

WWDP-TV 46, Norwell, MA
Q3 2018 ISSUES & PROGRAMS REPORT

We address the issues facing our community mainly through our Tuesday Morning News Magazine; “Norwell News”

Norwell News

- *Norwell News* is a ½ hour, weekly TV program that **airs 5:00-5:30AM and 5:30AM -6:00AM Tuesdays** on WWDP TV 46. The informational show seeks to cover topics of interest and information to both the local and Greater Boston community, showcasing local museums, community services, safety and health issues.

WWDP augmented its local coverage with informational and health messages in 2-4-minute segments known as Public Affairs Messages.

PUBLIC SERVICE ANNOUNCEMENTS (PSA)

- WWDP airs a wide variety of public service announcements with important information for the Greater Boston area. PSAs air on Tuesday mornings between 5-6 AM and 7-10 AM.

- **Ascertained Problems, Needs and Interests**

During the 3rd Quarter of 2018, WWDP covered the following issues of public importance, selected by the station pursuant to its continuing ascertainment efforts as problems, needs and interest of the Metropolitan Boston and local service area warranting treatment by WWDP’s public affairs and informational news programming, as well as through public service announcements.

Topics of public interests covered by WWDP include (but not limited to):

- Public Safety
- Internet Safety Awareness
- Local History, Civics
- Identity Theft Prevention
- Natural Science Environmental Education
- Health
- Community Service
- Substance Abuse
- Public Awareness of services available, poverty, nutrition

QUARTERLY ISSUES/PROGRAMS REPORT

Third Quarter - 2018

Program Title	Program Air Date
Norwell News	7/3/18 5:00AM – 5:30AM 8/14/18 5:00AM – 5:30AM 9/25/18 5:00AM – 5:30AM

Issue Addressed: Natural Science Environmental Education, Biology
 Norwell News - "Tour of the South Shore Natural Science Center Pt.1" Tour of Science Center exhibits and information regarding program funding. Interviews with Executive Director Martha Twigg and Naturalists Dot Macfarlane and Barbara Devine who describe some of the center's collections. Host: Fred Pagano 30:00 min

Program Title	Program Air Date
Norwell News	7/3/18 5:30AM – 6:00AM 8/14/18 5:30AM – 6:00AM 9/25/18 5:30AM – 6:00AM

Issue Addressed: Local History, Civics
 Norwell News - Worcester Historical Museum – Executive Director, William D. Wallace discusses the city of Worcester's contributions to the world. Tour of the exhibits includes various items used in the first moon landing, the first Monkey Wrench, as well as the famous "Smiley Face" icon. 28:59 min.

Program Title	Program Air Date
Norwell News	7/10/18 5:00AM – 5:30AM 8/21/18 5:00AM – 5:30AM

Issue Addressed: Public Safety, Informational
 Norwell News - "Norwell Fire Department"
 Interview with acting chief Andy Reardon. Public Education Officer Jeff Simpson explains the workings and controls of one Of Norwell's fire engines. Assistant Dive Master Arthur Dunton Describes the Underwater Rescue Team and what it does.
 Host: Fred Pagano. 28:30 min

Program Title	Program Air Date
Public Affairs Message	7/10/18 5:30AM –5:34AM 8/21/18 5:30AM – 5:34AM

Issue Addressed: Health informational
Public Affairs Message #68
“John Lovitz gets Serious about Psoriasis”
Comedian/ actor John Lovitz discusses his struggle with the auto-immune condition Psoriasis and resources that are available for viewers. Seriousaboutpsoriasis.com TRT 3:52

Program Title	Program Air Date
Public Affairs Message	7/10/18 5:34AM – 5:37AM 8/21/18 5:34AM – 5:37AM

Issue Addressed: Substance Abuse, Teens issues
Public Affairs Message #651
“Dr. Drew helps Teens with prescription drug problems” TRT:2:52

Program Title	Program Air Date
Norwell News	7/10/18 5:37AM – 6:00AM 8/21/18 5:37AM – 6:00AM

Issue Addressed: Public Awareness of Services available, Poverty, Nutrition
Norwell News - Worcester Food Bank – Executive Director, Jean G. McMurray discusses how the food bank located in Shrewsbury MA engages, educates and leads Worcester County in creating a hunger-free community. The food distribution center and community volunteers are highlighted. 21:30 min.

