

# Quarterly Issues and Program List

## QUARTERLY ISSUES AND PROGRAM LIST

### KODE

JULY 1, 2023 THRU SEPTEMBER 30, 2023

Pursuant to the disclosure requirements in 47 C.F. R. 73.3526(11)(i), and during the quarter referenced above, this station provided information to its viewers regarding the following significant issues, including:

Education  
Children/Youth  
Politics  
Health/Healthcare  
Crime/Law Enforcement  
Legal Matters (e.g. court decisions)  
Consumer Issues  
Economy  
Housing  
Transportation  
Community  
Business  
Religion  
Technology  
National Security  
Minority Issues  
Women's Issues  
Employment  
Government  
Environment  
Cultural  
Elderly  
Immigration  
Business & Industry

## Quarterly Issues and Program List

<b>Channel</b>	<b>Issue</b>	<b>Time</b>	<b>Date</b>	<b>Duration</b>	<b>Title of Program</b>	<b>Narrative Description</b>
12.1	Government (Local)	6:00pm	7/3/2023	2:18	KODE 6 PM	MO will receive a historic investment from the federal govt. for expanded internet
12.1	Community	10:00pm	7/4/2023	1:54	KODE 10 PM	The Ft. Scott National Historic Site celebrates July 4th with a cannon demonstration
12.1	Health/ Healthcare	5:00pm	7/5/2023	2:30	KODE 5 PM	MO's Prescription Drug Monitoring Program will be overseen by a task force of licensed healthcare professionals
12.1	Health/ Healthcare	6:00pm	7/6/2023	1:17	KODE 6 PM	Local doctors discuss the use of vein glue to treat varicose veins
12.1	Community	6:00pm	7/7/2023	1:58	KODE 6 PM	Volunteers from the Fuller Center for Housing help a local man install new siding
12.1	Community	5:00pm	7/10/2023	2:06	KODE 5 PM	US Army Service members joined with police", " fire", " and the community for their Eagle Rising Challenge
12.1	Government (Local)	5:00pm	7/11/2023	2:20	KODE 5 PM	MO House Minority Leader Crystal Quade announced she is running for MO Governor
12.1	Health/ Healthcare	5:00pm	7/12/2023	2:14	KODE 5 PM	Restrictions on MO's nurse practitioners are set to be eased", " with better access to healthcare expected as a result
12.1	Cultural	10:00pm	7/13/2023	2:11	KODE 10 PM	The Joplin Library is hosting a month-long art exhibit shining a light on eating disorders

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12.1	Environment	10:00pm	7/17/2023	2:22	KODE 10 PM	MO lawmakers hope to help combat the drought and recent storms impacting farmers
12.1	Transportation	5:00pm	7/19/2023	2:10	KODE 5 PM	A Nebraska man stops by McCune on his mission to tour all 627 Kansas towns
12.1	Health/ Healthcare	6:00pm	7/20/2023	1:52	KODE 6 PM	Area doctors warn of the dangers of separation anxiety in children and babies
12.1	Health/ Healthcare	10:00pm	7/21/2023	1:45	KODE 10 PM	McDonald Co. health officials suggest parents get their kids up-to-date on immunizations before the next semester
12.1	Transportation	6:00pm	7/24/2023	1:50	KODE 6 PM	Joplin receives a \$400", "000 grant for improving public transit from the federal government
12.1	Government (Local)	6:00pm	7/25/2023	2:34	KODE 6 PM	The MO bill that included Blair's Law was vetoed by the Governor
12.1	Business	10:00pm	7/26/2023	1:51	KODE 10 PM	The owner of local store You-niquely Yours made it her goal to help people of all sizes and budgets find a dress
12.1	Elderly	6:00pm	7/27/2023	1:55	KODE 6 PM	Lamar retirees come together as the ROMEOS", " or Retired Old Men Eating Out
12.1	Crime/Law Enforcement	6:00pm	7/28/2023	2:30	KODE 6 PM	Local emergency services are increasingly being tied up by accidental 911 calls
12.1	Education	6:00pm	7/31/2023	2:00	KODE 6 PM	Students and teachers are excited for the first day of orientation at KCU College of Dental Medicine in Joplin

