

#### Q4 Programs/Issues October-December, 2017

Feature Broadcast: “College Radio Day” – October 6, 2017 – A live broadcast was aired from WVMW’s commemoration of College Radio Day, a day that is held annually. The premise and history of college radio was featured during the live broadcast and the day was meant to raise awareness of college radio and convey the station’s history. A 1 hour documentary produced by the College Radio Foundation was also aired for the broadcast. Time of broadcast: 9am-3pm.

Special Broadcast: WVMW-FM presented Christmas holiday music for the season from December 13 through December 31. The Christmas programming pre-empted normal station programming and is programming that receives several positive responses from the community and is something that the community looks forward to hearing.

WVMW-FM airs public service announcements for 1:30 each hour of our broadcast day (Exception-During our Christmas holiday music programming, mentioned above). WVMW works with organizations producing materials such as the Ad Council, Foundation for a Better Life, and Plowshare Group.

During this reporting quarter, public service announcements in 30 and 60 second lengths were aired which covered the following topics:

Adoption from Foster Care - 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:** AdoptUSKids, U.S. Department of Health and Human Services, Administration for Children and Families, Children's Bureau

Bullying Prevention - 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](http://www.IWitnessBullying.org).

**Sponsor:** Ad Council

Caregiver Assistance - 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

Child Passenger Safety - Motor vehicle crashes are a leading cause of death for children age 1 through 12 years-old. Based on 2012 NHTSA crash data, each day an average of almost 2 children (age 12 and younger in a passenger vehicle) were killed and 332 injured. This fatality rate could be reduced by about half if the correct child safety seat were always used. Through market research we've found that audiences are overconfident and think their kids are safe in the car. Parents constantly worry about their children's safety, yet car crashes aren't even on their radar as a real danger. New PSAs released in 2012 use anecdotal humor to show how parents today like to be up on the latest facts about their children, but many times forget about car seat safety. The PSAs encourage parents and caregivers with children ages 0-12 to visit [safercar.gov/therightseat](http://safercar.gov/therightseat). The website helps parents find the right car seat for their child's age and size and also features NHTSA's best practices.

**Sponsor:** National Highway Traffic Safety Administration

Childhood Asthma - Since 1980, the number of people with asthma has more than doubled. Seven million children in the United States have asthma and nearly two-thirds of them will experience an asthma attack this year. The CDC estimates that children miss 11 million school days each year due to asthma. Although there is no known cure for the disease, experts agree that there are a variety of ways to reduce the number of asthma attacks. One way is to reduce exposure to the environmental factors -- asthma triggers -- that make asthma worse. These PSAs provide parents and caregivers with new and simple tips on how to eliminate specific asthma triggers in order to reduce symptoms and help prevent asthma attacks. Although there is no known cure for the disease, experts agree that there are a variety of ways to reduce the number of asthma attacks. One way is to reduce exposure to the environmental factors - asthma triggers - that make asthma worse. This campaign provides parents and caregivers with simple tips on how to eliminate specific asthma triggers in order to reduce symptoms and help prevent asthma attacks. The new English and Spanish PSAs introduce the Breathe Easies, an asthma-centric rock band whose catchy tunes provide parents and caregivers with these tips in a way they won't easily forget. For more tips and fun songs about preventing asthma attacks audiences are encouraged to visit [www.noattacks.org](http://www.noattacks.org) .

**Sponsor:** EPA

Children's Oral Health - Dental decay is the single most common chronic disease of childhood, with 16.5 million children suffering from untreated tooth decay. Oral disease disproportionately affects children, low-income families, and minorities. The mouth is the gateway to a person's overall health, and an unhealthy mouth can be associated with obesity, diabetes and even heart disease. However, despite the high rates of oral health disease in children, research shows that many parents lack information about oral health.

**Sponsor:** Health Mouths, Healthy Life

Discovering Nature - 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](http://DiscoverTheForest.org) or [DescubreelBosque.org](http://DescubreelBosque.org), they can learn where to connect with nature right in their own neighborhoods.