Program Title	Program Air Date
Norwell News	7/17/18 5:00AM – 5:30AM 8/28/18 5:00AM – 5:30AM

Issue Addressed: Public Safety Informational
Exeter Fire Department – Part I. An interview with Acting Chief Brian Comeau. Public Education Officer Kristy Anderson explains the working and control of one of Exeter’s fire engines. Donald Matheson describes safety programs they provide for the

community. Firefighter Skip Galvin describes firefighting equipment and various safety measures. 29 min

Program Title	Program Air Date
Norwell News	7/17/18 5:30AM – 6:00AM 8/28/18 5:30AM – 6:00AM

Issue Addressed: Public Safety Informational
Exeter Fire Department – Part II. Firefighter Paul Morin explains the duties of an emergency medical technician with a demonstration by his group. Firefighter/paramedic Steve Rhodes shows us the inside of an ambulance. Captain Chris Soave describes the rescue team’s training process with a live demonstration. New firefighting technology is explained. 29 min.

Program Title	Program Air Date
Norwell News	7/24/18 5:00AM – 6:00AM 9/4/18 5:00AM – 6:00AM

Issue Addressed: Community Service
Norwell News – Worcester Area Volunteers
Executive Director Ray Duffy and Staff Discuss RSVP Worcester, a non-profit organization that enlists adults 55 and older to engage in volunteer opportunities throughout the greater Worcester Area. Programs include; immunization info for new mothers, Head start and literacy programs in the public schools, emergency preparedness for disasters, reading for the blind and services for various human needs.

Program Title	Program Air Date
Norwell News	7/31/18 5:00AM – 6:00AM 9/11/18 5:00AM – 6:00AM

Issue Addressed: Internet Safety Awareness, Informational
 Norwell News - "I-Safe America" I-safe program director Amy Cockran and Detective Rick Backman discuss the community outreach and School programs of I-Safe America, a non-profit organization dedicated to empowering and educating the youth of America how to be safe on-line. Topics include precautionary stories, the dangers of internet chatrooms and tips on how to avoid risky online behavior. 58:37 min

Program Title	Program Air Date
Norwell News	8/7/18 5:00AM – 5:30AM 9/18/18 5:00AM – 5:30AM

Issue Addressed: Local History, Civics
 Norwell News - Tour of the Providence Preservation Society. Catherine Horsey Executive Director of the Providence Preservation Society. Topics include, the preservation of historical buildings in the Providence area and how a building is placed on the National Registry of Historic Places. 27 min.

Program Title	Program Air Date
Norwell News	8/7/18 5:30AM – 6:00AM 9/18/18 5:30AM – 6:00AM

Issue Addressed: Identity Theft Prevention
 Norwell News – Host Rita Sullivan and Guest Elizabeth Haddad; community outreach Coordinator from the office of District Attorney Joseph D, Early Jr., Discuss Identity theft Prevention. Tips include: document shredding, The stopping of credit card applications through the mail. And how personal information can be improperly accessed through online scams, data breaches and employee theft. Additional safety tips are presented by I-Safe America. 29:20 min

PUBLIC SERVICE ANNOUNCEMENTS (PSA)

PSA Title	Air Date	Running Time
Bullying prevention Reach Out	7:50 AM 9:29AM July 3,10,17,24,31 August 7,14,21,28 September 4,11,18,25	:30 sec

The statistics are staggering: more than 13 million kids—1 in every 4—experience some form of bullying, and 88% of 13-17 year olds witness cyber-bullying on social media. While kids may want to stand up against bullying, they may not know how or may fear repercussions. New teen-targeted PSAs feature celebrities and bold animation letting teens know that many of their peers also want to put an end to bullying and that together, with the right tools, they can make a difference. The campaign’s message—“I Am A Witness”—is brought to life vividly with the striking Witness emoji that teens can use to support someone who is being bullied in texts or online, with other bullying prevention resources available on www.IWitnessBullying.org.