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12.1	Consumer Issues	6:00pm	8/1/2023	3:11	KODE 6 PM	Local businesses react to the phasing out of incandescent light bulbs
12.1	Environment	5:00pm	8/2/2023	2:06	KODE 5 PM	The MO Dept. of Conservation gives advice on avoiding the increasing amount of ticks
12.1	Education	5:00pm	8/3/2023	1:49	KODE 5 PM	The Carthage Intermediate Center hosted back-to-school training for the district's 5th-8th grade teachers
12.1	Children/Youth	6:00pm	8/4/2023	2:26	KODE 6 PM	Carthage has a new communication board at the park to make it more inclusive
12.1	Business	6:00pm	8/7/2023	2:07	KODE 6 PM	Four Tyson Foods plants in Noel will be closing in October
12.1	Education	6:00pm	8/8/2023	2:34	KODE 6 PM	Wyandotte Schools will be implementing robots as part of their security system
12.1	Crime/Law Enforcement	6:00pm	8/9/2023	1:58	KODE 6 PM	The Newton Co. Sheriff Dept. conducts active shooter exercises at Neosho Jr. High School
12.1	Business	10:00pm	8/14/2023	2:22	KODE 10 PM	Silver Dollar City announces it will be replacing Fire In The Hole with an updated version of the ride
12.1	Children/Youth	6:00pm	8/15/2023	2:29	KODE 6 PM	Limits should be set on technology at home for kids as the school year approaches
12.1	Technology	6:00pm	8/16/2023	2:07	KODE 6 PM	A broadband gap study is helping determine Newton Co.'s internet expansion needs

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12.1	Health/ Healthcare	6:00pm	8/17/2023	1:43	KODE 6 PM	Local health professionals suggest kids get up to date on their vaccines before school starts
12.1	Education	6:00pm	8/18/2023	1:50	KODE 6 PM	JHS will be implementing security changes recommended by a safety audit
12.1	Crime/Law Enforcement	5:00pm	8/21/2023	1:33	KODE 5 PM	Remembering Georgie Cannaday", " whose cold case murder was solved after 50 years
12.1	Technology	6:00pm	8/22/2023	1:59	KODE 6 PM	Joplin city leaders hope to announce the company that will be providing a new fiber optic internet option soon
12.1	Education	6:00pm	8/23/2023	1:47	KODE 6 PM	Neosho's new Rise Academy is officially open
12.1	Business	5:00pm	8/24/2023	1:52	KODE 5 PM	Local Smash Burgers Boss food truck owner details his business and success
12.1	Crime/Law Enforcement	6:00pm	8/25/2023	1:42	KODE 6 PM	Crime rates increasing during hotter days is confirmed by local law enforcement
12.1	Government (Local)	6:00pm	8/30/2023	1:58	KODE 6 PM	The City of Joplin's proposed 2024 budget includes \$90 million and dozens of projects
12.1	Health/ Healthcare	6:00pm	8/31/2023	1:52	KODE 6 PM	Local health professionals go over the list of most common reasons for ER visits
12.1	Technology	6:00pm	9/4/2023	2:00	KODE 6 PM	Local security experts discuss the growing role of AI in cybersecurity

