answer is a fungus. That's right, anthropologists now believe that early humans fermented fruit as much as 100,000 years ago—and through that process domesticated yeast. Of course, we didn't know we were doing it. Even when ancient Sumerians and Egyptians started making beer and bread, they had no idea that yeast did the fermentation. They just put some of the old fermented stuff in the new stuff, and it kept on fermenting. It wasn't until the 1600's that scientists recognized yeast was responsible. And 200 years later that we understood yeast is a single-celled fungus. Scientists believe yeast evolved naturally to consume sugar and excrete alcohol as a self-defense mechanism. Yeast is able to withstand concentrations of 12 percent alcohol or more, where other microbes die at just 5 percent concentration. Brewers and vintners carefully monitor their yeast's sugar consumption and alcohol production when making different beers and wines. Bakers value yeast's CO₂ production, which makes dough rise and gives bread its light texture. Today, yeast is carefully cultivated for the flavor it imparts to many of our foods and remains a vital and healthy part of our food system.

February 16, 2024 - Evolution Hatches the Egg – Episode 336

Around 300 million years ago, something magnificent happened: evolution hatched the egg. Specifically, the shelled egg. Most eggs then, and many still today, were gelatinous and could only survive in water. Like those of frogs or fish. But the shelled egg that could contain water and nutrients and be viable on land allowed some species to move out of the water and populate the land. Early shelled eggs were leathery, pliable and soft, like those still found in turtle and crocodile species. These rarely survive in the fossil record. Later, eggs developed hard shells that preserve somewhat better—though not well, since their calcium compounds

dissolve in acidic soils. Still, enough were preserved for us to know that the first hard-shelled eggs came around 200 million years ago, at first for dinosaurs, then for birds, and more recently on breakfast tables. That's because with all their benefits, eggs had a weakness: they're a nutrient package just waiting for a hungry predator. Some nutritionists call them the perfect food. So most mammals developed the capacity for live birth to protect offspring longer. Even some reptiles are developing this capacity today. If all this egg talk has you pondering the old question, Which came first, the chicken or the egg? ... the paleontologist would answer that the chicken-type egg preceded the very first chicken-like bird by 130 million years.

February 23, 2024 - How Tall Can Earth's Mountains Get? – Episode 337

The largest mountain in our solar system is not on Earth but on Mars. Olympus Mons is 72,000 feet tall—that's two and a half times higher than Everest! And mountains on Earth will never get that tall. Why? First, we have stronger gravity. About two and a half times that of Mars. Our mountains form when tectonic plates push together. One plate slides over the other, or the plates crush together in the middle. Both lift material upward. And they form when volcanoes carry magma from within the Earth, up and out. And as soon as they form, gravity starts pulling them back down into Earth's crust. As they sink, their bases can melt, spreading them wider rather than tall. Another height-limiting factor is erosion by Earth's plentiful water. Rain runs down a mountain, which erodes it grain by grain. Snow freezes into glaciers, which can carve through mountain ranges, pushing rock debris downhill in front of them. Or, water seeps into cracks and freezes, then breaks off rock in chips or entire slabs—and gravity takes over from there. Combined, plate tectonics, gravity and water put a limit on Earth's mountains. The top ten average around 28,000 feet tall. However, these forces also make Earth's mountains rise and fall faster than on other planets in the solar system. They may not be as tall, but in my view, their complex stories make them even more interesting.

March 1, 2024 - So Many Fish in the Sea – Episode 338

99% of Earth's biomass is estimated to be on land, with only 1% in the oceans. However, Earth's biomass is mostly plants. And the average terrestrial plant is huge—a 2-ton tree that could live for a century. Whereas the average marine plant is tiny—a single-celled organism that might live just a few weeks. That said, about three-quarters of animals, by biomass, live in the sea. That's because the oceans are incredibly rich with tiny shrimp-like creatures. Antarctic krill alone make up almost 400 million tons of biomass. But what's really amazing about life in the ocean is how much we don't know. Scientists recently estimated that there are almost 9 million species of plants and animals on Earth. About 2.2 million of those are in the oceans—but only 10% of those are cataloged. That's right: by these recent estimates, over 90% of ocean species are unknown to science. This correlates well with seafloor samples brought up from the deep. In them, about 90% of the species we find were previously unknown. That may be about to change. The UN has declared the 2020s the Decade of Ocean Science. There are many projects underway to catalog species and map the ocean floor. But with 2 million species yet to discover, it could take a thousand years to catalog them all ... Which makes it a very exciting new frontier for scientists.