Sponsor: Ad Council

PSA Title	Air Date	Running Time
Wildfire Prevention Smokey Bear Ashes, Tall Grass, Dragging Chains	7:17 AM, 7:47:30 AM, 9:29:30 AM ,9:45 AM July 3,10,17,24,31 August 7,14,21,28 September 4,11,18,25 8:15 AM July 3,10,17,24,31 August 7	:30 sec

For over 70 years, Smokey Bear has been protecting our forests and getting the word out about wildfire prevention. His powerful message, “Only you can prevent wildfires,” is at the heart of one of America’s longest running PSA campaigns. Indeed, Smokey is an icon: in 2017, 80% of outdoor recreationists (18+) correctly identified Smokey Bear’s

image and 8 in 10 recognized the campaign PSAs. Although Smokey has been essential to wildfire prevention education over the last seven decades, he still needs help, as even today, nearly 9 out of 10 wildfires nationwide are caused by people. PSAs aim to raise awareness of lesser known ways wildfires are started, such as burning debris on windy days, improperly discarding hot ashes and coals, and dragging improperly secured chains. They remind adults to safely use and extinguish outdoor fires.

Sponsor: National Association of State Foresters, U.S. Forest Service

PSA Title	Air Date	Running Time
Shelter Pet Project	7:17 AM 7:53 AM, 8:28:30 AM July 3,10,17,24,31 August 7,14,21,28 September 4,11,18,25	:30 sec

Admit it. You like watching pet videos on YouTube and following the furry celebrities on Instagram. There are dogs that bring the party. Dogs who are real life fashion icons. And even cats who play the keyboard. Does it surprise you to learn that many of the Internet's biggest pet celebrities got their start when they were adopted from shelters and rescue groups? Each year, 6-8 million dogs and cats will enter shelters and rescue groups, yet only half will be adopted. This leaves millions of healthy and treatable dogs and cats who still need our help to find a home. Millions of Americans will look for a new cat or dog to bring home in 2016. Encourage them to find their furry friends at shelters and rescue groups. While not every shelter cat or dog will be a social media star, they all will star as someone's new best friend.

Sponsor: Maddie's Fund, The Humane Society of the United States

PSA Title	Air Date	Running Time
Hunger Prevention	5:30 AM July 3, Sept 11, 18 7:22 AM, 7:53 AM 8:29 July 3,10,17,24,31 August 7,14,21,28 September 4,11,18,25 5:59 PM Sept17,18,19,20,21,24,25	:30, :60 sec

The Ad Council's Hunger Prevention campaign works to end America's hunger issue—one that disproportionately impacts children. Nearly 13 million children struggle with hunger in the United States. That's 1 in 6 kids. Since 2008, the Ad Council has teamed up

with Feeding America to bring attention to this issue—and the collaborative efforts to end it. New PSAs feature real life moments that illustrate the lengths people go to help kids every day, and encourage viewers to visit FeedingAmerica.org to support the Feeding America nationwide network of food banks and join the fight to end hunger in America.

Sponsor: Feeding America

PSA Title	Air Date	Running Time
Recycling	8:46 AM, 9:51 AM July 3,10,17,24,31 August 7,14,21,28 September 4,11,18,25	:30 sec

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 pounds of garbage every American generates each year gets recycled or composted. Don’t let litter linger in landfills when it still has more to give! Motivate your community to learn more about what they can recycle—including bathroom and other personal care products—and to make recycling an everyday habit. Think what we could create if we all worked together to turn more trash into treasure.

Sponsor: Keep America Beautiful

PSA Title	Air Date	Running Time
Discovering Nature	7:22 AM 8:29 AM 8:54	:30 sec
Connected	AM 8:56 AM July	
Kayak	3,10,17,24,31	
Dr. Spruce	August 7,14,21,28	
Deer Staring	September 4,11,18,25	

Anytime is a perfect time for families to connect with the outdoors – and each other. And even in cities, parents can find opportunities to take their kids on adventures – from

hiking and biking to ice skating and snowball fights. These experiences are so valuable: 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 families don't have to go far to find green spaces, parks, preserves and other outdoor destinations. By visiting DiscoverTheForest.org or DescubreelBosque.org, they can learn where to connect with nature right in their own neighborhoods.