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12.1	Crime/Law Enforcement	6:00pm	9/5/2023	1:53	KODE 6 PM	JPD gives an update on its progress of filling vacant positions
12.1	Education	6:00pm	9/6/2023	1:40	KODE 6 PM	Joplin's Transitional Kindergarten aims to help the youngest struggling students
12.1	Health/Healthcare	6:00pm	9/7/2023	1:51	KODE 6 PM	Local doctors recommend going to the ER if cuts can't be treated properly at home
12.1	Crime/Law Enforcement	10:00pm	9/11/2023	3:03	KODE 10 PM	The RISE Coalition warns the public about human trafficking myths circulating on social media
12.1	Community	5:00pm	9/12/2023	2:17	KODE 5 PM	The Outreach House of Joplin has become busier with the increase of people in need of food assistance
12.1	Crime/Law Enforcement	6:00pm	9/13/2023	1:54	KODE 6 PM	Joplin's Major Crash Team explains the responsibilities of their job investigating car crashes
12.1	Immigration	10:00pm	9/14/2023	2:07	KODE 10 PM	The Fort Scott Historic Site is host to its annual Special Naturalization Ceremony for new US citizens
12.1	Elderly	6:00pm	9/18/2023	1:59	KODE 6 PM	The Area Agency on Aging reaches its 50th anniversary
12.1	Crime/Law Enforcement	5:00pm	9/19/2023	1:26	KODE 5 PM	Local lawyer Kevin Cure faces more disciplinary action after alleged continued alcohol abuse
12.1	Government (Local)	6:00pm	9/20/2023	1:44	KODE 6 PM	Jasper Co. receives high marks from their election cyber audit
12.1	Health/Healthcare	6:00pm	9/21/2023	1:44	KODE 6 PM	Freeman cardiologist Dr. Vigyan Bang wrote a book to help

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						doctors stay up to date on cardiology research
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KODE also aired the following public service announcements during the instant quarter:

Family		<p>ADOPTION/FOSTER CARE – Thousands of teens in foster care are waiting for the love and support from a family, but unfortunately almost 20,000 young people leave foster care without a family every year. Families that adopt teens provide them with stability during a critical period of their lives. Teens that have been adopted are more likely to graduate, go to college and more emotionally secure than their peers that have ‘aged out’ of the foster care without the security and encouragement of family. Inspired by real family’s stories, this honest and heartfelt campaign reveals the remarkable value of adoption for both teens and parents. With the tagline, “you can’t imagine the reward,” these emotional messages reassure prospective parents and inspire them to consider adopting a teen. This successful campaign has contributed to more than 870,000 children and youth that have been adopted from the U.S. foster care system since 2004, <a href="http://ADOPTUSKIDS.ORG">ADOPTUSKIDS.ORG</a>.</p>
LUCKYONES30	:30 – 9/13/24	
PORTRAIT30	:30 – 9/23/24	
SISTERS30	:30 – 11/8/24	
DUFFLE30	:30 – 11/8/24	
Mental/Health		<p>ALZHEIMER AWARENESS – Using real stories, the goal of “Hopeful Together,” created in partnership with the Alzheimer’s Association, is to spread awareness of the benefits of getting an early diagnosis and encourages open communication between loved ones about cognitive health. An early diagnosis can give you and your family more time to plan together, allows participation in care decisions, you and your family will be able to review and update legal documents, discuss finances and property, and identify your care preferences. The website <a href="http://Alz.org/TimeToTalk">Alz.org/TimeToTalk</a> and <a href="http://Olz.org/Tiempo">Olz.org/Tiempo</a> for Spanish speakers offers families helpful tools and resources, including information on the disease and the benefits of an early diagnosis.</p>
ICOMECORRECT	:30 – UFN	
JUDITHHOPEFUL30	:30 – 9/28/23	
JUDITHHOPEFUL15	:15 – 9/28/23	
SHONTHERESA	:30 - 6/3/24	



