

**ISSUES-PROGRAMS REPORT
FOR
STATION KMCC-TV LAUGHLIN, NV**

**3rd QUARTER 2017
(July 1st – September 30th)**

ISSUES OF CONCERN TO LAUGHLIN, NV

ADDRESSED DURING 3rd QUARTER 2017

KMCC

- 1. Nutrition, Food and Healthy Living** Information about food safety and & health services

- 2. Community Service** Information about community services from a variety of local and national community service agencies

- 3. Elder Associations; Financial Advocacy** Information and advocacy of education, financial and elderly associations

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KMCC, LAUGHLIN, NV**

ISSUE: NUTRITION, FOOD and HEALTHY LIVING

Sober Mom and Healthier Babies

30-Second Announcement

This animated announcement is to educate the community of the problem of drug and alcohol abuse by pregnant women. Presented in Spanish, it is a montage of a pregnant woman with objects of abuse; it changes with arm reaching out for the pregnant woman and other positive images. Then offers a website and phone number where one can turn for information. This message aired approximately 38 times during the quarter.

Immunize Nevada

(2) 30-Second Announcements

These two spots feature each information directed toward both children and adults. The footage in the spots for children has parents and children getting vaccinated for the flu season. The second spot has adults being ill with the flu and getting vaccinated. Both inform the public of the health risks having the flu can bring.

Mental Health Condition #Stigmafree

30-Second Announcement

This spot informs to change the rhetoric of mental health in the community at large. Actress Mayim Bialik is featured and urges the community to seek information on mental health to change attitudes and stereotypes of it. Local organizations are featured at the end where more information on mental health can be found.

Mental Health Month Promotion

30-Second Announcement

This message promotes Mental Health Month by promoting the opportunity to seek help for those who suffer from depression. The spot shows a person suffering from depression but is helped by other people. It ends with a number where anyone could call for help.

ISSUE: COMMUNITY SERVICE AND SAFETY

Cribs For Kids

This 30-second spot warns parents of not sleeping with kids in adult beds, chairs or sofas. It strongly suggests for infants to sleep in cribs. If the public needs help it gives information at the end of the spot where they can contact state agencies with a phone number and website.

Miracle Flights

The spot informs public of Miracle Flights, an organization that helps children with special care needs to be flown around the U.S. for medical treatment. The spot features University of Nevada, Las Vegas basketball coach Marvin Mendes along with a patient who was helped by the organization. The spot is 30 seconds in length.

Outside Las Vegas Foundation

30-Second Announcement

This 30 second spot promotes “Get Outdoors Nevada Day”. The campaign promotes outdoor activities for the community and influences families to discover local parks. The spot informs of the activities for the entire family at local parks.

FEMA Flood Smart

30-Second Announcement

Flooding and protecting property is highlighted in this 30 second announcement. The animated piece has a house that is damaged by rain and flooding. A family rebuilds it afterward. The information projected is of flood risk and safety. It directs community to floodsmart.gov/always for more information.

ISSUE: ELDER ASSOCIATIONS, EDUCATION AND LOAN EDUCATION ADVOCACY

AARP “Take Care of the One Who Took Care of You”

(2) 30-Second Announcements

These two PSA’s encompass the issue of the elderly. Both spots are divided showing the earlier generation at first then the younger generation in the second half with an older version of the former. The first entitled “Spoon” has a father at the table trying to make his young daughter eat. It ends with the daughter now mature, trying to make her father who is now elderly eat. With the same structure, the second has a mother with her young daughter drying her after taking a bath; it ends with the young daughter now mature along with her elderly mother.