Sponsor: U.S. Forest Service

PSA Title	Air Date	Running Time
Adoption from Foster Care Teen Proofing	8:53 AM July 3,10,17,24,31 August 7,14,21,28 September 4,11,18,25	:30 sec

There are 112,000 children in the U.S. foster care system currently awaiting adoption. This campaign specifically spotlights the need to find permanent families for teens, who have lower overall adoption rates and wait longer to be adopted than younger children. More than 43% of all children available for adoption on AdoptUSKids.org are between the ages of 15 to 18 years old, but this age group represents only 5% of all adoptions in 2015.

Teens need the love of a caring parent to support them during their teen and adult years—from their first date to their first job. The campaign vividly demonstrates that "you don't have to be perfect to be a perfect parent" for teens in foster care—they'll love you just the way you are. The humorous, lighthearted PSAs aim to reassure prospective parents that even if they are not "perfect," they can provide the stability and security that teens in foster care need and deserve.

Sponsor: Adopt US Kids, U.S. Department of Health and Human Services, Administration for Children and Families, Children's Bureau

PSA Title	Air Date	Running Time
Financial Literacy	9:45 AM July 3,10,17,24,31 August 7,14,21,28 September 4,11,18,25	: 30, : 60,: 90 sec
Feed the Pig		
Boss Baby		

Americans between the ages of 25 to 34 often have big decisions to make. Is it time to buy a home? Get married? Start a family? These decisions are exciting – but they can potentially be expensive. Unfortunately, too many young adults lack the financial literacy skills to launch their lives and start saving for their futures. The Ad Council’s Financial Literacy campaign aims to help young adults develop smart savings habits. New public service advertisements (PSAs) encourage young adults to make savings a part of their everyday routine, directing them to free online tools where they can develop the savings savvy they will need throughout their lives. Together, we can help them start building towards their dreams today – and prepare them for tomorrow.

Sponsor: AICPA

PSA Title	Air Date	Running Time
High School Equivalency Finish Your Diploma	8:58:30 AM July 3,10,17,24,31 August 7,14,21,28 September 4,11,18,25	:90 sec

For more than 34 million American adults without a high school diploma, opportunities are limited. Many of them are living in poverty. But it’s not too late. Since 2010, FinishYourDiploma.org has connected more than 1 million people with free adult education classes to help them earn their high school equivalency. These moving PSAs celebrate adult learners and reinforce the idea that no one does it alone. Everyone needs a support system of people who care, and that starts with you.

Sponsor: Dollar General Literacy Foundation

PSA Title	Air Date	Running Time
Texting and Driving Prevention	8:22 AM 8:52 AM July 3,10,17,24,31 August 7,14,21,28 September 4,11,18,25	:30, sec

Although most people agree that looking at a phone while driving is distracting and can increase the chance of an accident, a lot of drivers still think “it can’t happen to me.” That means drivers in your community are posting, liking, commenting and browsing while they are behind the wheel even though they know it’s a bad idea. In fact, 25% of teens respond to a text message once or more every time they drive. No matter how confident a person is in their driving skills, there are no special abilities that make it safe to use a phone while driving. New PSAs aim to remind young adults 16-34 that being special in all other aspects of their lives does not make them special enough to text and drive.

Sponsor: National Highway Traffic Safety Administration, State Attorney's General

<u>PSA Title</u>	<u>Air Date</u>	<u>Running Time</u>
Seat Belt Safety Saferdriver.gov Their Future	7:21 AM, July 3,10,17,24,31 August 7,14,21,28 September 4,11,18,25 5:59 PM Sept 17,18,19,20,21,24,25,26,27,28	:30,:60

Kids can always find a reason not to wear seat belts, and as parents or caregivers we can sometimes give in to their persistent objections. But one fact overrides all their weeping and whining: from 2009 to 2013, 1,522 children ages 8-14 died as passengers in motor vehicles, and almost half were unrestrained at the time. It's mandatory for kids to always buckle up, even on a quick trip around the corner. A new PSA campaign sends a clear, emphatic message to parents and caregivers of kids in cars: no excuses, no exceptions—wearing a seat belt is simply non-negotiable.

