

## **QUARTERLY ISSUES/PROGRAMS REPORT**

Station: WVXF  
Location: Charlotte Amalie, VI  
For quarter beginning: October 1, 2023

Attached hereto are descriptions of issue-responsive programming broadcast by this station during the reporting period.

The listed programs aired on the station during the reporting period on the days and times indicated. Each program regularly provides information or addresses current local issues of concern to viewers in the area where the station is located.

## LOCAL ISSUES ADDRESSED DURING THE QUARTER

The following are local issues of concern to the community. Programs that addressed these issues during this reporting period are listed on the following pages.

Local Issue/Concern	Brief description of local issue or concern
Emergency disaster preparedness and recovery	The islands have suffered from devastating natural disasters in recent years. Preparedness and recovery and response resources are available.
General health concerns	The leading health concerns in the Virgin Islands centered on issues of access to quality health services for 1) heart disease and stroke, 2) cancer, 3) diabetes, and 4) HIV infection. Cardiovascular diseases are the leading causes of death in the Virgin Islands
Abuse of women	In addition to using the protection offered by the Virgin Islands domestic violence laws, a battered woman may have to take other actions as well as to protect herself. It is important that the victim remember that while the law offers remedies to help to stop the abuse, the victim must insure her personal safety and the safety of her children.
Senior citizens	About 29.8% of those age 65 or over live below the poverty line and require access to support and resources.
Education and Family Safety	The importance of education is well known but circumstances can interfere in a tough economic climate. Opportunities to obtain a GED are available. And the role of parents, especially fathers, in being involved in their children's lives provides opportunities to stress the importance of education. Education regarding COVID-19 is critical especially with the constant update of information.
General financial issues	Due to the current economic climate, including the impact of COVID-19, and the high level of poverty in the territory, assistance with food, healthcare and housing becomes a priority. Various organizations, private and public, are available to assist.

## **PROGRAMS THAT ADDRESS LOCAL ISSUES**

The following programs that aired during the relevant reporting period regularly address local issues and concerns in the station's city of license and within its service area. Specific episodes and segments of these programs and the issues they addressed are listed on the following pages.

### **Community Bulletin Board**

In addition to specific postings by community organizations and members, specific issues are addressed with information and resource notification posted on a rotating basis. Postings air twice each day and more frequently in the case of notifications regarding disaster recovery.

**Below are postings which specifically address local issues.**

### **Education and Family Health and Safety**

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On Sunday, October 15th at 12noon til 6pm, the UVI School of Agriculture will be hosting the annual World Food Day event. Come and enjoy a day filled with educational and family-fun activities, 4-H Youth "Super Chef" Competition, workshops, demonstrations, food, entertainment, and more! For more information, call Marthious Clavier at (340) 692-4090 or [mclavie@live.uvi.edu](mailto:mclavie@live.uvi.edu).

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The University of the Virgin Islands will commemorate National Voter Registration Day on Tuesday, Sept. 19, with a voter registration drive from 10:30 a.m. to 2 p.m. in the UVI Café on the Orville E. Kean Campus on St. Thomas.

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The United States Virgin Islands Workforce Development Board is providing FREE online courses through Metrix Learning to all residents of the US Virgin Islands. With over thousands of courses and learning tracks, Metrix Learning is an online learning management system that helps job seekers upgrade their skills and gain certifications to secure employment. This resource is available for all residents of the VI at no cost through July 2024! To get started, visit <https://usvi.metrixlearning.com/>.

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The St. Thomas Agriculture Educational Fair and Fun Day is here!! On November 18 & 19, 2023 from 9 am - 6 pm, The Virgin Islands Department of Agriculture (VIDA) will host the event at Fort Christian with the theme -- "Preparing for a Better Future Through Agriculture". For more information please call VIDA at 340-277-5505.