March 8, 2024 - When Paints Don't Need Pigment – Episode 339

For centuries, humans have relied on pigments to color our products. But a new discovery may change that. Pigments produce color, ironically, by absorbing light. Chlorophyll, for example, absorbs all colors of the light spectrum except green, which reflects off leaves, making them appear green to our eyes. Pigments and paints that we manufacture work the same way. But a

few years ago, scientists working to create a perfect mirror out of aluminum noticed that microscopic particles of aluminum oxide clumped on its surface to form dark clouds. Upon closer inspection, they realized they had created structural color in the oxides. Structural color can be found in butterfly wings and some feathers, where extremely tiny, even nanoscopic particles determine which wavelengths of light, which colors, reflect back to our eye. The scientists began experimenting, and by adjusting their process, could produce a multitude of colors. Their structural-color paint is incredibly lightweight, and the coating incredibly thin. A few pounds could cover an entire passenger jet—compared to more than a thousand pounds of conventional pigmented paint—saving energy every flight. What's more, structural-color paint reflects rather than absorbs heat, which could save huge amounts of energy in cooling and heating. It's not commercial yet, but if and when that happens, it could change the way we look at color.

March 15, 2024 - Spooky-Smart Slime Molds – Episode 340

There's a spooky, otherworldly intelligence on Earth—and it's called the slime mold! That may sound like a horror movie, but it's real. And it grows in leaf litter ... perhaps in the woods behind your house, waiting for darkness to creep under your door ... Ok, not that last part. But slime molds can creep and carry out many complex behaviors—all without a brain! Slime molds aren't really a mold at all, but a strange mix of animal and fungal characteristics. And they've been around for 600 million years. Today, their 900 species separate into two types: plasmodial and cellular slime molds. The plasmodium begins as a single-celled organism, then starts to divide its nucleus but doesn't divide cells. The result is sometimes thousands of nuclei living within one huge cell membrane ... Which can grow to several feet across, slither around, grow feet and navigate a maze. It can find food and remember where it found it. It can spread itself into networks, like tree branches or veins, that mimic the most efficiently planned road networks. Cellular slime molds are multicellular creatures that can shape themselves into sluglike forms and creep across the ground. When conditions are right, both types can sprout fruiting bodies, similar to mushrooms, which release spores and grow into new slime molds. Try that on for a Halloween costume!

March 22, 2024 - Great American Eclipse II—April 8, 2024 – Episode 358

A total eclipse of the Sun is a special occurrence. The last time that the Sun and Moon lined up perfectly for a total eclipse traversing the U.S. was in 2017; another one is due on April 8, 2024, crossing the country from Texas to Maine. While millions of Americans gaze at the sky in wonder, scientists will be hard at work. Because a total eclipse—by blocking the Sun itself—gives us the rare chance to study its corona, the fiery heated “atmosphere” around it, from within the path of totality. And there are still many mysteries to unravel. For instance, the surface temperature of the Sun is 5,500 degrees centigrade. Yet the corona is far hotter, up to 20 million degrees. How could this be possible? One study will fly a NASA high-altitude research plane along the path of the eclipse, using spectrometers and high-resolution infrared cameras to record the temperature, structure and chemical composition of the corona—and of coronal mass ejections, or solar flares—to increase our understanding of the solar winds that reach Earth and affect our weather. And NASA needs your help. Visit the NASA website and download the SunSketcher 2024 app. They're hoping thousands of Americans will take photos of the total eclipse with their phones, which NASA will process and add to its study. With that simple action, you'll become a citizen scientist.

