

KZMM-CD CHANNEL 35 – FRESNO, CA

Q3 2023 ISSUES AND PROGRAMS LIST

Quarterly Issues/Programs List

Below is a list of some of the most significant issues addressed by KZMM-CD, along with the most significant programming treatment of those issues for the period 07/01/2023 to 09/30/2023. This list is by no means exhaustive. The order in which the issues appear does not reflect any priority or significance.

Description of Issue	Programming	Date	Duration	Description of Programming
Weather Related Issues	Daily Local Weather Broadcast	7/1/23 – 9/30/23	30 minutes	<p>Broadcasts included real time, community of license-specific data informing viewers of current weather conditions, day and evening outlooks, twelve-hour and following day forecasts, seven-day outlooks, temperature records, temperature, humidity and wind speed graphs, local radars, current weather warnings and watches, as well as regional and national forecasts and information about major weather events.</p>
Early Alzheimer's Detection	Alzheimer's Association and NASCAR "Ryan Blaney – Early Detection" Public Service Announcement	7/1/23 – 9/30/23 (2x/day)	60 seconds	<p>More than 6 million Americans live with Alzheimer's, but fewer than half have received an official diagnosis. Close family members know their loved ones best and are typically the first to notice memory issues or cognitive problems but they're often hesitant to initiate a conversation—even when they know something is wrong. Talking about the changes you are noticing in your loved one is hard, but an early diagnosis can have significant benefits, including eliminating uncertainty and providing more time for support.</p> <p>Encourage families to start a conversation with their person alongside their doctor - the first step towards a possible ALZ diagnosis, and creating a plan of action.</p> <p>Using real stories, the goal of "Hopeful Together," created in partnership with the Alzheimer's Association, is to spread awareness of the benefits of getting an early diagnosis and encourages open communication between loved ones about cognitive health.</p> <p>An early diagnosis can give you and your family more time to plan together, allows participation in care decisions, you and your family will be able to review and update legal documents, discuss finances and property, and identify your care preferences. The website Alz.org/TimeToTalk and Alz.org/Tiempo for Spanish speakers offers families helpful tools and resources, including information on the disease and the benefits of an early diagnosis.</p>

<p>Youth Fentanyl Awareness</p>	<p>Real Deal on Fentanyl Public Service Announcement</p>	<p>7/1/23 – 9/30/23 (2x/day)</p>	<p>60 seconds</p>	<p>In 2021, there were nearly 108,000 drug overdose deaths - the highest number recorded in a 12-month period and a staggering 52 percent increase over the last two years. This rise in overdose-related deaths is being fueled by the prevalence of synthetic opioids, like fentanyl, which were involved in an estimated 66% of overdose deaths during this period.</p> <p>Fentanyl is often made illegally. It's laced into other drugs, like heroin and cocaine, and used to make fake versions of prescription pills. Because of this, many individuals who encounter fentanyl have encountered it unknowingly.</p> <p>To increase awareness of the dangers & prevalence of fentanyl, this new campaign, Real Deal on Fentanyl, was created to educate young people 13-24 and arm them with lifesaving information. The campaign also includes a distinct forthcoming creative effort, targeted to parents of 13–24-year-olds, to help parents also understand the risks posed by fentanyl, and how they can talk to their children about this issue.</p>
<p>Sunscreen Protection Campaign</p>	<p>U.S. Food and Drug Administration Health Playbook – Sunscreen Protection Campaign</p>	<p>7/1/23 – 9/30/23 (2x/day)</p>	<p>60 seconds</p>	<p>Not all sunscreens are created equal. The information included in these new PSAs from the FDA will help consumers decide how to buy and use sunscreen, and allow them to more effectively protect themselves and their families from sun damage. Consumers should use broad spectrum sunscreens with a Sun Protection Factor (SPF) of 15 or higher to protect against harmful ultraviolet A and B rays.</p> <p>As the latest installment in the FDA Health Playbook series, the PSAs feature NFL Hall of Fame Defensive Back Darrell Green, who participates in the “Don’t Get Burned” sunscreen challenge with 2018 NCAA Lacrosse Champion Kristen Gaudian and George Mason University Basketball Forward Josh Oduro. The PSAs remind viewers that broad spectrum sunscreen is a “winning play” every time and encourage viewers to visit fda.gov/healthplaybook to learn more about sunscreen and other sun protection measures.</p> <p>The FDA Health Playbook is a health series designed to be fun, informative and appealing to a broad, sports minded audience. The series features NFL Hall of Famers and other sports league and Olympic champions relaying health and wellness information by using sports metaphors and dramatizations.</p>

<p>Companion Animal Protection Society</p>	<p>Loving Our Animals Means Spaying and Neutering (Spanish)</p>	<p>7/1/23 – 9/30/23 (2x/day)</p>	<p>60 seconds</p>	<p>Many pet owners opt to spay or neuter their pets. Spaying and neutering are important for preventing unplanned or unwanted litters, and reducing pet overpopulation.</p> <p>Although progress has been made in recent years, millions of unwanted dogs and cats are euthanized each year, including puppies and kittens. The good news is that you can make a difference.</p> <p>By having your pet spayed or neutered, you will do your part to prevent the birth of unwanted animals. What’s more, you could be setting your pet up for a longer life, as studies have repeatedly shown that spayed or neutered dogs and cats live longer, on average, than the other dogs and cats. This advantage is likely due to the health and behavioral benefits of the procedures.</p> <p>Talk to your veterinarian about the benefits and risks of spaying and neutering so you can make an informed decision.</p>
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