

KWHE TV-14

2023 2nd Quarter

April, May, June Issues/Programs List

It is the desire of KWHE TV-14 to present these issues and ideas as a service to the local community. We hope that through our various public service oriented programs, we will bring insight, awareness and solutions to problems of concern affecting our local community.

Prepared by:
Colleen Halt
Program Coordinator

The following public service oriented programs aired on KWHE TV-14 during the **Second** quarter of 2023:

Real Life 101, Sports Stars of Tomorrow, Made in Hollywood, Animal Science, America's Heartland, Awesome Adventures, Wild America - all programs aired on KWHE-TV in accordance with the 1990 Children's Television Act (ATC) intended to increase educational and informational programming for children viewing on television. These 30-minute weekly programs address issues of concern to the community such as bullying, establishing trust and making positive life choices.

Public Service Announcements – PSAs are run at a rate of approximately 10 per day during family programming 01:00-08:00pm weekdays. PSAs that ran during the 2nd quarter of 2023 were:

Making Healthy Choices

- Ad Council – Adoption from Foster Care
- Ad Council – Texting & Driving Prevention
- Ad Council – Caregiver Assistance
- Ad Council – Suicide Prevention
- Ad Council – Gun Safety
- Ad Council – Alzheimer's Awareness
- Ad Council – Lung Cancer Screening
- Ad Council – Autism Awareness
- Ad Council - Recycling
- Ad Council – Child Passenger Safety
- Ad Council – Discovering Nature
- Ad Council – Emergency Preparedness
- Ad Council – Empowering Girls in STEM
- Ad Council – Fatherhood Involvement
- Ad Council – High Blood Pressure Control
- Ad Council – High School Equivalency
- Ad Council – Type 2 Diabetes Prevention

KWHE
Issues/Programs List for the 2nd Quarter of 2023

Coffee with America 28:30

Tuesday, 05/16, 12:30pm; Saturday, 05/20, 12:00pm

Hosted by Sasha Rionda, Coffee with America is a marketing platform sharing what is current in new, social media, and pop culture. This week's episode has product features for Mother's Day gifts from wines to robotic vacuums, etc. Also featured were bamboo blankets, cosmetics, skin creams, and outdoor propane grills, fireplaces, heaters, and light fixtures. Most products featured include environmentally friendly attributes, especially important to the local area.

Coffee with America 28:30

Tuesday, 05/22, 12:30pm; Saturday, 05/27, 12:00pm

Hosted by Sasha Rionda, Coffee with America is a marketing platform sharing what is current in social media, and pop culture. This week's episode covers products for summer road trips, outdoor entertaining (world market.com), healthy playtime with children, and Red Cross water safety (sponsored by sweetfrog.com). Local residents learn the importance of safety for children, especially in and around the water. Other products featured propane outdoor products and plant-based protein drink called Evolve.

Coffee with America 28:30

Tuesday, 06/06, 12:30pm, Saturday, 06/10, 12:00pm

Hosted by Sasha Rionda, Coffee with America is a marketing platform sharing what is current in social media, and pop culture. This week's episode covers Stand Up for Cancer month. Raising awareness for early detection and treatment is highlighted. Summer laundry hacks were shared to make sure this chore is done as efficiently and effectively as possible. New tech products were featured.

Hiring America

Wednesday, 04/19, 12:30 pm, Saturday, 04/22, 04:00pm

Hiring America is the only national television show devoted entirely to helping veterans transition from active service to careers in the civilian workforce. This week's episode shares an interview with an executive from National University. Their focus is on quality of life and transitioning vets into community which is so important. They approach the whole human education including social and emotional wellness along with education. KC Cattle Company is featured as a vet-owned business in Missouri raising Wagyu cattle, a premium beef. Battle Tested Craft BBQ Sauce is a featured product that contributes 5% of their revenue to veteran-favored organizations.

Hiring America

Wednesday, 06/14, 12:30 pm, Saturday, 06/17, 04:00pm

Hiring America is the only national television show devoted entirely to helping veterans transition from active service to careers in the civilian workforce. In this week's episode, Wells Fargo has special opportunities for veterans in the VET 8-week internship and talent development. National University offers reduced tuition, and talent development.

Hiring America

Wednesday, 06/21, 12:30 pm, Saturday, 06/24, 04:00pm

Hiring America is the only national television show devoted entirely to helping veterans transition from active service to careers in the civilian workforce. In this week's episode, Patriotbootcamp.org provides an entrepreneurship accelerator to train individuals with mentorship. The Hilton Hotels sponsors Operation Opportunity to introduce military personnel transitioning to civilian professions. USAA.com/community assists military spouses with teaching them tools to assess employment in a variety of professions.

Real Green 28:30

Wednesday, 04/19, 1:00pm, Saturday, 04/22, 04:30pm

Host Alex Paen founded Real Green in 2010. Real Green is a nationally syndicated weekly television series featuring practical advice for living a greener, more sustainable life. This week's episode features a program at UMass Amherst where students grow a permaculture garden on 12,000 square feet. The edible plants services their food needs. This technology is important to local viewers to help improve sustainability.

Real Green 28:30

Wednesday, 06/14, 1:00pm; Saturday, 06/17, 04:30pm

Host Alex Paen founded Real Green in 2010. Real Green is a nationally syndicated weekly television series featuring practical advice for living a greener, more sustainable life. This week's episode features a Rhode Island research team studying macro algae and seaweed impact on marine life. ThePerfectBlock.com in Peoria, AZ brings new building materials made of recycled Styrofoam, concrete and additives. A Kenya rural farmer invest a food cooling system called Solar Freeze.

Real Green 28:30

Wednesday, 06/21, 1:00pm; Saturday, 06/24, 04:30pm

Host Alex Paen founded Real Green in 2010. Real Green is a nationally syndicated weekly television series featuring practical advice for living a greener, more sustainable life. This week's episode features Amazon Environmental Inc's process of recycling latex paints for new projects. A Philadelphia recreation area benefits from underwater creeks and rain runoff to irrigation landscape plants and trees, a project by TTF Watership Partnership. The Greenfield paper Company in San Diego recycles paper into biodegradable green cards.

Designing Spaces 28:30

Wednesday, 06/21, 1:30pm; Saturday, 06/24, 06:00pm

From first-time homeowners to empty-nesters, the show features innovative décor designs, DIY projects and step-by-step transformations. This episode features companies under Insidetheblueprint.com. Cyclone Energy Group evaluates energy efficiency, important to viewers. The JJ Doorhy commercial insurance agency informs and teaches their clients about HR platforms, onboarding employees, and employee benefits. AMCO Realty and Property management evaluates building maintenance and construction matters for their clients.