COUNTERSPIN

December 5, 2024 - Best of CounterSpin 2023

Every week, CounterSpin tries to bring you a look “behind the headlines” of the mainstream news. Not because headlines are false, necessarily, but because the full story is rarely reflected there—the voices, the communities and ideas that are not front and center in the discourse of the powerful, but could help us move toward a more equitable, peaceful, healthy communal life. Many—most—conversations we need to have, have to happen around corporate news media, while deconstructing and re-imagining the discourse that they’re pumping out day after day.

Guests featured in this special “best of” episode include:

- Paul Hudson, president of FlyersRights, on air travel chaos;
- Kamau Franklin, founder of Community Movement Builders, on Atlanta’s Cop City;
- Eric Thurm, campaigns coordinator for the National Writers Union, on artificial intelligence;
- Emily Sanders, editorial lead at the Center for Climate Integrity, on oil company lies;
- Kehsi Iman Wilson, chief operating officer of New Disabled South, on the Americans With Disabilities Act;
- Rodrigo Camarena, director of Justicia Lab, on wage theft;
- Peter Maybarduk, director of Public Citizen’s Access to Medicines group, on Covid-19 price-gouging;
- Phyllis Bennis, director of IPS’s New Internationalism project, on Gaza context;
- Sonya Meyerson-Knox, communications director of Jewish Voice for Peace, on Jewish-American voices on Gaza.

CounterSpin is thankful to all of the activists, researchers, reporters and advocates who appear on the show. They help us see the world more clearly, as well as the role we can play in changing it. This is just a small selection of some of them.

January 12, 2024 - Sonya Meyerson-Knox on Jewish Voice for Peace

This week on CounterSpin: As we record on December 7, the news from Gaza continues horrific: The Washington Post is reporting, citing Gaza Health Ministry reports, that Israel’s continued assault throughout the region has killed at least 350 people in the past 24 hours, which brings the death toll of the Israeli military campaign, launched after the October 7 attack by Hamas that killed a reported 1,200 people, to more than 17,000. In this country, Columbia University has suspended two student groups protesting in support of Palestinian human rights and human beings, though the official message couldn’t specify which policies, exactly, had been violated. There are many important and terrible things happening in the world right now—from fossil fuel companies working to undo any democratic restraints on their ability to profit from planetary destruction; to drugmakers who’ve devastated the lives of millions using the legal system to say money, actually, can substitute for accountability; to an upcoming election that is almost too much to think about, and the Beltway press corps acting like it’s just another day. But the devastation of Gaza and the vehement efforts to silence anyone who wants to challenge it—and the failure of those efforts, as people nevertheless keep speaking up, keep protesting—is the story for today. Sonya Meyerson-Knox is communications director of Jewish Voice for Peace. We talk with her this week on CounterSpin.

Plus Janine Jackson takes a quick look at recent coverage of climate change.

Filed under: Antisemitism, Israel/Palestine, War and Military

January 26, 2024 - Richard Wiles & Matthew Cunningham-Cook on Climate Disruption Filtered Through Corporate Media

This week on CounterSpin: UN Climate talks have ended with an agreement that, most importantly—New York Times headlines would suggest—”Strikes Deal to Transition Away From Fossil Fuels.” Headlines, all that many people read, are often misleading, and sometimes they aggressively deflect from the point of the story, which in this case is that everyone who wasn’t a polluting corporate entity came away from COP28 angry, worried and frustrated at the way that fossil fuel companies have been able to endanger everyone with their actions, but also hornswoggle their way into media debate such that we’re all supposed to consider how to balance the life of humanity on the planet with the profit margins of a handful of billionaires. Corporate news media have a lot to answer for here, in terms of public understanding of climate disruption, what needs to happen, why isn’t it happening? Few things call more for an open public conversation about how to best protect all of us. Why can’t we have it? Well, mystery solved: The entities that are to blame for the problem have their hands in the means we would use to debate and conceivably address it. Put simply: We cannot have a public conversation about how fossil fuels cause climate disruption within a corporate media moneyed by fossil fuel companies. We know that, and they know that, which is why one of the biggest outputs of polluting corporations is PR—is management of our understanding of what’s going on. CounterSpin discussed fossil fuel corporations’ brazen lie factory almost precisely a year ago with Richard Wiles, director of the Center for Climate Integrity. We hear some of that conversation again this week.

