

ISSUES PROGRAMS LIST

Quarter 3, 2022

Quarterly Issues Programs List for Station – WNIA

July 15, 2022 - October 15, 2022

Placed in Public File – October 14, 2022

NCC and Surrounding Community Announcements, which air randomly approximately 25 times per day. Live announcements air randomly, as radio booth is staffed.

- Women Achieving Leadership and Excellence Club Meeting (LIVE)
 - Dates: 9/1/22 - 9/7/22

NCC started a new club for female students seeking to develop leadership skills, grow academically and professionally, define career goals and network with successful female leaders. Information about the club, club advisor, and date of first meeting was announced.

- NCC Photo Contest (LIVE)
 - Dates: 9/2/22 - Present

Nash Community College is hosting a photo contest open to students, faculty, and staff until October 28th. Photos will be judged on best representation of the College, aesthetic value and photographic quality. Information about how to submit photos, the judging process, and other contest information announced.

- Recovery Celebration (LIVE)
 - Dates: 9/6/22 - 9/13/22

Nash Community College hosted an event on September 13th from 11am - 1:30pm in the Midway Cafe for students to learn about substance use recovery resources and support.

- Banned Books Week (LIVE)
 - 9/21/22 - 9/24/22

The Nash Community College Library offered activities and educational content related to the American Library Association's Banned Books Week. Information about activities and resources were announced.

- Blood Drive (LIVE)
 - Dates: 9/26/22 - 10/5/22

The Blood Connection Organization hosted a blood drive on the College's campus on October 5th from 10am - 3pm. Information about the drive was announced.

- NCC Coaching Session (LIVE)
 - Dates: 10/1/22 - Present

NCC Success Coaches will be offering a coaching session on October 19th from 1:30pm - 2:30pm on the College's campus for students about how to stay on track to graduate and how to register for classes. Participants will be entered to win a prize.

- NCC Spring Enrollment (LIVE)
 - Dates: 10/13/22 - Present

Nash Community College's Priority Enrollment Week is being held October 24th -28th. One student that enrolls for spring semester during this week will win a full scholarship. Information about enrollment and the scholarship drawing announced.

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
- 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 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 - 7/12/22
 - 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 to get connected and get help.

- Alzheimers Awareness Campaign
 - Dates: 5/7/21 - Present
 - Cynthia - English (0:15)
 - Tom - English (0:30)

Most people are unaware of the substantial benefits of early diagnosis and avoid taking the first step to getting help: having the tough conversation with their loved one when they notice changes in their attitude or behavior. By telling real, relatable stories of families who have benefited from early detection of Alzheimer's, the campaign empowers people to have these critical conversations with loved ones when they notice something is different. Visit <https://www.adcouncil.org/Our-Campaigns/Health/Alzheimer-s-Awareness> for more details.

- Adoption from Foster Care Campaign
 - Dates: 8/11/22 - Present
 - Navigating Adoption Podcast - English (0:30)
 - Dates: 8/11/22 - Present
 - Never Completely Ready - 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, 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- 9/28/22

- 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 or NHTSA.gov/Protegidos.

- Caregiver Assistance Campaign

- Dates: 8/11/22 - Current

- Take a Minute - English (0:60)

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. <https://www.adcouncil.org/campaign/caregiver-assistance>

- Discovering Nature Campaign

- Dates: 8/10/22- 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. See more at: <https://www.psacentral.org/campaign/discovering-nature>.

- Diversity and Inclusion Campaign

- Dates: 12/23/21 - 4/14/22

- 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.

- Emergency Preparedness Campaign

- Dates: 8/10/22- Present

- Disaster At Your Doorstep - English (0:30)

The Ad Council has partnered with FEMA on the Ready Campaign since 2003, with the goal of educating Americans about the best ways to prepare. Through these PSAs, families are faced with the harsh reality of what can happen when you don't have an emergency plan in place before a disaster or emergency strikes. The PSAs direct audiences to know where to find their families when a disaster strikes, and to start their emergency plans at [Ready.gov/communicate](https://www.ready.gov/communicate), which provide extensive resources to help develop and practice a family emergency communication plan. See more at: <https://www.adcouncil.org/Our-Campaigns/Safety/Emergency-Preparedness>

- Empowering Girls in STEM Campaign

- Dates: 12/23/21- 6/17/22

- 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.

- Ending Hunger Campaign

- Dates: 8/11/22 - Present

- Danica Patrick- English (0:30)

As the largest hunger-relief organization in the U.S., Feeding America is working to make sure people have enough food to realize their potential. The Feeding America network of food banks feeds millions of families each year, especially during times of disasters and national emergencies. PSAs encourage audiences to visit FeedingAmerica.org to learn more about how they can help families in need.

- High School Equivalency Campaign

- Dates: 12/23/21 - 4/14/22

- 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.

- Lung Cancer Screening Campaign

- Dates: 8/11/22 - Present

- Next Step- English (0:30)

- Save Your Life - English (0:30)

Lung cancer is the #1 cancer killer of men and women. Compared to other cancers, it has one of the lowest survival rates, but with the new lung cancer screening, approximately fourteen million people in the U.S. who are at high risk for lung cancer can be saved with this early detection and treatment. If everyone at high risk were screened, close to 48,000 lives could be saved. <https://www.adcouncil.org/campaign/lung-cancer-screening>

- Supporting Pets Campaign

- Dates: 10/10/22 - Present

- Supporting Pets In Your Community - English (0:30)

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The Supporting Pets in Your Community campaign PSAs feature touching stories that demonstrate how even small acts of generosity can help pets and families in your community remain together, where they belong. PSAs direct audiences to PetsandPeopleTogether.org, where they can learn more ways to help local pets and their people.

- Texting and Driving Prevention Campaign

- Dates: 8/11/22 - Present

- School Drive - English (0:30)

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. <https://www.adcouncil.org/campaign/texting-and-driving-prevention>

- 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, 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.

- Wildfire Prevention Campaign

- Dates: 8/11/22 - Present

- Smokey Bear - Isabella Gomez - English (0:30)

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. For tips on safe recreation, visit BeOutdoorSafe.org and for more information on wildfire prevention, visit SmokeyBear.com.