

KZMM-CD CHANNEL 35 – FRESNO, CA

**Q2 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 04/01/2023 to 06/30/2023. 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	4/1/23 – 6/30/23	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	4/1/23 – 6/30/23 (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 <a href="http://Alz.org/TimeToTalk">Alz.org/TimeToTalk</a> and <a href="http://Alz.org/Tiempo">Alz.org/Tiempo</a> 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>4/1/23 – 6/30/23 (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 &amp; 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>Fatherhood Involvement</p>	<p>National Responsible Fatherhood “Play Catch Her” Public Service Announcement</p>	<p>4/1/23 – 6/30/23 (2x/day)</p>	<p>60 seconds</p>	<p>What is #Dadication? It's just like dedication but it means that as a father, you never stop being a dad. There's no one right way as long as you show up for your kids, even when it's not so easy.</p> <p>The Fatherhood Involvement campaign PSAs highlight the diverse experiences of real dads who share a commitment to being there for their kids through parenting highlights and challenges. By acknowledging the hard work they put forth in the face of hardships, the campaign seeks to provide all fathers with confidence to keep going in their efforts to be present for their children.</p> <p>All PSAs direct audiences to visit <a href="http://Fatherhood.gov">Fatherhood.gov</a> for parenting tips, fatherhood programs, and other resources.</p>