

KVMM-CD CHANNEL 41 – SANTA BARBARA, CA
**Q4 2019 ISSUES AND
PROGRAMMING LISTS
REPORT**

Number: 1**Issue:** Family**Title:** Discovering nature**Market:** Santa Barbara – San Luis Obispo**Length:** 30 and 60 sec

Brief Description: While more than 245 million Americans live within 100 miles of a national forest or grassland, research shows there is a lack of connection between people and nature, particularly with children. This decline is especially prevalent among Hispanics, given that only 50% of Hispanic youth participate in outdoor recreation, compared to 62% of youth overall. The Discovering Nature campaign's Spanish language segment features real Hispanic families as they escape from the stress of their daily lives in a journey to the forest. The call-to-action directs audiences to visit DescubreElBosque.org where they can find a nearby forest, and activities to do once they get there.

Dates Aired: 10/01/2019 to 12/31/2019**Number: 2****Issue:** Trash Recycle**Market:** Santa Barbara – San Luis Obispo**Title:** Recycling Journey**Length:** 30" and 60"

Brief Description: When we recycle, we give garbage another life. Shampoo bottles transform into hairbrushes. Body wash bottles become toothbrushes. Toilet paper rolls turn into tissue boxes. Today, curbside recycling programs exist in 63% of American communities— making it more possible than ever to give new life to the products we use. Even so, only about a third of the 1,600. Motivate your community to learn more about what they can recycle and to make recycling an everyday habit. Think what we could create if we all worked together to turn trash into treasure.

Dates Aired: 10/01/2019 to 12/31/2019**Number: 3****Issue:** Fatherhood**Market:** Santa Barbara – San Luis Obispo**Title:** Audition Moment Spanish**Length:** 30 seconds

Brief Description: A professional wrestler practices his dialogue with several of his wrestling colleagues. Scene cuts to father practicing this same dialogue with his son at bedtime. Demonstrates that it only takes a few seconds to be a present father figure in a child's life.

Dates Aired: 10/01/2019 to 12/31/2019

Number: 4

Issue: Health

Title: Clinical Trials

Market: Santa Barbara – San Luis Obispo

Length: 30 and 60 sec

Brief Description: Fewer than 5% of cancer patients enroll in clinical trials nationally - despite clinical trials allowing researchers to test cutting-edge and potentially life-saving treatments while giving participants access to the best options available. This new PSA campaign urges patients to participate in trials that could help make new treatments available and give new hope to the patients themselves. The PSA also encourages patients and their loved ones to visit Standuptocancer.org/ClinicalTrials to learn more about clinical trials and begin the conversation with their doctor to find out which clinical trial may be right for them. The campaign and online resources aim to include people from all ethnicities and backgrounds, as it is important that clinical trials include diverse participants so researchers can see how different people respond to a study treatment.

Dates Aired: 10/01/2019 to 12/31/2019

Number: 5

Issue: Health

Title: City of Hope

Market: Columbus, OH

Length: 15, 30 and 60 sec

Brief Description: Estos PSA muestran como la vida de muchas personas pueden ser salvadas o puedan tener una vida normal tras el uso de la ciencia para la investigación de prevención y cura de enfermedades y como el cáncer.

Dates Aired: 10/01/2019 to 12/31/2019

Number: 6

Issue: Safety

Title: Emergency Preparedness: Flood, Hurricane, Earthquake, Blackout

Market: Santa Barbara – San Luis Obispo

Length: 15 and 30 seconds.

Brief Description: The Ready PSA campaign from Federal Emergency Management Agency (FEMA) is designed to prepare American families for an effective response to whatever natural or man-made disaster may come next. While the country has experienced recent devastating natural disasters, such as earthquakes, wildfires, tornados and hurricanes, only 20% of Americans say they feel very prepared for a disaster. Yet 64% of Americans say disaster preparation is very important for people to do. The Ready campaign's resources can help close that gap. The PSA message—"Don't Wait. Communicate."— encourages Americans to talk to their loved ones and make a plan that's shared with all family members. The campaign also encourages Americans to be informed and build a kit with essential supplies that will last up to 72 hours. PSAs urge every American to visit Ready.gov and learn how to make their emergency plan today.

Dates Aired: 10/01/2019 to 12/31/2019

Number: 7**Issue:** Family**Market:** Santa Barbara – San Luis Obispo**Title:** National Forest**Length:** 30 seconds

Brief Description: While more than 245 million Americans live within 100 miles of a national forest or grassland, research shows there is a lack of connection between people and nature, particularly with children...of Hispanic parents of twins perceived forests and parks to be easily accessible...as they escape from the stress of their daily lives in a journey to the forest. The call-to-action directs audiences to resources where they can find a nearby forest, and activities to do once they get there....Discovering Nature.

Dates Aired: 10/01/2019 to 12/31/2019**Number: 8****Issue:** Safety**Title:** Preventing Falls – Older Adults**Market:** Santa Barbara – San Luis Obispo**Length:** 15, 30 and 60 sec

Brief Description:The numbers are staggering. According to the Centers for Disease Control and Prevention, more than one out of four adults, 65 and older, falls each year, and many of these falls result in serious injury. Each year, 2.8 million older people are treated in emergency rooms for fall-related injuries. As 10,000 baby boomers turn 65 every day, these numbers have the potential to become catastrophic.