Sponsor: National Highway Traffic Safety Administration

<u>PSA Title</u>	<u>Air Date</u>	<u>Running Time</u>
Type 2 Diabetes Prevention	7:24 AM 9:19 AM July 3,10,17,24,31 August 7,14,21,28 September 4,11,18,25	:60, sec

More than 1 in 3 American adults have prediabetes and are at high risk of developing type 2 diabetes, a serious health condition that can lead to heart attack and stroke. Nearly 90% of those 84 million adults with prediabetes don't even know they have it. For them,

learning they're at risk can be motivation as prediabetes can be reversed through weight loss, diet changes, and increased physical activity. In new lighthearted PSAs, people are encouraged to assess their prediabetes risk by taking a short, one-minute test in real-time while doing something we know they love - watching adorable animal videos. Featuring hedgehogs at a pool party, baby goats in pajamas at a barn disco party, and puppies at play. Head to DoIHavePrediabetes.org for additional resources.

Sponsor: American Diabetes Association, American Heart Association, American Medical Association

<u>PSA Title</u>	<u>Air Date</u>	<u>Running Time</u>
Autism Awareness	7:29 AM 8:21 AM July 3,10,17,24,31 August 7,14,21,28 September 4,11,18,25	:60, sec

Autism is one of the fastest-growing serious developmental disorders in the United States, doubling in prevalence in just one decade. For children with autism, everyday things can be upsetting, such as a change in routine, direct eye contact with others, loud noises or bright light. Told from the perspective of a child, new PSAs take audiences through an imaginative world to illustrate the signs of autism, and encourage parents to learn all of the signs at AutismSpeaks.org/signs.

Sponsor: Autism Speaks

<u>PSA Title</u>	<u>Air Date</u>	<u>Running Time</u>
Caregiver Assistance	5:27A Sept 18	:60, sec
AARP Bath		

More than 40 million Americans currently care for an aging loved one. It may start with a simple errand or scheduling a doctor's appointment, but over time caregiving can expand to a significant responsibility. Many caregivers are boomer women, often sandwiched between the needs of their parents and their own kids. These women want to provide the best possible care, but can feel stressed and isolated when they can't meet their own high expectations. The impact is significant: 1 of 5 caregivers reports a decline in the quality of their physical, emotional and social well-being. New Caregiver Assistance PSAs

spotlight AARP’s online Caregiving Resource Center as a source of valuable information, tips and tools to help women not only care for their older loved ones but also care for themselves.

Sponsor: AARP

<u>PSA Title</u>	<u>Air Date</u>	<u>Running Time</u>
Reducing Food Waste	8:23AM	:60, sec
Save the Food	July 3,10,17,24,31	
Gourmet	August 7,14,21,28	
	September 4,11,18,25	

Did you know that, across the entire production and consumption chain, about 40% of all food in the United States goes to waste? Most families don’t realize how much food they toss out—an average of 1,000 pounds per year per family of four. In an imaginative new PSA, a single strawberry personifies the wondrous lifecycle of food and the loss of resources when it goes unconsumed. The campaign’s website SaveTheFood.com shows how making shopping lists, freezing food and using leftovers can significantly reduce the 20 pounds of food each person throws away in a single month. By sharing these PSAs, you can help families in your community save the food.

Sponsor: Natural Resources Defense Council (NRDC)

<u>PSA Title</u>	<u>Air Date</u>	<u>Running Time</u>
Emergency Preparedness	5:28AM	:60,sec
Fed Emergency	Sept 18	
Don’t Wait		

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.

Sponsor: Federal Emergency Management Agency (FEMA), U.S. Department of Homeland Security

<u>PSA Title</u>	<u>Air Date</u>	<u>Running Time</u>
Habitat for Humanity Everyone	6:59 AM, July 3,10,17,24,31 August 7,14,21,28 September 4,11,18,25	,:60, sec

In nearly 1,400 communities across the U.S. and in more than 70 countries around the world, Habitat for Humanity helps families build affordable housing. Bring attention to and grow support for our work. Families throughout the world — many in your own community — partner with Habitat to build or improve a place they can call home. Through our work together, Habitat homeowners achieve the strength, stability and independence they need to build a better life for themselves and their families.

Sponsor: habitat for humanity

<u>PSA Title</u>	<u>Air Date</u>	<u>Running Time</u>
Marines Marines For all of Us	4:59 AM July 3,10,17,24,31 August 7,14,21,28 September 4,11,18,25	:30,:60,

For over 240 years, Marines have been winning battles.

