

QUARTERLY ISSUES/PROGRAMS REPORT

Station: WVXF
Location: Charlotte Amalie, VI
For quarter beginning: July 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.
Alcoholism and drug dependency	The number of gangs and the level of drug-trafficking increased in the territory which along with many social factors, such as education levels, job availability and poverty factor into the increase in alcoholism and drug dependency.
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

Junior Ocean Explorers program is now available on St. John. This awesome summer camp opportunity is for students in grades 3-6 and will run July 24 to July 28 from 9:00am to 4:00pm at Cinnamon Bay Beach. More information and online registration can be found at friendsvinp.org. Registration for the program will close on July 21 or when the program reaches its capacity.

Registration is now open for UVI's Smartphones and Tablets workshop on July 25 & 27, 2023. The workshop will be conducted on the Albert A. Sheen campus.

To register call (340)692-4090 or email mclavie@live.uvi.edu.

Hoping to break into the field of coral reef conservation in the US Virgin Islands? Applications are open for the 2024-2026 Susan L. Williams National Coral Reef Management Fellowship. Local candidates are strongly encouraged to apply. This is a 2-year fellowship program that places the successful candidate within the Division of Coastal Zone Management at the St. Croix East End Marine Park. Read more about the opportunity and find the online application here: <https://hcas.nova.edu/fellows/apply.html> Applications close on July 31st, reach out to erin.bowman@dpr.vi.gov with any questions.

The first Picture VI Justice Youth Art Contest is underway thanks to a generous donation by BoltNagi PC. The purpose of this contest is to get young people (ages 5-19) to put on their thinking caps, imagine what justice could look like in the Virgin Islands, and express their ideas through art. Any youth with access to a cell phone with a camera can participate. Youth are asked to create 2-dimensional drawings, which they will then upload to the online form using the camera feature on their phone. The young person will also explain in their own words what their picture represents. The deadline for submissions is Aug. 4. For full contest rules and to submit your picture, go to www.vijustice.org.

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/>.

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.

Looking for an American Heart Association (AHA) certified CPR training course but you are not medical? The UVI Medical Simulation Center is offering CPR, First Aid, and AED training on September 21, 2023, on the Albert A. Sheen Campus. Don't find yourself in a situation where you wish you knew how to do CPR but don't. Register today to become certified to save a life. For more information, visit www.uvi.edu/msc

The St. Croix Animal Welfare Center is asking the community to help save lives. The center is in urgent need of foster homes that are willing to commit to caring for a larger dog until space is available at their adoption center. Food and pet supplies will be provided. Please contact our foster coordinators at foster@stcroixawc.org or call 340-227-1505.

The Virgin Islands Department of Education's State Office of Special Education (VIDE/SOSE) is seeking parents to serve a three-year term on the Virgin Islands Advisory Panel on Special Education (VIAPSE). To be eligible to serve on the advisory panel, a parent must have a child with an Individualized Education Program (IEP). Parents interested in signing up for the Virgin Islands Advisory Panel on Special Education can email Nyeeba Milliner at nyeeba.milliner@vide.vi or call 340-774-0100, ext. 8807.

. Volunteer or adopt a sea turtle and donate to support Friends of Virgin Islands National Park's turtle protection program, youth programs, cultural programs, marine conservation, trail work, beach cleanups, tree replanting and other projects. For more information, visit: donate.friendsvinp.org/giving

The V.I. Department of Health advises the public that its Special Supplemental Nutrition Program for Women Infants and Children (WIC) is preparing for submission of the State Plan of Operations for Fiscal Year 2024. The WIC Program continues to provide benefits to eligible low- and moderate-income participants who are pregnant, breastfeeding and postpartum women, and infants and children up to 5 years. Persons wishing to review or comment on the development of the State Plan or to apply for WIC benefits may do so by calling the VI WIC Program at 718-1311, 776-1770 or 693-8186.

Health and Trauma Assistance

The V.I. Department of Health's Behavioral Health Division is seeking public comment on its state plan, which will be submitted as part of an application for the Mental Health Block Grant program for Fiscal Years 2024- 2026. The

deadline to comment on the state plan is Sept. 30. To review or comment on the plan, call the Behavioral Health Division at 712-0096 or 712-0064.

The Women's Coalition of St. Croix (WCSC) is offering a safe space for surviving loved ones of homicide victims to feel supported with a special event on the National Day of Remembrance for Murder Victims on Monday, Sept. 25. This virtual event requires registration, so please RSVP by calling 340-773-9272.