In addition to the risk of injury, falls can dramatically affect a person's quality of life and make it harder to remain independent. AARP Foundation, the charitable affiliate of AARP, dedicated to providing resources and services and serving as an advocate for low-income older Americans, and UnitedHealthcare, an organization dedicated to the health and well-being of seniors, teamed up to take on this important issue. For more information, please visit aarpfoundation.org or MedicareMadeClear.com/falls.

Dates Aired: 10/01/2019 to 12/31/2019**Number: 9****Issue:** Child Car Safety**Title:** The right seat**Market:** Santa Barbara – San Luis Obispo**Length:** 15 and 30sec

Brief Description: Motor vehicle crashes are a leading cause of death for children under 13. PSAs show parents how their love for their children extends to car safety. This means knowing the right seat for their child's age and size - from rear-facing car seats, forward-facing car seats, boosters, all the way to seat belts - and ensuring that kids are correctly buckled for every ride. Make sure your child is in #TheRightSeat at: NHTSA.gov/TheRightSeat (English-language) or NHTSA.gov/Protegidos (Spanish-language)

Dates Aired: 10/01/2019 to 12/31/2019

Number: 10**Issue:** Child Car Safety**Title:** Soccer**Market:** Santa Barbara – San Luis Obispo**Length:** 15 and 30sec

Brief Description: Motor vehicle crashes are a leading cause of death for children under 13. This PSA shows parents how their love for their children extends to car safety; if you can spend hours to cheer for them on their soccer team, you can spend some time to learn about NHTSA how to prevent an accident. Make sure your child is in #TheRightSeat at: nhtsa.gov/TheRightSeat at: NHTSA.gov/TheRightSeat (English-language) or NHTSA.gov/Protegidos (Spanish-language)

Dates Aired: 10/01/2019 to 12/31/2019**Number: 11****Issue:** Child Car Safety**Title:** Equations**Market:** Santa Barbara – San Luis Obispo**Length:** 15 and 30sec

Brief Description: Motor vehicle crashes are a leading cause of death for children under 13. PSAs show parents how their love for their children extends to car safety. The PSA presents a parent learning math to teach them, so they can also learn how to take care of them. This means knowing the right seat for their child's age and size - from rear-facing car seats, forward-facing car seats, boosters, all the way to seat belts - and ensuring that kids are correctly buckled for every ride. Make sure your child is in #TheRightSeat at: NHTSA.gov/TheRightSeat (English-language) or NHTSA.gov/Protegidos (Spanish-language)

Dates Aired: 10/01/2019 to 12/31/2019**Number: 12****Issue:** Discovering Nature**Title:** Father**Market:** Santa Barbara – San Luis Obispo**Length:** 15 and 30sec

Brief Description: New Discovering Nature PSAs remind parents and caregivers that trails are a family's guide to the transformative power of discovery in the forests and parks near them. Help families this fall experience nature near them by running PSAs highlighting the many resources connecting families to local trails on DiscovertheForest.org.

Dates Aired: 10/01/2019 to 12/31/2019

Number: 13**Issue:** Health**Title:** Stand up 2 all of us**Market:** Santa Barbara – San Luis Obispo**Length:** 15, 30 and 60 seconds.**Brief Description:** The fight against cancer isn't Up2 someone else. Featuring Renee Zellweger, Rob Lowe, Billy Bob Thornton, Michael Strahan, Minka Kelly, Mandy Moore and other stars demonstrates, it's Up2 all of us.Stand up and donate: <http://www.su2c.org/donate>Stand Up To Cancer's mission is to raise funds to accelerate the pace of groundbreaking translational research that can get new therapies to patients quickly and save lives now. Find out more about Stand Up To Cancer: <http://www.standup2cancer.org>**Dates Aired:** 10/01/2019 to 12/31/2019**Number: 14****Issue:** Health**Title:** Opioids**Market:** Santa Barbara – San Luis Obispo**Length:** 30 and 60 seconds.**Brief Description:** Removing unused, unwanted or expired opioid medications from the home is a key strategy in addressing the opioid crisis in the United States. The information included in these FDA PSAs will act as a call to action to encourage consumers to dispose of these potentially dangerous medications when they are no longer needed. Many patients report not finishing the opioids prescribed to them, and half of people who misuse prescription opioids get them from a friend or family member. Consumers should visit www.fda.gov/drugdisposal**Dates Aired:** 10/01/2019 to 12/31/2019**Number: 15****Issue:** Safety**Title:** Stop the texts, stop the wrecks.**Market:** Santa Barbara – San Luis Obispo**Length:** 30 seconds.**Brief Description:**

Texting and driving is dangerous – that is a fact. Americans are highly aware of and concerned about the issue. More than nine in ten Americans believe sending (94%) and reading (91%) texts while driving is dangerous or very dangerous.

Todd is a stand up guy. He cleans up his dishes, helps his neighbor water his yard, pours coffee for his co-workers and even lets someone ahead of him in the grocery line. Then, in a shocking plot twist, Todd does something very unTodd like -- texting while he's driving. Onlookers give him stern looks of disapproval. Ad Council reminds us to stop texting to stop wrecks

Dates Aired: 10/01/2019 to 12/31/2019

Number: 16

Issue: Family and Health

Title: AARP - Heroes

Market: Santa Barbara – San Luis Obispo

Length: 30 seconds.

Brief Description:

This PSA shows how a dad spends time playing with his young daughter and becomes a hero for her; many years later, she becomes his hero by taking care of his health.

Dates Aired: 10/01/2019 to 12/31/2019