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CYNTHIAANDED	:30 - 6/3/24	
JULEANDLES	:30 - 6/3/24	
Community BELONGING15 BELONGING30 STRONGTGHER	:15 – 12/2/23 :30 – 12/2/23 :30 - 11/30/23	BELONGING BEGINS WITH US - 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. We all want to feel safe and included in the community we call home, but today too many of our neighbor's experience exclusion, isolation, harassment, and even violence on the basis of their identity. Visit <a href="http://BelongingBeginsWithUs.org">BelongingBeginsWithUs.org</a> to read real stories of welcoming and belonging from across the country and find ways to get involved in your community.
Safety BATHROOMBOY TRYNGSOBERUP WATERBOY	:15 - 3/26/25 :30 - 3/26/25 :15 - 3/26/25	BUZZED DRIVING PREVENTION - The Ad Council has focused on drunk driving prevention since 1983, with the release of the now-classic "Friends Don't Let Friends Drive Drunk" campaign. As the idea of a designated driver became the cultural norm, but alcohol-related driving fatalities began to increase, we recognized the need for a new approach. In 2005, we refreshed our classic campaign with a new message: "Buzzed Driving is Drunk Driving." The most recent iteration of the Buzzed Driving Prevention campaign effort prompts young men 21 to 34 to examine their own warning signs of impairment and take responsibility for their decisions behind the wheel by reminding them: If you need to do something to make yourself feel okay to drive, you're not okay to drive.
Health/Support ROXANASSTORY	1:00 – 12/9/24	CAREGIVING ASSISTANCE - There are 48million unpaid family caregivers in the United States. Most caregivers are family members or friends who are working, managing their own families and caring for their loved ones at the same time. For many, the caregiver role doesn't start all at once, it starts with simple things like scheduling a doctor's visit or helping with daily errands, then gradually expands until it becomes a major commitment. On average, caregivers provide 23 hours of care a week, the equivalent of an unpaid, part-time job. Since 2011, we have encouraged caregivers to care not only for their loved ones, but also for

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<p>ROXANASTORY</p> <p>HEROES30</p>	<p>:30 – 12/9/24</p> <p>:30 – 10/31/23</p>	<p>themselves. To date, the campaign has targeted several audiences: general market women age 40-60, male caregivers ate 35-60, and Hispanic/Latino and African American/Black caregivers with emphasis on women ages 35 to 60. The campaign directs viewers to AARP’s Family Caregiving site, where caregivers can find free Care Guides, self-care tips, planning resources, legal and financial guidance, and more.</p>
<p>Safety</p> <p>ICOMECORRECT</p> <p>HUSTLE</p> <p>SOCCER</p> <p>HOOP</p> <p>GABBYSOLLHS</p> <p>NEWMATH</p>	<p>:30 – 9/19/23</p> <p>:30 – 9/19/23</p> <p>:30 – 11/13/23</p> <p>:30 - 10/31/23</p> <p>:30 - 12/31/23</p> <p>:30 - 11/13/23</p>	<p>CHILD CAR SAFETY - Motor vehicle crashes are a leading cause of death for children age one to 13. Parents go to great lengths to ensure their children are safe and protected – but when it comes to car safety, many let their guard down. To ensure parents and caregivers are properly securing their children in the best car seat restraint for their age and size, they can visit <a href="http://NHTSA.gov/TheRightSeat">NHTSA.gov/TheRightSeat</a> of <a href="http://NHTSA.gov/Protegidos">NHTSA.gov/Protegidos</a>.</p>
<p>Community</p> <p>HARD AT WORK</p>	<p>:30 – 12/31/23</p>	<p>DISASTER AND CRESIS RELEIF – The best way to help those affected by a humanitarian crisis is by donating money rather than goods. Financial donations help support communities in crisis and in the immediate aftermath of a disaster. Financial donations are also critical for longer-term recovery efforts – they can respond to changing needs as people move to safety, resettle, or rebuild. This campaign enables us to get into market quickly, usually within a few days of a disaster or other crisis, when funds are needed most. It’s been used to fundraise for disasters like the California wildfires; hurricanes Harvey, Maria, Irma, and Katrina; and the</p>