Also: When you talk about climate, a lot of folks go in their head to a picture of clouds, butterflies and wolves. Climate policy is about money and profit and the meaninglessness of all those beautiful vistas you might imagine—at least, that’s how many politicians think of it. We addressed that with Matthew Cunningham-Cook from the Lever in August of this year. And we hear some of that this week as well.

Filed under: Climate Change, Oil

February 2, 2024 - Wadie Said on the New McCarthyism

This week on CounterSpin: People in the US, the story goes, value few things more than individual freedom and money. So you’d think the way an individual uses their money would be sacrosanct. It’s a sign of where we’re at that there are currently congressional efforts to put people in prison, fine them millions of dollars, for choosing not to buy products from countries that are not declared “official enemies” by, well, presumably whoever’s in the White House at the moment. The anti-boycott measure the House Foreign Affairs Committee is pushing may never see daylight, of course, but it indicates a willingness by some in elected office to use state power to silence and sanction anyone using their voice in dissent of official actions—in this one case, lest it be confused, of people critical of Israel’s ongoing mass murder and displacement of Palestinians. The work to shut down opposition to the siege of Gaza, and US facilitation of it, is reminding Americans of what it means when powerful institutions, including in the media, combine a decidedly selective understanding of free expression with a vehement desire to enforce it. We talked about that with Wadie Said, professor of law at the University of Colorado Law School, and author of the book *Crimes of Terror: The Legal and Political Implications of Federal Terrorism Prosecutions*, from Oxford University Press.

Filed under: First Amendment, Israel/Palestine, Narrow Range of Debate

February 9, 2024 - Chip Gibbons on the Right to Protest

This week on CounterSpin: It was a big deal when Jewish Americans who oppose US support for Israel's genocidal war on Gaza filled New York's Grand Central Terminal. But not big enough to make the front page of the local paper, the New York Times. US journalists invoke the First Amendment a lot, but not so much when it extends to regular folks using their individual voices, sometimes at significant personal risk, to say NO to something the US government is doing in their name. Some listeners may remember marching with thousands of others in advance of the US war on Iraq, only to come home and find the paper or TV station ignored them utterly, or distorted their effort and their message—as when NBC's Tom Brokaw reported a Washington, DC, anti-war march of at least 100,000 people, met with a couple hundred pro-war counter-protesters, as: "Opponents and supporters of the war marched in cities across the nation on Saturday." "Protest is the voice of the people," our guest's organization states. Defending Rights & Dissent aims to invigorate the Bill of Rights and, crucially, to protect our right to political expression. We talk with Chip Gibbons, policy director at Defending Rights & Dissent, this week on CounterSpin.

Plus Janine Jackson takes a quick look at the media's role in the recent Republican primary debates.

Filed under: First Amendment, Israel/Palestine, Julian Assange, Protest

February 16, 2024 - Sebastian Martinez Hickey on Minimum Wage, Saru Jayaraman on History of Tipping

This week on CounterSpin: The journalists at Yahoo Finance tell us that a Connecticut McDonald's charging \$18 for a combo meal has "sparked a nationwide debate" on escalating prices in the fast food industry. The outrage, readers are told, is "partly attributed" to a recent raise in the minimum wage—which has not yet gone into effect. Spoiler: We never hear about any other "parts" "attributed." Businesses like McDonald's, the story goes, "have already raised their prices in anticipation of the wage hike." Were there any other responses available to them? Don't ask! We're moving on—to how it isn't just that poor working Joes will have to pay more for a Big Mac, but also there will be layoffs...of fast-food employees. We meet Jose and Jim, who say they thought higher wages would be good, "considering the decline in tipping and increasing living costs." Alas no, Yahoo explains: "The reality was harsher. The wage increase, while beneficial for some, has resulted in job losses for others, leading to a complex mix of gratitude and resentment among affected workers." The takeaway: "The debate over the appropriate balance between fair wages and sustainable business practices remains unresolved." The piece does go on to lament the mental stress associated with economic uncertainty—not for owners, evidently—and the wise counsel that those troubled might consider "establishing a substantial savings account and making smart investments." Elite reporters seem so far removed from the daily reality of the bulk of the country that this doesn't even ring weird to them. A raise in wages for fast food employees means fast food employees have to lose their jobs—that's just, you know, "economics." Union, what? Profiteering, who? The only operative question is, which low-wage workers need to suffer more? We get a different view on raising the minimum wage from Sebastian Martinez Hickey, researcher for the EARN (Economic Analysis and Research Network) team at the Economic Policy Institute.

