

KZMM-CD CHANNEL 35 – FRESNO, CA

Q4 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 10/01/2023 to 12/31/2023. 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	10/1/23 – 12/31/23	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	10/1/23 – 12/31/23 (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>10/1/23 – 12/31/23 (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>Cybersecurity and Infrastructure Security Agency (CISA)</p>	<p>Cybersecurity Awareness Program “Secure Our World” Campaign</p>	<p>10/1/23 – 12/31/23 (2x/day)</p>	<p>60 seconds</p>	<p>The Cybersecurity and Infrastructure Security Agency (CISA), part of the U.S. Department of Homeland Security (DHS), would appreciate your station or network’s participation in airing its new cybersecurity awareness program, “Secure Our World,” PSAs. The initial program launch includes PSAs that highlight four easy actions that people can take to keep themselves safe online.</p> <p>The PSAs encourage all of us to do our part to protect ourselves and our loved ones online and while using connected devices so we can “Secure Our World” against malicious cyber actors. The spots use clear, concise, and consistent language so the messages for the viewer are easy to understand, relatable, and actionable.</p> <p>The mission of the “Secure Our World” Campaign is to promote easy ways that we can all stay safe online, including:</p> <ol style="list-style-type: none"> 1. Recognizing and reporting phishing 2. Using strong passwords and a password manager 3. Turning on multi-factor authentication 4. Updating software

<p>The Sentencing Project</p>	<p><i>"50 Years and a Wake Up"</i> Campaign</p>	<p>10/1/23 – 12/31/23 (2x/day)</p>	<p>60 seconds</p>	<p>Fifty years ago, the United States embarked on a path of mass incarceration, leading to a staggering increase in the prison population. Today, almost 2 million individuals – disproportionately Black Americans – are incarcerated in our nation’s prisons and jails. According to the Bureau of Justice Statistics, the prison population has grown nearly 500% since 1973. The Sentencing Project and a coalition of advocates, experts, and partners are launching a public education campaign, 50 Years and a Wake Up: Ending The Mass Incarceration Crisis In America. The campaign raises awareness about this crisis and its devastating impact on communities and proposes more effective crime prevention strategies for our country. These PSAs emphasize the need for change and feature Kemba and Joel, who were both formerly incarcerated. The PSAs end with the phrase “It’s time for a wake-up.” The use of ‘wake up’ is a double entendre referencing both a wake-up call and a colloquial phrase that incarcerated people sometimes use to describe the life of their sentence plus one day (e.g. “I have 20 years and a wake up”). Viewers are directed to SentencingProject.org to learn more.</p> <p>Campaign Mission</p> <ul style="list-style-type: none"> • Raise awareness about the mass incarceration crisis in America. • Promote a path forward with more effective solutions to crime. • Provide a website with more information at SentencingProject.org.
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