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		<p style="text-align: center;">earthquake in Nepal. We drive consumers to SupportDisterRelief.org or SupprtCrisisRelief.org and encourage donations to support victims as they happen, with funds distributed through GlobalGiving.</p>
<p>Safety</p> <p>GENTLEGIANT</p> <p>BARBARA</p> <p>MADDY</p>	<p>:15 - 6/14/2025</p> <p>:30 - 6/14/2025</p> <p>:30 - 6/22/2024</p>	<p style="text-align: center;">DISTRACTED DRIVING PREVENTION - Messaging while driving whether sending a text, commenting on a photo, or connecting with friends via an app-is dangerous. But even though 94% of Americans recognize it's dangerous to send a text while driving, and 91% recognize it dangerous to read one, many people still do it. To address the disconnect between awareness and behavior, our campaign addresses the fact that people are personally engaging in a behavior that they know is dangerous. The campaign reminds drivers from 16 to 34 that no one is special enough to message while driving.</p>
<p>Education</p> <p>GENTLEGIANT</p> <p>BARBARA</p> <p>MADDY</p>	<p>:60 - 6/22/24</p> <p>:30 - 6/22/24</p> <p>:30 - 6/22/24</p>	<p style="text-align: center;">DIVERSITY &amp; INCLUSION – Hate crimes are on the rise, and yet 85% of Americans consider themselves unprejudiced. Bias and discrimination are among the most pressing issues facing our nation today. Love Has No Labels is a movement to promote acceptance and inclusion of all people across race, religion, gender, sexual orientation, age and ability. Throughout its duration, Love Has No Labels has opened a dialogue about our implicit biases – our assumptions, stereotypes, and unintentional actions toward others based on their perceived differences or labels – and erodes those biases by flooding the market with diverse images of love. We believe Love is the most powerful force to overcome bias. Together, we can create a more inclusive world. <a href="http://LOVEHASNOLABELS.COM/PLAYAVENGERS">LOVEHASNOLABELS.COM/PLAYAVENGERS</a></p>
<p>Safety/Education</p> <p>IMINANAD</p>	<p>:15 - 1/11/25</p>	<p style="text-align: center;">DRUG IMPARED DRIVING PREVENTION - Although several states have legalized marijuana use, driving when impaired by any substance remains illegal in all 50 states and in Washington, D.C. any marijuana users don't see a problem with driving after use, but research shows marijuana can slow reaction time, impair judgment of distance, and decrease coordination - all skills necessary for the safe operating of a vehicle. Our campaign targets</p>

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NOTCAMPINGDY	:30 - 1/11/25	young men aged 18 to 34, many of whom reject the common stereotypes of marijuana users - and reminds viewers that if you feel different, you drive different. Don't drive high.
CANTDIVEHIGH	:30 - 5/18/25	
Community		
BESTPLANBBQ30	:30 - 9/23/24	EMERGENCY PREPAREDNESS - In recent years, devastating earthquakes, tornadoes, floods and wildfires have highlighted the need for all Americans, regardless of background or location, to prepare for the natural disaster. However, according to the Federal Emergency Management Agency (FEMA), half of Americans have not discussed or developed a family emergency plan. The Ready campaign now includes PSAs develop specifically for a Latino audience, in addition to the general market work that encourages, educates, and empowers families to develop their own emergency preparedness plans by visiting <a href="http://Listo.gov/plan">Listo.gov/plan</a> or <a href="http://Ready.gov/plan">Ready.gov/plan</a> .
LEGACY30	:30 - 9/1/24	
THREAD	:30 - 9/1/24	
BESTPLANGAME	:30 - 9/23/24	
Community/Education		
4ON4	1:00 – 10/31/23	ENDING HUNGER – These are uncertain times for everyone, but for households facing hunger, the coronavirus fallout- including school closures and job disruptions-can present an even greater threat. Millions of Americans, including children, will turn to food banks for much needed support. As the largest hunger-relief organization in the United States, The Feeing America network of food banks feeds millions of families each year, especially during times of disaster and national emergencies. Updated PSA's encourage audiences to donate to the Feeding America's COVID-19 Response Fund to help families in this time of urgent need.
JEANNIEGARTH	:15 – 1/28/24	
IAMHUNGER	:30 – 10/24/23	
NOURISHFUTRE	:30 - 8/20/24	