Also on the show: A largely unspoken part of media's wage conversation is the whole sector of workers whose pay rates are based in...enslavement. Yeah. In 2015, CounterSpin learned about tipped wages from Saru Jayaraman, co-founder of the Restaurant Opportunities Centers United and director of the Food Labor Research Center at the University of California, Berkeley. We hear part of that relevant conversation this week.

Filed under: Economy, inflation, Labor

February 23, 2024 - Gregory Shupak on Gaza and Genocide

This week on CounterSpin: US corporate news media's initial response to Israel's terror campaign against Palestinians, unleashed in the wake of the October 7 attack by Hamas, was characterized, broadly speaking, by legitimization, a rhetorical blank check for whatever Israel might do. Israel, the New York Times editorial board said, "is determined to break the power of Hamas, and in that effort it deserves the support of the United States and the rest of the world." We're more than three months into that "effort." The death toll for Palestinians is, conservatively, as we record on January 18, over 24,000 people. The UN secretary general calls Gaza a "graveyard for children." So how does the Times' assertion that "what Israel is fighting to defend is a society that values human life and the rule of law" stand up now? We're talking this week with media critic, activist and teacher Gregory Shupak. He teaches English and media studies at the University of Guelph-Humber in Toronto, and is author of *The Wrong Story: Palestine, Israel and the Media*, from OR Books.

Plus Janine Jackson takes a quick look back at some recent press coverage of immigration.

Filed under: Human Rights, Israel/Palestine, War & Military

March 1, 2024 - Monifa Bandele on Reimagining Public Safety, Svante Myrick on Roadblocks to Voting

This week on CounterSpin: Elite media can give the impression that problems wax and wane along with their attention to them. And, not to put too fine a point on it, they're done with police brutality. So if you think news media show you the world, you'll be surprised to hear that 2023 saw killings by law enforcement up from the previous year, which was up from the year before that. More than 1,200 people were killed, roughly three people every day, including not just those shot dead, but those fatally shocked by a stun gun, beaten or restrained to death. Thirty-six percent of those killed were fleeing, and, yes, they were disproportionately Black. As far as corporate media are concerned, we've tried nothin', and we're all out of ideas. Communities, on the other hand, are hard at work reimagining public safety without punitive policing. There's new work on those possibilities, and we hear about it from Monifa Bandele from the Movement for Black Lives.

Also on the show: There is little research that is more important or less acknowledged than that from Princeton's (now UCLA's) Martin Gilens and Northwestern's Benjamin Page in 2014 on the translation of public opinion into public policy. They looked at more than 1700 policies over 20 years and concluded that where economic elite views diverged from those of the public—as they would—the public had "zero estimated impact upon policy change, while economic elites are still estimated to have a very large, positive, independent impact." Awareness of that fundamental disconnect is always relevant—but maybe especially when it comes to election season, where corporate coverage suggests we have an array of choices, we're able to vote for people to represent our interests and choose our way forward, and let

the most popular candidate win! We know it's not like this, but the reporting that could show us how and why elections don't work the way we think they do, is just not there, in a vigorous, sustained way. Add that to amped-up efforts to impede voting, even in this imperfect system, and people get discouraged—they don't vote at all, and problems are compounded. So how do we acknowledge flaws in the system while still encouraging people to participate, and to fight the roadblocks to voting that we're seeing right now? We get at that with Svante Myrick, president of People For the American Way, as well as former mayor of Ithaca, New York.