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The University of the Virgin Islands Center for Excellence in Leadership and Learning (UVICELL) through the Coral Wings Aviation has launched its aviation program. Students who are interested in participating may apply today. Registration is open and ongoing. For additional information, contact Janet Rosario at 692-4230 or email [janet.gonzalezrosario@uvi.edu](mailto:janet.gonzalezrosario@uvi.edu) or email [cell@uvi.edu](mailto:cell@uvi.edu).

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The VI Department of Health is offering free pediatric lead testing at the Community Health van near the modulars at Estate Richmond on St. Croix. Lead testing is also available at St. Croix Clinical Laboratory Inc. located at the Sunny Isle Medical Center and at the Frederiksted Healthcare Center.

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The V.I. Department of Health encourages residents to get the flu vaccine. The flu vaccine is available on St. Croix from 9 a.m. to 3 p.m., Monday through Thursday, at the Health Department clinics located on the second floor of #35 Castle Coakley Unit 5, known as the Old Caribe Home Center Building. No appointment is necessary. On St. Thomas, for adults, vaccinations are available from 9 a.m. to 3 p.m., Monday to Thursday, at the Community Health Clinic located at the Schneider Regional Medical Center. Vaccinations are available for children at the Maternal Child Health Clinic. Call 340-777-8804 ext. 2600 to make an appointment.

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The Virgin Islands Department of Education's Office of School and Community Relations invites families to join school officials and personnel at dinner to engage and discover how to strengthen the unit, improve academic and social outcomes, build a supportive home network, and more. Dinners are sponsored and hosted by the Office of Schools and Community Relations district director.

St. Croix Educational Complex High School

Thursday, December 15

7 p.m. to 9 p.m.

Emotional Regulation: Managing Behavior in Children and Teens

Pearl B. Larsen PreK-8 School

Tuesday, December 19

7 p.m. to 9 p.m.

Featuring professional psychologists and family counselors familiar with our culture and community

## **Health and Trauma Assistance**

The Virgin Islands Department of Health recommends that parents have their children tested for lead as a precautionary measure. Individuals with concerns related to lead exposure can contact the Poison Control Center at 1-800-222-1222. For information regarding testing, visit [doh.vi.gov](http://doh.vi.gov). The V.I. Health Department hotlines can be reached Monday-Friday from 8:30 a.m. to 5:00 p.m. at 340-712-6299 and 340-776-1519.

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## **Employment and General Financial Resources**

The District Court of the Virgin Islands invites members of the District Court Bar to apply to serve on the Criminal Justice Act (CJA) panel. New applications for the Criminal Justice Act panel are to be considered once per year; therefore, this invitation will be the only solicitation for new CJA panel members until Oct. 1, 2024. To apply to serve on the panel, submit a completed Application for Membership on the Criminal Justice Act Panel to Tamika\_Scott@vid.uscourts.gov with the subject heading "Invitation to Apply for Criminal Justice Act (CJA) Panel" no later than Oct. 31. The application is available on the District Court's website at [www.vid.uscourts.gov](http://www.vid.uscourts.gov).

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The United States Virgin Islands Workforce Development Board is providing FREE online courses through Metrix Learning to all residents of the US Virgin Islands. With over thousands of courses and learning tracks, Metrix Learning is an online learning management system that helps job seekers upgrade their skills and gain certifications to secure employment. This resource is available for all residents of the VI at no cost through July 2024! To get started, visit <https://usvi.metrixlearning.com/>.

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On Saturday, October 14, the Women's Coalition of St. Croix is hosting "Purple Passion Party" for domestic violence awareness at 45 Fisher Street, Christiansted. Supporting victims and survivors, the "Purple Passion Party" will be a fun filled evening of dancing to Big Kyat Sounds. There will be a 50/50 raffle, which will add excitement to the evening. Get something Purple and get ready to party in style at the Purple Passion Party. Doors open at 7pm. To RSVP, call WCSTX at 340-773-9272.