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FULLEFFECT2	:30 - 6/13/25	
TEACHER	:60 - 2/17/24	
Education		<p>FATHERHOOD INVOLVEMENT - What is #Dadication? It's just like dedication but it means that as a father, you never stop being a dad. There's no one right way as long as you show up for your kids, even when it's not so easy. The Fatherhood Involvement campaign PSAs highlight the everyday struggles and victories of being a dad to give all fathers the confidence and encouragement to keep going. The campaign hashtag "#Dadication" is part of an ongoing effort to encourage dads to play an active role in their children's lives. <a href="http://fatherhood.gov">fatherhood.gov</a></p>
HOWARD	:30 – 1/18/24	
KOFIKINGSTON	:15 – 10/4/23	
DADICATION	1:00 – 11/13/23	
DOORS	:30 – 9/22/23	
MARVIN	:30 - 9/22/23	
DURRELL60		
DURRELL30		
JOSEPH		
DADOSCAR		
Education		<p>HIGH SCHOOL EQUIVALENCY – For more than 24 million American adults without a high school diploma, opportunities are limited. Many are living in poverty. But it's not too late.</p>

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SANTIAGO30	:30 – 11/8/25	<p>Since 2010, FinishYourDiploma.org has connected more than one million people with free adult education classes to help them earn their high school equivalency, so they can connect to a better tomorrow. <a href="http://FINISHYOURDIPLOMA.ORG">FINISHYOURDIPLOMA.ORG</a></p>
SANTIAGO60	1:00 – 11/8/25	
JESSICA	:30 - 11/8/25	
WHENGRADUATE	:60 - 5/7/24	
Economy		<p><b>MIDDLE SCHOOL MENTAL HEALTH</b> - There is a mental health crisis among our country's youth. Young adolescents (10-14) are experiencing increased rates of mental health challenges and youth of color, in particular, face the additional trauma of systemic racism and greater challenges in accessing the support they need. Sound It Out uses the power of music to help parents and caregivers have meaningful conversations with their middle schoolers about emotional wellbeing. We paired middle-school aged kids and their caregivers with musical artists, like KAMAUU, Tobe Nwigwe, Empress Of, and Lauren Jauregui, to create an album of exclusive songs inspired by the emotions in their conversations. The album is available at <a href="http://SoundItOutTogether.org">SoundItOutTogether.org</a> and <a href="http://EscuchandoSentimientos.org">EscuchandoSentimientos.org</a>, where caregivers can also access free, expert-vetted resources to guide conversations with their child about emotional wellbeing.</p>
MEMYGROWNUP	:30 - 5/30/24	
KAMAUU	:60 - 5/30/24	
KAMAUUHOWIE	:15 - 5/30/24	
Community/Education		<p><b>RACE4HOPE</b> - To survive Breast Cancer you must race against the clock. Hurry for detection, Sprint for your next mammogram, move for prevention and yes, Race 4 Hope October 28th at Spiva Park in downtown Joplin. Hope for you Breast Cancer Foundations Race 4 Hope brings more awareness to community and celebrates our survivors. Register today for the Race 4 Hope 5K &amp; 1Mile Fun Walk on October 28th. The 14th Race 4 Hope is on!</p>
RACE4HOPE10	:10 - 10/28/23	
RACE4HOPE30	:30 - 10/28/23	