**Sponsor:** U.S. Forest Service

Buzzed Driving Prevention - According to National Highway Traffic Safety Administration data, in 2015, about 1 person every 51 minutes was killed in an alcohol-impaired driving crash. That's over 10,000 people killed in alcohol-impaired driving accidents in 2015. The Buzzed Driving Prevention campaign aims to inspire dialogue and recognition of the warning signs of impaired driving, and subsequently encourages the viewer to reconsider what it means to drive buzzed. The PSAs — which are directed towards men between the ages of 21 and 35 —inspire young men to examine their behavior and take responsibility for their own decision to get behind the wheel after having a few drinks. PSAs emphasize that if you have to ask yourself if you're okay to drive, you already know the answer.

**Sponsor:** National Highway Traffic Safety Administration

Emergency Preparedness - 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

Energy Efficiency - Sponsored by the U.S. Department of Energy, the Energy Efficiency campaign aims to encourage American homeowners to save money by saving energy in their home. With the Saving Energy Saves You Money campaign, DOE and the Ad Council aim to reach practical homeowners who are looking for ways to save money and demonstrate the long-term savings of energy efficient action in the home. The campaign highlights the idea that by saving energy homeowners can save money. The PSAs direct homeowners to EnergySaver.gov where they can learn about energy efficient actions they can take in the home.

**Sponsor:** U.S. Department of Energy

Financial Literacy - 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. Join our campaign to make sure young people in your community develop smart savings habits. Together, we can help them start building towards their dreams today – and prepare them for tomorrow.

**Sponsor:** AICPA, American Institute of CPAs

Wildfire Preparedness - Recent catastrophic wildfires in the United States have highlighted the increasing threat of wildfires to urban and rural communities. Over the past 10 years an average of 6.5 million acres of land was burned each year by wildfire and nearly 70,000 U.S. communities are at risk of suffering some level of damage from wildfires. It has become increasingly apparent that communities and individuals existing within or near fire-prone ecosystems must adapt and prepare themselves in order to survive - they must learn to live with wildland fire.

**Sponsor:** U.S. Forest Service, National Fire Protection Association, U.S. Forest Service (U.S. Department of Agriculture)

Food Safety Education - Foodborne illness, or food poisoning, is a serious public health threat in the United States. The CDC estimates that 48 million Americans – or approximately 1 in 6 people – could get sick from food poisoning this year alone, resulting in roughly 128,000 hospitalizations and 3,000 deaths. Fortunately, consumer education focused on practicing safe food-handling behaviors and preparation practices can help reduce the risk. PSAs aim to raise awareness about E.coli and Salmonella microbes, highlighting specific actions individuals and families alike can take to help prevent these invisible but dangerous foodborne pathogens from making them sick. All campaign elements direct audiences to FoodSafety.gov, where they can access myriad food safety resources. One quick tip: Unless refrigerated at 40°F or below, illness-causing bacteria can grow in perishable foods within two hours.

**Sponsor:** U.S. Department of Agriculture, Food Safety Inspection Service, U.S. Department of Health and Human Services (HHS), U.S. Department of Agriculture (USDA)

Ending Hunger - Families and children across the U.S. are struggling with hunger, and they need our help. Nearly 13 million children, that's 1 in 6 kids, in the U.S. struggle with hunger. Kids who don't get enough to eat begin life at a serious disadvantage. As they grow up, these kids are more likely to have health problems and experience difficulty in school and in other social situations. Feeding America is the nation's leading domestic hunger-relief charity, providing meals to more kids than any other charitable organization in the U.S. New PSAs depict stories of working families who struggle with hunger. The assets encourage audiences to help end the story of hunger by visiting [FeedingAmerica.org](http://FeedingAmerica.org).

**Sponsor:** Feeding America

Foreclosure Prevention Assistance - Making Home Affordable is an initiative from the U.S. government that includes a mortgage modification program to provide eligible homeowners with more affordable monthly mortgage payments. Since the program launch in March 2009, over 1.5 million families have gotten help from the program. The Federal government makes free resources available for struggling homeowners to help them learn about their options under the program and work with an expert at a HUD-approved counseling agency for free. The sooner a homeowner acts, the better the chance the program can help.

**Sponsor:** U.S. Department of Treasury, U.S. Department of Housing and Urban Development (HUD)

Shelter Pet Adoption - 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. Air new PSAs to encourage your community to Start a Story. Adopt today.