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The Virgin Islands Basketball Federation in conjunction with the Virgin Islands Olympic Committee and the Department of Education-Sports will be hosting a basketball coaching certification in November 2023. If interested in participating or for more information, contact David Edole at 690-1614 or email [vibasket62@hotmail.com](mailto:vibasket62@hotmail.com).

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Virgin Islands Free Legal Answers is a virtual legal advice clinic for individuals who cannot afford an attorney. The service is a cooperative effort of the Virgin Islands Bar Association and the American Bar Association. The Virgin Islands joins 41 other U.S. states and territories offering this service. Those interested in utilizing this service can visit the website at <https://usvi.freelegalanswers.org/>

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The U.S. Environmental Protection Agency (EPA) Region 2 Brownfields Program invites people to participate in its upcoming FY24 Brownfield Grants Program guidelines workshops. October 27, 2023

10 a.m. to noon

St. Andrew's Church Parish Hall

31-33 1st Ave. Sugar Estate,

Charlotte Amalie, St. Thomas, USVI

October 31, 2023

10 a.m. to noon

American Legion Bromley Berkeley Post 133

15-16 Prince Street

Frederiksted, St. Croix, USVI

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The Virgin Islands Board of Nurse Licensure reminds all nurses that the new online Nurse Portal is currently accepting applications through Dec. 1 for all registered nurses and advanced practice registered nurses 2024-2025 renewal period. All nurses must create an account before beginning the renewal application. All nurses should submit a completed online application via VIBNL's Nurse Portal located on the new website at [vibnl.vi.gov](http://vibnl.vi.gov). Please upload a copy of a money order or a business check or a cashier's check when submitting an application. No personal checks are accepted. The renewal application deadline is Dec. 1. Contact the board for assistance, questions or concerns at 249-0684 (STT Office) or 712-0700 (STX Office), or via email at [vinurseinfo@bnl.vi.gov](mailto:vinurseinfo@bnl.vi.gov) between the hours of 9 a.m. and 4 p.m. (AST), Monday through Friday.

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The Community Foundation of the Virgin Islands (CFVI) invites nominations for the inaugural Maria Rodriguez Van Heurck Award. Nominees will be evaluated based on the pillars of a giving spirit, selfless service, love for community and choosing to find beauty in life. The nominee selected will receive \$5,000 to be used in the USVI or BVI in support of charitable activities. Residents in the U.S. Virgin Islands and British Virgin Islands are eligible for nomination. Nominations must be submitted by Dec. 31, 2023, using the application in CFVI's online grant portal.

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The University of the Virgin Islands (UVI) and the Virgin Islands Small Business Development Center (VI SBDC) invite the public to the launch of the Virgin Islands Agriculture Business Center (VI AgBC) from 5:30 Ð 7:30 p.m., Thursday, Dec. 7, in the Great Hall on the University's Albert A. Sheen Campus on St. Croix. To learn more, visit the VI SBDC website at [www.visbdc.org](http://www.visbdc.org).

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Wayne L. Biggs Jr., CEO of the Virgin Islands Economic Development Authority (VIEDA), informs all interested persons that in accordance with Section 717 Chapter 12 of Title 29, Virgin Islands Code, as amended, a public hearing for the Virgin Islands Economic Development Commission (VIEDC) will be held beginning at 9 a.m.,

Thursday, Dec. 14. Registration in advance is required for each attendee. For more information, contact VIEDA at 773-6499 on St. Croix or 714-1700 on St. Thomas/St. John or email [info@usvieda.org](mailto:info@usvieda.org).

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The V.I. Office of the Lieutenant Governor's Division of Corporations and Trademarks is guiding new federal reporting requirements that go into effect on January 1, 2024, which will require businesses to report beneficial ownership information to prevent financial crimes. Business owners can learn more about these requirements and review informational materials by visiting the U.S. Department of the Treasury's Financial Crimes Enforcement Network (FinCEN) at [www.fincen.gov/boi](http://www.fincen.gov/boi).