They win our nation’s battles.

They win battles to improve our communities.

They win battles within to earn the title of Marine.

In all battles, their most valuable weapon has never been a rifle, a battle strategy or a piece of equipment. Their best weapon is their fighting spirit, a willingness to engage and a determination to defeat all enemies, figurative or literal. It’s in every Marine who’s ever served from the Halls of Matazuma to the shores of Tripoli all the way to streets of Main Street, USA.

The Marine Corps shapes the fighting spirit of all Marines by instilling in them every ideal, every tradition and every lesson ever learned from all their battles. During recruit training, the fighting spirit is sharpened to a razor's edge so every Marine is ready to win all battles put before them. They do this not for glory but for honor. For a code that isn't written or spoken but lived.

In the heart of every Marine, you'll find a promise.
 A promise forever kept.
 A promise of Battles Won.

Sponsor: United States Marine Corps

<u>PSA Title</u>	<u>Air Date</u>	<u>Running Time</u>
<i>Easter seals "What to Where"</i>	5:29 AM Aug 7	:30, sec

Easter seals "What to Where"

What are many veterans asking themselves these days? "What to wear?!" As military members return to civilian life and face the job search, figuring out the right suit to wear to an interview can be the biggest challenge, while the job responsibilities are a breeze. Help spread the message that veterans are highly skilled hires—

Sponsored by: Easter seals

<u>PSA Title</u>	<u>Air Date</u>	<u>Running Time</u>
Buckle up Car Seat	5:20 AM July 31, Sept11	:30,:60, sec

Car crashes are the leading cause of death for children ages 1 to 13. In 2010, 655 children (under the age of 13 riding in cars and trucks) were killed in crashes. Of those killed, more than 1 in 3 were unrestrained. According to the CDC, placing children in age- and size- appropriate car seats and booster seats reduces serious and fatal injuries by more than half.

Sponsored by: Buckleupforlife.org

<u>PSA Title</u>	<u>Air Date</u>	<u>Running Time</u>
Doors, Real People	5:49 AM July 31, Sept 11,	:30,:60,:90sec, 2Min.
Alcoholics Anonymous	5:28 AM July 10,17,	

	Aug 7,21,28,	
--	--------------	--

AA.org Alcoholics Anonymous

Doors PSA Real Stories from real People from all walks of life recovering from Alcohol addiction are featured, includes information on how to contact AA in their community.

Sponsored by: AA.org

<u>PSA Title</u>	<u>Air Date</u>	<u>Running Time</u>
Teacher Recruitment	7:28 AM July 3,10,17,24,31	:30 sec.
Teach Watcha gonna Do?	August 7,14,21,28 September 4,11,18,25	

The United States is facing a national teacher shortage. Today, America needs 60,000 more teachers per year, and that number is projected to grow to 110,000 by 2021, an unprecedented shortage which will impact nearly 10 million students. Many college students have negative misperceptions of the job, often seeing it as a role that is boring, restricted, and conventional. Yet in reality, teachers start their first days in the classroom as leaders. Teachers are encouraged and required to be creative, innovative, collaborative, and are able to leverage their unique skills, background, and passions every day. The teacher recruitment PSAs make a compelling case for teaching as an innovative, exciting job, where every day is new.

Sponsor: TEACH

<u>PSA Title</u>	<u>Air Date</u>	<u>Running Time</u>
Pathways to Employment	7:52 AM July 3,10,17,24,31	:60 sec,
Hard to See	August 7,14,21,28 September 4,11,18,25	

Pathways to Employment The average time a résumé spends on an HR manager's desk is seven seconds, and candidates are often immediately dismissed if they don't yet possess typical professional credentials. However, a traditional résumé isn't necessarily what it takes to be an incredible employee. Currently, an Opportunity Divide exists in the United States. There are more than 4 million job vacancies across the country yet there are nearly 6 million young people between the ages 16-24 in the U.S. who are out of

school and work. This campaign encourages hiring managers to look beyond the traditional resume and consider alternate talent pipelines of *Opportunity Youth*. *Opportunity Youth* are a motivated, resilient pool of untapped talent who will be unstoppable in their jobs, like they're unstoppable in life. Hiring managers can discover new ways to develop great talent and build a more diverse workforce at GradsOfLife.org.