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

Stroke Awareness - Stroke is the number four killer in this country and is the leading cause of long-term disability. Immediate emergency medical treatment may greatly reduce long-term disability caused by stroke. This campaign aims to educate the public about the signs of a stroke

and urge them to act quickly at the sudden onset of the signs to help prevent the devastating effects caused by stroke.

**Sponsor Name:** American Heart Association, American Stroke Association

Texting and Driving Prevention - 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

Wildfire Prevention - 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

Learning and 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](http://Understood.org) for resources to foster support and success in school and life.

**Sponsor:** Understood

Child Passenger Safety - Motor vehicle crashes are a leading cause of death for children age 1 through 12 years-old. Based on 2012 NHTSA crash data, each day an average of almost 2 children (age 12 and younger in a passenger vehicle) were killed and 332 injured. This fatality rate could be reduced by about half if the correct child safety seat were always used. Through market research we've found that audiences are overconfident and think their kids are safe in the car. Parents constantly worry about their children's safety, yet car crashes aren't even on their radar as a real danger. New PSAs released in 2012 use anecdotal humor to show how parents today like to be up on the latest facts about their children, but many times forget about car seat safety. The PSAs encourage parents and caregivers with children ages 0-12 to visit [safercar.gov/therightseat](http://safercar.gov/therightseat). The website helps parents find the right car seat for their child's age and size and also features NHTSA's best practices.

**Sponsor:** National Highway Traffic Safety Administration

High School Equivalency - 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](http://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. By running these PSAs, you will help people find the resources they need to succeed and connect them to a better tomorrow.

**Sponsor:** Dollar General Literacy Foundation

Food Safety Education - Foodborne illness, or food poisoning, is a serious public health threat in the United States. The CDC estimates that 48 million Americans – or approximately 1 in 6 people – could get sick from food poisoning this year alone, resulting in roughly 128,000 hospitalizations and 3,000 deaths. Fortunately, consumer education focused on practicing safe food-handling behaviors and preparation practices can help reduce the risk. PSAs aim to raise awareness about E.coli and Salmonella microbes, highlighting specific actions individuals and families alike can take to help prevent these invisible but dangerous foodborne pathogens from making them sick. All campaign elements direct audiences to [FoodSafety.gov](http://FoodSafety.gov), where they can



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**Sponsor:** U.S. Department of Agriculture, Food Safety Inspection Service, U.S. Department of Health and Human Services (HHS), U.S. Department of Agriculture (USDA)

Underage Drinking and Driving Prevention - For teenagers, it's hard to see around every corner, but their actions today can affect the rest of their lives. Drinking at a party and then driving is a decision they'll never live down. While most teens would shudder at the idea of handing over their newfound freedom and choices to law enforcement or their parents, they take that risk every time they choose to drink and drive. Despite this, young drivers are responsible for 10% of ALL impaired driving fatalities and 1 in 5 teens that are involved in a fatal car crash had been drinking. Run new PSAs to remind young drivers that underage drinking and driving is the ultimate party foul.

**Sponsor:** National Highway Traffic Safety Administration

Recycling - 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 littler 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

Teacher Recruitment - 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

Type 2 Diabetes Prevention - 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, by running these PSAs, you can motivate your audience to speak with their doctors and head to [DoIHavePrediabetes.org](http://DoIHavePrediabetes.org) for additional resources.

**Sponsor:** American Medical Association, Centers for Disease Control and Prevention (CDC)

Values -From The Foundation for a Better Life whose goal with their campaigns is to select values they feel most individuals will find inspiring and relevant. These values reflect the input of a large and diverse group of people. The Foundation does not have any political or religious agenda, so that people from all backgrounds might feel uplifted by these messages of encouragement and hope. Our objective is simply to promote a wide spectrum of values by providing an uplifting message around each one.

WVMW also aired Public Service campaigns from the following organizations: American Red Cross, Center for Disease Control and Prevention, Habitat for Humanity, Make-a-Wish Foundation, St. Jude's Children's Research Hospital, US Department of Homeland Security, US Department of Veterans Affairs, United States Marines Corp, World Wildlife Fund, and Wounded Warrior Project.