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The V.I. Division of Personnel is accepting retroactive wage compensation claims from survivors of eligible active, separated or retired employees. Survivors are encouraged to initiate the claim process. To submit a survivor claim, visit the Division of Personnel website at [dopusvi.org/retrodashboard](http://dopusvi.org/retrodashboard). For survivors' payment consideration in the current allocation, all claims must be submitted on or before May 31, 2024. If there are any inquiries or concerns, contact the Division of Personnel at [retro@dop.vi.gov](mailto:retro@dop.vi.gov) or 714-5010.

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The Department of Licensing and Consumer Affairs (DLCA) urges all individuals and entities that are operating or intend to operate a business in the U.S. Virgin Islands to obtain proper licensure to do so. Individuals and entities engaged in a business without a business license are urged to immediately visit the department's website at [www.dlca.vi.gov](http://www.dlca.vi.gov) to apply for a business license. For more info, contact DLCA at 713-3522 on St. Croix, 714-3522 on St. Thomas, or 474-2800 on St. John.

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The Discrimination Financial Assistance Program is providing technical assistance to those who would like to submit a request for their farm records and apply for Section 22007 of the Inflation Reduction Act 1. This Act provides financial assistance for farmers, ranchers, and forestland owners who experienced discrimination by USDA's farm lending program prior to 2021. The deadline to apply for the discrimination program is January 13, 2024. For more information, contact Dale K. K. Browne, Mobile Outreach Case Manager at MPACT Strategic Consulting, at 340-277-6046, or visit [www.22007apply.gov](http://www.22007apply.gov) and click "Get Help With Your Application".

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## **Community Events/Fundraising**

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The Community Foundation of the Virgin Islands (CFVI) has announced that its popular holiday Virtual Giving Tree project is back for the fourth year in a row. More than \$220,000 has been distributed to USVI nonprofits since the program was launched in 2020. To make a donation, visit [www.cfvi.net](http://www.cfvi.net).

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The St. Croix Food & Wine Experience will be held on Friday, December 8th, from 6pm - 8pm, at Bohlke International Aviation. Proceeds from the event will support the St. Croix Foundation's year-round holistic community development work, making sponsorship of this beloved event more than just the high visibility and networking opportunities that the series offers. For more info, visit [www.stxfoodandwine.com](http://www.stxfoodandwine.com).

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The Women's Coalition of St. Croix will hold its annual meeting in the new Community Conference Center site. The meeting will be held at 5:30 p.m., Thursday, Nov. 30, at 7 East Street, Christiansted. Enter from the main office/crisis center at 45 Fisher Street. Elections for the WCSC board of directors will be held during the meeting. Members of the Women's Coalition of St. Croix in good standing may vote to elect members to WCSC's board.

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The St. Thomas-St. John Chamber of Commerce announces that Miracle on Main Street and the Lighted Boat Parade 2023 will be held from 8 a.m. to 10 p.m., Friday, Dec. 15. For more information about event participation or sponsorships, call Leslie Fisher at 514-5963 or email [chamber.vi@gmail.com](mailto:chamber.vi@gmail.com).

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On Wednesday, December 20, the Caribbean Genealogy Library is offering a virtual workshop, "DNA: What Test Should I Take? Intro to DNA Research" at 5:30 p.m. Take some time to improve your genealogy skills before the holidays so you can gather family history while everyone is together. For more information, contact the Caribbean Genealogy Library at [caribgenlibrary@gmail.com](mailto:caribgenlibrary@gmail.com).

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Supervisor of Elections Caroline F. Fawkes reminds candidates and political committees that disclosure reports must be submitted to the Office of the Supervisor of Elections no later than Thursday, Jan. 18, 2024. The forms can be downloaded from the website, <https://www.vivote.gov/candidates/forms>.