Filed under: Black Lives Matter, Elections, Police

March 8, 2024 - Aron Thorn on Texas Border Standoff

This week on CounterSpin: The Supreme Court ruled that federal agents can remove the razor wire that Texas state officials have set up along parts of the US/Mexico border. Texas Attorney General Ken Paxton said that “allows Biden to continue his illegal effort to aid the foreign invasion of America.” Elite news media, for their part, suggest we seek a hallowed middle ground between those two worldviews. Corporate media are filled with debate about the best way to handle the “border crisis.” But what if there isn't a border crisis so much as an absence of historical understanding, of empathy, of community resourcing, and of critical challenge to media and political narratives—including that reflected in President Joe Biden's call to allow access for “those who deserve to be here”? We hear from Aron Thorn, senior staff attorney at the Beyond Borders program of the Texas Civil Rights Project.

Plus Janine Jackson takes a quick look back at recent coverage of Gaza protest and the New Hampshire primary.

Filed under: Immigration, Joe Biden, Supreme Court, Texas

March 15, 2024 - Rakeen Mabud on Greedflation

This week on CounterSpin: CNN host Dana Bash asked a question in the Republican presidential debate (1/10/24) in Des Moines, Iowa: The rate of inflation is down. Prices, though, are still high, and Americans are struggling to afford food, cars and housing. What is the single most important policy that you would implement as president to make the essentials in Americans' lives more [affordable]? Unfortunately, she asked the question of South Carolina Gov. Nikki Haley, who answered with word salad involving “wasteful spending on a Covid stimulus bill that expanded welfare, that's now left us with 80 million Americans on Medicaid, 42 million Americans on food stamps.” Haley concluded with the admonition “quit borrowing. Cut up the credit cards.” “Cut up the credit cards” is interesting advice for people who are having trouble affording diapers, but it's the sort of advice politicians and pundits dole out, and that corporate news media present as a respectable worldview, worthy of our attention. There is another view, that acknowledges that the same people who earn wages also buy groceries, and pretending that we're pitted against one another is not just mis- but disinformation. Rakeen Mabud is chief economist and managing director of policy and research at Groundwork Collaborative. They have new work on what's driving grocery prices, that doesn't involve getting mad at people using food stamps. We'll hear from her today on the show.

Plus Janine Jackson takes a quick look at analogies that encourage genocide.

Filed under: Corporate Power, Food, inflation

March 22, 2024 - Ariel Adelman on Disability Civil Rights

This week on CounterSpin: There's an announcement on the New York City subway where a voice chirps: "Attention, everyone! There are 150 accessible subway stations!" One can imagine an alternate world where we'd hear, "Only 150 of New York City's 472 subway stations are accessible, and that's a problem!" But people with disabilities are meant to be grateful, excited even, for whatever access or accommodation is made available for them to participate in daily life. There's often an implied corollary suggestion that any violation of the rights of disabled people is an individual matter, to be fought over in the courts, rather than something to be acknowledged and addressed societally. The overarching law we have, the Americans with Disabilities Act, is meant to be proactive; it is, the government website tells us, a law, "not a benefits program." In reality, though, the ADA still meets resistance, confusion and various combinations thereof, 33 years after its passage. And news media, as a rule, don't help. The Supreme Court recently dismissed, but did not do away with, a case that gets at the heart of enforcement of civil rights laws for people with disabilities—though not them alone. *Acheson v. Laufer* is an under-the-radar case that, our guest says, is "part of a pattern of far-right reactionaries weaponizing the courts to dismantle labor protections, housing rights and health guidelines." Ariel Adelman is a disability rights advocate and policy analyst. Her piece, with Hayley Brown, appeared recently on CEPR.net, the website of the Center for Economic and Policy Research. She'll tell us what's going on and what's at stake.

Plus Janine Jackson takes a quick look back at coverage of the racist Charles Stuart murder hoax.

Filed under: Disability, Law, Supreme Court