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<p>Economy</p> <p>A FEW CLICKS</p> <p>YOUR PATH</p> <p>GIRLFRIENDSREV</p> <p>HUSBANDREV</p> <p>WESAVEIT30</p> <p>WESAVEIT60</p>	<p>:30 – 1/28/24</p> <p>:30 – 1/28/24</p> <p>:30 – 11/19/25</p> <p>:30 - 11/19/25</p> <p>:30 - 9/20/24</p> <p>:60 - 9/20/24</p>	<p>SAVINGS FOR RETIREMENT - America is facing a looming retirement savings crisis, and future generations will have a lower standard of living due to financial insecurity. People 50 and older are the fastest growing age segment in America, and they can expect to pay for a longer retirement. Yet nearly seven in 10 Americans approaching retirement have less than a year’s income saved. Since 2017, we have empowered adults 45 to 60 to prepare for their retirement. The campaign direct viewers to a three-minute online chat with Avo, a friendly digital retirement coach. After completing the chat viewers receive a personalized retirement savings action plan with free tips to help them take charge of their financial futures today.</p>
<p>Community</p> <p>MAGICHOURL</p> <p>MUSE</p> <p>FOSTER</p>	<p>:30 – 10/5/23</p> <p>:30 – 10/5/23</p> <p>:15 – 10/5/23</p>	<p>SUPPORTING PETS IN YOUR COMMUNITY – There is nothing like the unique bond pets and their people share. But when we face unexpected challenges in life, so do our pets. There is no gesture too small or too big to help keep pets and their people together – whether it’s donating a bag of kibble, sharing a post of a lost pet, or welcoming a foster into your home, every bit of kindness counts. The supporting Pets in Your Community campaign PSA’s feature touching stories that demonstrate how even small acts of generosity can help pets and families in your community remain together, where they belong.</p>

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<p>Education</p> <p>EYESUP-70307</p> <p>WINNINGFORMULA</p> <p>ITJOUSTNOTWRTHIT</p>	<p>:30 – 6/4/26</p> <p>:30 – 6/14/25</p> <p>:30 – 6/22/24</p>	<p>TEXTING AND DRIVING PREVENTION - Messaging while driving – whether sending a text, commenting on a photo, or connecting with friends via an app – is dangerous. But even though 94% of Americans recognize it’s dangerous to send a text while driving, and 91% recognize it’s dangerous to read one many people still do it. To address the disconnect between awareness and behavior, our campaign addresses the fact that people are personally engaging in a behavior that they know is dangerous. The campaign reminds drivers from 16 to 34 that no one is special enough to message while driving.</p>
<p>COMMUNITY/EDUCATION</p> <p>TEARPAPERCLNG</p> <p>LASHANAEMPLR</p> <p>JEFFSTARS</p>	<p>:60 - 8/30/24</p> <p>:30 - 8/30/24</p> <p>:15 - 8/30/24</p>	<p>TRANSFORMING HIRING &amp; DIVERSIFYING TALENT - The U.S. labor market has a perceived shortage of qualified workers, yet millions of workers with in-demand skills are being overlooked, undervalued, and filtered out before even being considered. 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, or on-the-job learning, rather than through a bachelor’s degree. STARS face a "paper ceiling" – the invisible barrier that comes at every turn for workers without a bachelor's degree. Lack of alumni networks, biased algorithms, degree screens, stereotypes, and misperceptions all contribute to the paper ceiling, creating barriers to upward economic mobility for STARS, even though they have demonstrated skills for higher-wage work. It's time to let STARS shine. Run these PSAs to help Employers and STARS tear the paper ceiling and join the movement at <a href="http://TearThePaperCeiling.org">TearThePaperCeiling.org</a>.</p>
<p>Health/Education</p>		<p>TYPE 2 DIABETES PREVENTION - More than one in three American adults have prediabetes and are at high risk of developing type 2 diabetes —a serious health condition that can lead to a heart attack or stroke. Of these individuals, more than 80% of people with prediabetes</p>