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The Virgin Islands Port Authority will host a joint public meeting with officials from the U.S. Army Corps of Engineers at 6 p.m. on January 9, 2024, in the Henry E. Rohlsen Airport Terminal Cruise Lounge in St. Croix. VIPA and the USACE will discuss a feasibility study regarding the Schooner Bay Channel in the Christiansted Harbor.

## Personal Service Announcements

### Community Assistance with Financial and other Resources

In mid-July 2021, United Way Worldwide helped launch a 211 public service advertising campaign, aiming to connect more people in need to local available resources through 211.

COVID-19 recovery and rebuilding will continue for some time. Many people are still struggling, and don't know about local resources that could ease their hardships. That's why United Way is so appreciative of the [Rockefeller Foundation](#) for underwriting the 211 PSA campaign, called "Guiding Light," and thankful for the work the [Ad Council](#) and [Walton Isaacson](#) have done to bring it to life.

Date	Time
10/1/2023	7:29:15
10/2/2023	7:29:15
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10/3/2023	6:29:15
10/4/2023	5:29:15
10/4/2023	15:59:13
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## Flu & Chronic Health Conditions

Influenza (flu) is a contagious and potentially deadly virus that can result in serious complications for individuals living with chronic health conditions such as heart disease, lung disease, and diabetes, even when chronic conditions are well-controlled. Estimates indicate that 31 percent of US adults age 50-64 years and 47 percent of those age 65 and older have at least one chronic health condition that puts them at high risk for flu-related complications, including hospitalization, catastrophic disability, and even death.

There is an urgent need to raise awareness of the burden of flu and COVID-19 in adults with chronic health conditions. In addition to focusing attention on new COVID-19 vaccines, it is important to remember that annual flu vaccines have proven to be safe and effective in protecting patients with chronic health conditions from severe flu-related outcomes.

Healthcare professionals (HCPs) play a key role in communicating the benefits of annual flu vaccination in mitigating the risks of flu and reducing severe flu-related outcomes in patients with chronic health conditions. Additionally, HCPs must be prepared to recognize and address barriers to vaccination, including lack of consumer confidence in vaccine efficacy and misperceptions about the impact of flu, and should **insist upon annual flu vaccination—particularly for patients with known chronic health conditions and for those who may have an undiagnosed chronic health condition or are likely to spread flu to others.**

Join the growing list of [supporting organizations](#) that have signed on to support the goals of increasing awareness of the dangers of influenza and COVID-19 among adults with chronic health conditions and the benefits of annual vaccination, to improve public health and patient outcomes.

Annual flu vaccination is the best way to protect yourself from flu and serious long-term complications.

Learn more at [www.nfid.org/loweryourflurisk](http://www.nfid.org/loweryourflurisk)

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## Social Isolation and Loneliness in Older Adults

Strong social connections are central to our physical and mental well-being. But when vulnerable older adults experience setbacks, they may become disconnected and isolated.

Because the issue of social isolation is so complex, AARP Foundation spearheaded Connect2Affect to seek out solutions in collaboration with the Gerontological Society of America, Give an Hour, the National Association of Area Agencies on Aging and UnitedHealth Group. Through research and innovative efforts, we're working to create a deeper understanding of loneliness and isolation, draw crucial attention to the issue, and catalyze action to end social isolation among older adults.

Our goal is to create a network of resources that meets the needs of anyone who is isolated or lonely, and that helps build the social connections older adults need to thrive.

Are you or a loved one at risk for social isolation? Take this assessment to find out if you are at risk: <https://connect2affect.org/>. Search the Local Assistance Directory for free or reduced cost services that may combat or prevent social isolation. You'll also find services like medical care, food, job training and more.

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## Emergency Preparedness

In recent years, devastating earthquakes, tornadoes, floods and wildfires have highlighted the need for Americans to prepare for natural disaster. However, according to the Federal Emergency Management Agency (FEMA), half of Americans have not discussed or developed a family emergency plan.

