

**KRYE-FM QUATERLY ISSUES AND PROGRAMS
4TH QUARTER
(OCTOBER – DECEMBER, 2020)**

ISSUE:

HIGH BLOOD PRESSURE CONTROL:

Knowing your blood pressure numbers could change your life. Survivors of heart attacks and strokes to encourage people with high blood pressure to talk to their doctor about starting—or restarting—a treatment plan that works for them.

DATE:

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10/06/2020-12/31/2020

ALL DAY

: 30

ISSUE:

HOW CAN I VOTE SAFELY:

Disinformation that misleads voters like rumors that polling places have closed or moved, sharing falsehoods that the election has been canceled or postponed, or wrongly telling voters they can vote by text, phone, or social media endangers our democracy. Such viral deception is increasingly unchecked, and you can expect to see it gain momentum as Election Day nears.

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ISSUE:

FLU VACCINATION:

Up to 45 million Americans get sick with the flu each year. A flu shot protects you and those around you and helps save medical resources for COVID-19 patients. Air new PSAs to encourage Americans to get a flu shot this year.

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ISSUE:

OLDER ADULTS:

The National Council for Older Adults (NCOA), a nonprofit organization that has advocated for older people for more than seven decades, has created a free website where seniors can find billions of dollars in federal benefits, state, local and private. These benefits help seniors pay for their food, medicine, utilities, and more. Our loved ones and elderly neighbors are going through difficult situations due to the pandemic. We hope you will spread this public service message to your audience. You can see more about SeekBenefits.org and NCOA in this press release.

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ISSUE:

THREE SIMPLE STEPS TO STOP COVID:

In a series of new PSAs, the nation's physicians, nurses, hospital and health system leaders are urging the American public to take three simple steps we know will help stop the spread of COVID-19: wear a face mask, maintain physical distancing, and wash hands. The toll of this pandemic is already staggering, and these simple steps are critical. COVID-19 is not behind us and we must resist becoming complacent. Doing so will escalate this crisis and result in more suffering and death.

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ISSUE:

DON'T DIE OF DOUBT:

The hospitals are still the safest place to be when medical emergencies occur. Tragically, many people are still able to avoid hospitals for fear of the coronavirus. To help save lives, share and use these Spanish Public Service Announcements from the American Heart Association to encourage people not to hesitate to call 911 at the first sign of a heart attack or stroke.

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ISSUE:

TYPE 2 DIABETES PREVENTION

During these challenging times, it's important that we keep our health in check, including knowing where we stand when it comes to prediabetes. With early diagnosis, prediabetes can be reversed. Air new PSAs to encourage listeners in your area to take action and assess their risk now.

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ISSUE:

FLU VACCINATION

No One Has Time for the Flu

Up to 45 million Americans get sick with the flu each year. A flu shot protects you and those around you and helps save medical resources for COVID-19 patients.

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ISSUE:

PEDIATRICIANS OFFER HELPFUL TIPS FOR PARENTS ON COVID-19

This winter, during the pandemic, the American Academy of Pediatrics wants to reassure families that it's ok – and important – to visit the pediatrician for check-ups, vaccines, and other health concerns. In a new collection of PSAs, the AAP offers helpful tips for parents on:

- **What to do if your child is struggling emotionally during the pandemic**
- **Why it's important to stay up-to-date on children's checkups**
- **When is the right age to start wearing a cloth mask, and how to be sure it fits**

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ISSUE:
CORONA VIRUS RESPONSE

The emotional effects of COVID-19 vary, but there are resources to help us all. Air these new PSAs that promote the many resources and tools available to help viewers cope with their mental health during these challenging times.

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ISSUE:
DEPARTMENT OF VETERANS

New Year. New hope. In 2021 help protect the Veterans in your life by Staying home, wearing a mask and rolling up your sleeve to get vaccinated.

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ISSUE:
EMERGENCY PREPAREDNESS

Help Families in Your Community Start Their Emergency Plan
60% of Americans say preparation for natural or man-made disasters is very important to them, yet only 19% claim to be very prepared for an emergency situation. PSAs stress the importance of having a family emergency plan when disaster strikes. Help your community prepare for the unexpected.

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