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RISKTESTPUPS	:15 - 7/24/24	<p>don't know they have it. Thankfully, the vast majority of people with prediabetes can take steps to reduce their risk. Through weight loss, diet changes, and increased physical activity, prediabetes can often be reversed. These PSAs encourage viewers to visit the campaign website where they can take a one-minute risk test to know where they stand. The campaign highlights the importance of early diagnosis, speaking with your doctor and visiting <a href="http://DoIHavePrediabetes.org">DoIHavePrediabetes.org</a> to learn more about prediabetes.</p>
RISKSTHDG60	:60 - 7/11/26	
RISKSTHDG30	:15 - 7/11/26	
Health/Education		<p>VETERANS CRISIS PREVENTION - Veterans are at higher risk for suicide compared to the general population. The suicide rate among Veterans in 2020 was 57% higher than non-Veteran adults in the U.S., according to the 2022 National Veteran Suicide Prevention Annual Report. Stressful life events like divorce, job loss, or housing troubles can be risk factors for suicide. Among Veterans, these challenges can be compounded by the stigma around seeking help. But there is hope – resources are available, and suicide is preventable. The new national Veterans campaign from the U.S. Department of Veterans Affairs and the Ad Council, “Don’t Wait, Reach Out”, encourages Veterans to reach out for help before their challenges become overwhelming or reach a crisis point. The campaign directs to <a href="http://VA.gov/reach">VA.gov/reach</a>, a new website with comprehensive resources and a user-friendly experience that makes it easier for Veterans to find guidance and support from across the full breadth of the VA’s offerings.</p>
QUESTION	:30 - 8/23/24	
BATTLEBUDDY	:30 - 8/23/24	
WOMENVET	:30 - 8/23/24	
COMMUNITY		<p>WILDFIRE PREVENTION – For more than 75 years, Smokey Bear has protected our forests and promoted wildfire prevention. His powerful message, “Only you can prevent wildfires,” is at the heart of America’s longest-running PSA campaign. Smokey’s message remains relevant today, as nearly nine out of ten wildfires nationwide are caused by humans and can be prevented. Additionally, during these unprecedented times, spending time outdoors has never felt more valuable. Whether we’re passing the time in a public land or in our own</p>
SMOKEY BEAR	:30 - 12/29/23	

## Quarterly Issues and Program List

W/ISABELLA GOMEZ		backyards, we all have a role to play in keeping our safe places safe by action responsibility and doing our part to help prevent wildfire. For tips on safe recreation, visit <a href="http://BEOUTDOORSAFE.ORG">BEOUTDOORSAFE.ORG</a> and for more information on wildfire prevention, visit <a href="http://SMOKEYBEAR.COM">SMOKEYBEAR.COM</a> .
<p>MENTAL HEALTH</p> <p>REALDEALANTHM</p> <p>REALDEALCHMY</p> <p>REALDEALHLTH</p>	<p>:30 - 10/16/24</p> <p>:15 - 10/16/24</p> <p>:15 - 10/16/24</p>	<p>YOUTH FENTANYL AWARENESS - In 2021, there were nearly 108,000 drug overdose deaths - the highest number recorded in a 12-month period and a staggering 52 percent increase over the last two years. This rise in overdose-related deaths is being fueled by the prevalence of synthetic opioids, like fentanyl, which were involved in an estimated 66% of overdose deaths during this time period. Fentanyl is often made illegally. It's laced into other drugs, like heroin and cocaine, and used to make fake versions of prescription pills. Because of this, many individuals who encounter fentanyl have encountered it unknowingly. To increase awareness of the dangers &amp; prevalence of fentanyl, this new campaign, Real Deal on Fentanyl, was created to educate young people 13-24 and arm them with lifesaving information. The campaign also includes a distinct forthcoming creative effort, targeted to parents of 13–24-year-olds, to help parents also understand the risks posed by fentanyl, and how they can talk to their children about this issue.</p>
<p>Health/Education</p> <p>DENIAL</p> <p>DOVAPETALK30</p> <p>DOVAPETALK60</p>	<p>:30 – 8/31/23</p> <p>:30 - 5/7/24</p> <p>:60 - 5/7/24</p>	<p>YOUTH VAPING PREVENTION - Vaping can cause irreversible lung damage and affect kids' brain development, but parents can play a vital role in preventing their kids from using e-cigarettes. Thousands of kids start vaping every day, so it's important for parents to have proactive and ongoing conversations about the dangers of trying e-cigarettes. The most recent creative, "#DoTheVapeTalk," capitalizes on popular viral dance video trends, and drives parents to visit <a href="http://TalkAboutVaping.org">TalkAboutVaping.org</a> for tips on when and how to have the vape talk with their kids.</p>