Since 2003, our campaign has empowered individuals, families, small businesses and communities to prepare for both natural and man-made disasters. “Ready” recommends taking four steps towards preparedness:

1. Be informed about the different types of emergencies that could occur and their appropriate protective actions.
2. Make a family emergency plan including information on how to reconnect and reunite.
3. Build emergency supply kits to ensure you’re prepared whether you’re at home, at work, or in the car.
4. Get involved by finding opportunities to support community preparedness.

The bilingual campaign encourages, educates, and empowers parents and caregivers to talk with their kids about emergency preparedness and take action together by visiting [Ready.gov/kids](https://www.ready.gov/kids).

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## Prostate Cancer Screening

The NFL Alumni Association has chipped in with the Cancer Treatment Centers of America, and LabCorp to educate men on the need for early screening for prostate cancer.

They also are increasing access to such screenings across America through Oct. 15.

Prostate cancer is the most common cancer among men, with one in every seven men predicted to be diagnosed with the disease. So those who meet eligibility requirements have been able to sign up to receive a free prostate specific antigen (PSA) screening by any of LabCorp's 1,750 locations nationwide. Once 2,000 such screenings are filled, a discounted price of \$25 is available.

"We felt a lot of our colleagues, whether it was coaches or players, didn't understand how simple it is to get these tests," says former NFL player and coach Herman Edwards, a spokesman for the movement Prostate Pep Talk and the Alumni Association's role in it. "Just go get a test, it is not that hard. We really are concerned with our colleagues.

"I went through seeing it with the Chiefs when (team owner) Lamar Hunt had a bout with it and it ended up taking his life. He didn't get it checked."

Edwards, Bill Cowher, Dick Vermeil, Jon Runyan, Mike Quick and Beasley Reece are among the NFL alumni publicizing the program.

"We get a lot of positive feedback," Edwards says. "Taking the time to go do it is very important; the only person who can really take care of your health is you. As men, we want to provide for our families, and the way we can do that is to take care of ourselves. Sometimes we get so caught up in our work: Lamar Hunt, stories like that resonate to a lot of people."

Experts recommend that men who are considered to be at high risk get screened beginning at age 40. Risk factors include family history and race, with African-American men having a more than 70 percent higher likelihood of developing prostate cancer.

For more information visit ([www.prostatepeptalk.com](http://www.prostatepeptalk.com) )

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## Shelter Pet Adoptions

Pet adoption has been on the rise since the campaign's launch in 2009. Across the country, 44% of dogs and 47% of cats in American homes have been adopted from shelters. However, while one in two Americans expresses interest in adopting from animal shelters and rescue groups, misperceptions about shelters and shelter pets persist. The goal of "The Shelter Pet Project" campaign is to encourage millions of pet lovers to make shelters the first choice and desired way for acquiring companion animals, therefore helping all healthy and treatable pets find homes.

While every shelter pet is unique, there's one thing they have in common: they're all pure love. The current phase of the campaign, #AdoptPureLove, celebrates the unique traits of shelter pets and shows how these qualities add up to an incredible bond between every shelter pet and parent. Through sharing the stories of actresses Olivia Munn and Rachel Bloom, NFL athlete Logan Ryan and everyday people, the #AdoptPureLove campaign aims to encourage potential pet adopters to adopt from shelters and rescue groups.

The fully integrated campaign includes television, radio, print, outdoor and digital public service ads that direct audiences to visit [TheShelterPetProject.org](http://TheShelterPetProject.org), where they can search for cats and dogs available for adoption at local shelters or rescue groups and learn valuable information about pet adoption.

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## Drug-Impaired Driving Prevention

Although several states have legalized marijuana use, driving when impaired by any substance remains illegal in all 50 states and in Washington, D.C.

Many marijuana users don't see a problem with driving after use, but research shows marijuana can slow reaction time, impair judgment of distance, and decrease coordination - all skills necessary for the safe operating of a vehicle.