Sponsor: Year Up

<u>PSA Title</u>	<u>Air Date</u>	<u>Running Time</u>
Learning & Attention Issues	7:58 AM 9:16 AM, 9:51 AM	:60 sec,
Homework	July 3,10,17,24,31	
School	August 7,14,21,28	
	September 4,11,18,25	

Learning & Attention Issues

15 million children ages 3-20, or 1 of every 5 kids in the U.S., have learning and attention issues and many may never receive a formal diagnosis. In the classroom, these students can appear distracted, disengaged, or even disrespectful, leading to the misperception that they lack interest, motivation, discipline or intelligence. If adults could see school through the child's eyes, they'd see the confusion, frustration and isolation that comes with their struggle to learn. With the right support from parents, educators and the community, kids with learning and attention issues can thrive academically, socially and emotionally. They have the same potential for success as their peers. A new PSA campaign helps parents understand the two sides of learning and attention issues, driving them to Understood.org for resources to foster support and success in school and life.

Sponsor: Understood

<u>PSA Title</u>	<u>Air Date</u>	<u>Running Time</u>
Fatherhood Involvement	7:59 AM	:30 sec
	July 3,10,17,24,31	
	August 7,14,21,28	
Be a Dad	September 4,11,18,25	
	8:17 AM	
	July 3,10,17,24,31	

	August 7,	
--	-----------	--

Fatherhood Involvement

Fathers play a critical role in their children’s lives and today, 86 percent of dads spend more time with their children than their own dads did with them. However, 7 out of 10 dads recognize they could use help to become even better parents. The Ad Council’s Fatherhood Involvement campaign will encourage men to “take time to be a dad today” by playing an active role in their children’s lives. New PSAs feature kids re-telling jokes their dads shared with them, highlighting that even the smallest moments fathers spend with their children can have the biggest difference in their children’s lives. All PSAs direct audiences to visit Fatherhood.gov for parenting tips, fatherhood programs, and other resources. Share this timeless message with all the dads and prospective dads in your community.

Sponsor: National Responsible Fatherhood Clearinghouse, Office of Family Assistance, U.S. Department of Health and Human Services (HHS), U.S. Department of Health and Human Services Administration for Children and Families, Office of Family Assistance

<u>PSA Title</u>	<u>Air Date</u>	<u>Running Time</u>
The Foundation For a Better Life	8:18AM 9:23AM August ,14,21,28 September 4,11,18,25	:30,:60,:90sec, .
Home Concert	5:59:30 PM Sept 17,18,25	

The Foundation for a Better Life

The Foundation for a Better Life creates public service campaigns to communicate the values that make a difference in our communities. These uplifting messages, utilizing television, movie theaters, billboards, radio and the internet, model the benefits of a life lived by positive values. We believe people are basically good but sometimes just need a reminder. We also believe that the positive values we live by are worth more when we pass them on.

The goal of The Foundation for a Better Life is to offer inspirational messages to people everywhere as a contribution toward promoting good values, good role models and a better life.

We choose values we hope most individuals would find encouraging and relevant. Then we provide an uplifting message based on each value, in an effort to encourage people to bring out the best in themselves. As a nonpartisan, nonsectarian organization, we carefully design our public service messages to have general universal appeal.

Sponsor: The foundation for A Better Life

<u>PSA Title</u>	<u>Air Date</u>	<u>Running Time</u>
Get the vote out I Am A voter	5:59PM Sept 26,27,28	:30,

This November, Americans have the opportunity to make history – if 50% of voters vote in the upcoming midterm election, it'd be the highest midterm turnout in a century. And each vote counts – with 435 House and 35 Senate seats, most governors and hundreds of Mayors and local seats up for election, the midterms will influence our nation on through 2030 and beyond.

The Get Out the Vote 2018 campaign aims to celebrate and promote voting and voters. New non-partisan PSAs encourage all audiences to have a voice in our democracy this November and connect them with resources to easily engage in the voting process through Election Day.

To learn more about this campaign, iamavoter.com and HeadCount.org.