

# ISSUES PROGRAMS LIST

Quarter 2, 2022

Quarterly Issues Programs List for Station – WNIA

April 15, 2022 - July 15, 2022

Placed in Public File – July 15, 2022

## NCC PSAs

Airs randomly approximately 15 times per day.

- PSA Distracted Driving
  - 10/1/21-Present
    - Eva Williams (:30)
    - Kyle Moss (:30)

Student-produced PSAs about texting and driving and the dangers of texting while driving.

- Anti-Vaping (:30)
  - 10/1/21-Present

Student-produced PSA about the dangers of vaping and nicotine addiction. Includes information where to get help/assistance quitting.

- NCC Program Promotions
  - 9/1/21-Present
    - Culinary Arts Degree (:30)
    - Business Administration Degree (:30)
    - Automotive Systems Degree (:30)
    - Nursing (:30)
    - Success Network (:60)

Student-produced NCC PSAs highlighting some of the degree programs Nash Community College offers. Success Network highlights a service where students can get help for a myriad of issues from academic help to personal well-being.

## Emergency Alerts Information (Nash Community College) (1:35)

- Airs randomly, in no certain time slot.

Synopsis: NCC has a new system for communicating inclement weather alerts and emergency information. In the event of adverse weather, campus closings or emergency situations, emails, text messages and phone calls can be sent to system subscribers. Only messages regarding emergencies, inclement weather and/or changes in college operations will be sent. Please complete the following steps to register for updates.

You must register again even if you registered for the previous text alert system. The old system has been replaced. All NCC student email addresses are automatically subscribed in the system. Standard message rates apply.

1) Go to [www.nashcc.edu/alerts](http://www.nashcc.edu/alerts)

- 2) Type in your NCC issued student email address and click “forgot your password?”
- 3) Type in your student email address again and click reset password.
- 4) You will receive an email from [do-no-reply@regroup.com](mailto:do-no-reply@regroup.com) with a link to reset your password. You may need to check your spam folder for the email.
- 5) Use the link to create your new password.
- 6) On the Regroup website, you can add cell phone numbers to receive emergency related text messages and voice phone calls. Additional email addresses can also be added.

**Public Service Announcements provided by the Ad Council. Airs randomly approximately 15 times per day.**

- 211 Benefit Awareness Campaign
  - Dates: 12/23/21 - Present
    - Guiding Light - English (0:15)

Over the past year, America has faced the worst economic downturn since the Great Depression. People in need of financial assistance may not know which assistance programs they qualify for or how to navigate them. Some may feel shame in asking for help, or struggle with their mental health in their time of need. 211 is a one-stop resource for help accessing essential resources we all deserve, including federal, state, and local benefits. The 211 Benefits Awareness campaign raises awareness of 211 as a guiding light in each community, ready to help curate resources and advocate for those in need to help build a better life. The campaign encourages audiences to call the 211 helpline or visit [211.org](http://211.org) to get connected and get help.

- Adoption from Foster Care Campaign
  - Dates: 1/16/22 - Present
    - Goat - English (0:30)

These lighthearted and charming PSAs reassure potential parents that teens in foster care don't need perfection; they need the love and commitment a permanent family can provide. The PSAs direct audiences to visit [AdoptUSKids.org](http://AdoptUSKids.org), call 1-888-200-4005 (English), or 1-877-236-7831 (Spanish) to learn more the adoption process. See more at: <https://www.adcouncil.org/Our-Campaigns/Family-Community/Adoption-from-Foster-Care>

- Buzzed Driving Prevention Campaign
  - Dates: 12/23/21- Present
    - Play-by-Play - English (0:30)

Buzzed Driving Prevention PSAs ask viewers to think about a different set of consequences than our previous drunk driving ads: the actual financial cost of being pulled over for driving buzzed. These costs—between fines, rising insurance costs, lawyer fees and more—could total over \$10,000. See more at: <http://www.adcouncil.org/Our-Campaigns/Safety/Buzzed-Driving-Prevention#sthash.NqycMRXa.dpuf>

- Child Car Safety Campaign
  - Dates: 12/23/21- Present
    - I Come Correct - English (0:60)

Motor vehicle crashes are a leading cause of death for children under 13. This campaign encourages parents and caregivers to correctly buckle up their kids in the right seat for their age and size by reminding them of the importance of getting the big stuff, like car safety, right. To ensure parents and caregivers are properly securing their children in the best car seat restraint for their age and size, they can visit [NHTSA.gov/TheRightSeat](http://NHTSA.gov/TheRightSeat) or [NHTSA.gov/Protegidos](http://NHTSA.gov/Protegidos).

- Discovering Nature Campaign

- Dates: 12/23/21- Present

- Forest Trail - English (0:30)

Anytime is a perfect time for families to connect with the outdoors – and each other. Spending time in nature gives kids a chance to move, explore and engage in unstructured and adventurous play. Kids become fitter and leaner, have lower stress levels and develop stronger immune systems. They also become more creative, and have greater respect for themselves, other people, and the environment. 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](http://DiscovertheForest.org). See more at: <https://www.psacentral.org/campaign/discovering-nature>.

- Diversity and Inclusion Campaign

- Dates: 12/23/21 - 6/1/22

- Where People Are Coming Together - English (0:30)

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.

- Drug Impaired Driving Prevention Campaign

- Dates: 12/23/21 - Present

- You Can Run - English (0:30)

Although several states have legalized marijuana use, driving when impaired by any substance remains illegal in all 50 states and in Washington, D.C. Many 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 young men aged 18 to 35, 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.

- Empowering Girls in STEM Campaign

- Dates: 12/23/21- Present

- STEM Anthem - English (0:15)

- Moment of Discovery - English (0:60)

While women make up half of the U.S. college-educated workforce, they hold only a little over a fourth of all STEM jobs. Research shows that young girls like STEM subjects—science, technology, engineering and math—but often feel that STEM isn't for them due to outdated stereotypes. Girls are scared to fail in STEM, but She Can STEM shows girls that STEM is in everything, and experimenting is part of the journey. She Can STEM inspires middle school girls to stay interested in STEM by showcasing how messy, experimental and hands-on STEM can be, and how daring to STEM can change the world.

- High School Equivalency Campaign

- Dates: 12/23/21 - Present

- Carissa- English (0:60)

For more than 34 million American adults without a high school diploma, opportunities are limited. Many are living in poverty. But it's not too late. 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.

- Saving For Retirement

- Dates: 1/16/22

- Husband- English (0:15)

- Girlfriend - English (0:15)

- Daughter - English (0:15)

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 having less than a year's income saved. Since 2017, we have empowered adults 45 to 60 to prepare for their retirement. The campaign directs 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. For more information, visit <https://www.adcouncil.org/campaign/saving-for-retirement>.

- Veteran Crisis Prevention Campaign

- Dates: 12/23/21 - Present

- Boil - English (0:15)

Veterans are at higher risk for suicide compared to the general population. The suicide rate among Veterans in 2019 was 52% higher than non-Veteran adults in the U.S., according to the 2021 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 [VA.gov/reach](http://VA.gov/reach), 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.

**Climate Connections Announcements provided by ChavoBart Digital Media. Airl randomly approximately 15 times per day.**

*Climate Connections* are 90-second announcements that are produced in partnership with the Yale Center for Environmental Communication and hosted by Dr. Tony Leiserowitz. They cover the ways climate change is impacting our lives, and what diverse people and organizations are doing to reduce the associated risks.