Our campaign targets young men aged 18 to 35, many of whom reject the common stereotypes of marijuana users - and reminds viewers that if you feel different, you drive different. Don't drive high.

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## FATHERHOOD INVOLVEMENT

Having an involved father significantly contributes to happier and healthier children, and this is true whether a father lives with his child or not.

The Fatherhood Involvement campaign encourages dads to take an active role in the lives of their children. PSAs ask dads to show off their best moves and "Dance Like a Dad," communicating that their presence is essential to their children's well-being, and that even the smallest moments can make the

biggest difference.

All PSAs direct audiences to visit [www.fatherhood.gov](http://www.fatherhood.gov) for parenting tips, fatherhood programs and other resources.

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## Empowering Girls in STEM

Women make up half of the total college-educated workforce in the U.S., but they only constitute 27% of the STEM workforce, according to the U.S. Census Bureau. Research shows that many girls lose interest in STEM as early as middle school, and this path continues through high school and college, ultimately leading to an underrepresentation of women in STEM careers. *She Can STEM* aims to dismantle the intimidating perceived barrier of STEM fields by showing girls, non-binary youth, and trans youth how fun, messy and accessible STEM can be, encouraging them to dive in, no matter where they are in their STEM journey.

To learn more about *She Can STEM*, join the [@SheCanSTEM](#) community on Instagram or visit [SheCanSTEM.com](https://SheCanSTEM.com).

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## Veterans Crisis Prevention

Veterans are at higher risk for suicide compared to the general population. The suicide rate among Veterans in 2020 was 57% higher than non-Veteran adults in the U.S., according to the [2022 National](#)

[Veteran Suicide Prevention Annual Report](#). Stressful life events like divorce, job loss, or housing troubles can be risk factors for suicide. Among Veterans, these challenges can be compounded by the stigma around seeking help.

But there is hope – resources are available and suicide is preventable. The new national Veterans campaign from the U.S. Department of Veterans Affairs and the Ad Council, “Don’t Wait, Reach Out”, encourages Veterans to reach out for help before their challenges become overwhelming or reach a crisis point.

The campaign directs to [VA.gov/reach](https://va.gov/reach), a new website with comprehensive resources and a user-friendly experience that makes it easier for Veterans to find guidance and support from across the full breadth of the VA’s offerings.

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## Children's Education with Junior Achievement

What do you wish you had been taught in school, but weren't? How to manage money? How what you learned in school might apply to a future job?

Junior Achievement (JA) is launching a new awareness campaign that focuses on helping kids connect what they learn in school and life outside the classroom. "Take Flight" is a PSA campaign that illustrates how Junior Achievement can help today's students achieve their dreams of tomorrow, whether these dreams mean finding their ideal career, being able to buy a home, or starting their own business.

Each year, Junior Achievement learning experiences reach more than 2.5 million young people in grades K through 12. These learning experiences are delivered by thousands of volunteers, primarily from the business community, who teach proven programs focused on financial literacy, work readiness and entrepreneurship.

The "Take Flight" campaign includes one 30-second television Public Service Announcement (PSA) and three 15-second PSAs. The PSAs feature students turning their dreams of youth into reality as adults. The campaign is launching in January 2022 and is intended to run throughout the year.

For more information, visit [www.ja.org](http://www.ja.org).

### About Junior Achievement USA® (JA)

Junior Achievement is the world's largest organization dedicated to giving young people the knowledge and skills they need to own their economic success, plan for their future, and make smart academic and economic choices. JA programs are delivered by corporate and community volunteers, and provide relevant, hands-on experiences that give students from kindergarten through high school knowledge and skills in financial literacy, work readiness, and entrepreneurship. Today, JA reaches more than 2.5 million students per year in 103 markets across the United States, with an additional 5.2 million students served by operations in 100 other countries worldwide. Junior Achievement USA is a member of JA Worldwide.

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