Employment and General Financial Resources

VI Good Food, in partnership with RAFI-USA, is offering assistance to farmers/producers with applying for the USDA Farm Services Agency (FSA) Emergency Funding Programs. The deadline is Friday, July 14, 2023. The FSA's Emergency Funding programs include crop losses in 2020 and/or 2021 due to drought or revenue loss in 2020 due to the Covid-19 pandemic. For more info, email outreach@goodfoodvi.org or call 340-643-4381.

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Corrections advise the public of the Correction Officer Entrance Examination. Registration for the written examination begins Monday, July 24, and ends Friday, Aug. 4. To register, complete the application package online at www.dopusvi.org. The deadline for submission is Friday, Aug. 4. The exams are scheduled to be held on Monday, Aug. 28 — Thursday, Aug. 31.

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/>.

The Farm Service Agency is accepting applications from farmers who signed up for the Crop Disaster Assistance Program in 2022 and have suffered through the recent drought period. Farmers can contact Madison Charles at 340-773-9146, ext. 100. The FSA also requested that all livestock deaths due to drought conditions be reported to the agency.

The VI Small Business Development Center (SBDC) offers a variety of small business education training seminars and workshops. Training events are offered at low or no cost and are designed to provide practical information for business growth & development. To sign up or learn more about upcoming workshops/training events, visit: visbdc.org/workshops.

The Individual Household Well & Septic Loan products, which are underwritten by USDA Rural Development, provide low-interest (1%) loans to eligible Low-to-Moderate Income (LMI) homeowners for the repair or replacement of an individual household well or septic system. For more information, visit: sercap.org.

The V.I. Department of Labor informs the public about the upcoming virtual Unemployment Insurance New Payroll Variation Tax Methodology Virtual Town Hall. This informative session will provide valuable, updated information regarding the new tax system. The meeting will be held on Wednesday, July 26, from 10am to noon. For more info or details on how to register, contact the Unemployment Insurance Division at 773-1994 on St. Croix or 776-3700 on St. Thomas.

The V.I. Department of Health advises the public that its Special Supplemental Nutrition Program for Women Infants and Children (WIC) is preparing for submission of the State Plan of Operations for Fiscal Year 2024. The WIC Program continues to provide benefits to eligible low- and moderate-income participants who are pregnant, breastfeeding and postpartum women, and infants and children up to 5 years. Persons wishing to review or comment on the development of the State Plan or to apply for WIC benefits may do so by calling the VI WIC Program at 718-1311, 776-1770 or 693-8186.

The Caribbean & Hotel Tourism Association will be hosting the Caribbean Hospitality Industry Exchange Forum (CHIEF) 2023 from November 29 - December 1, 2023 at Hilton Miami Airport Blue Lagoon. This networking event is perfect for owners, managing directors, managers in all departments, as well as product and service providers, students, and associations. Registration is open to hoteliers, allied members, providers of products and services to the hospitality industry, and professional organizations. To register or for more info, visit: www.chtachief.com.

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.

The Virgin Islands Board of Nurse Licensure (VIBNL) is accepting 2023-2025 renewal applications for all Registered Nurses (RN) and Advanced Practice Registered Nurses (APRN). All applicants are required to submit a completed online application via the newly launched Nurse Portal at <https://vibnl.vi.gov/>. An account must be created before beginning the renewal application process. The renewal application deadline is Dec. 1. All applicants who do not complete the RN or APRN online application by Dec. 1, 2023, will incur a late penalty of \$100 in addition to their application fee. Applications that are submitted after Dec. 1, 2023, will not be processed until Jan. 3, 2024. For more info, contact the VIBNL at 249-0684 or 712-0700, or via email at vinurseinfo@bnl.vi.gov.

The Division of Personnel announces that Annual Open Enrollment will begin on Monday, Aug. 14 through Friday, Sept. 15. During this time, all active Government employees and retirees can take this opportunity to enroll, make changes to his/her health plan, life insurance and/or update their beneficiaries. For the schedule of virtual sessions available for active employees, human resource officers and retirees, visit www.dopusvi.org or www.gviwellness.org.

Community Events/Fundraising

The St. George Village Botanical Garden is hosting the 27th annual Mango Melee on Sunday, July 9, 11am - 7pm, on the grounds of the St. George Village Botanical Garden

in Estate St. George, Frederiksted. St. Croix residents, guests and visitors are all welcome. Admission is \$10 for adults, \$5 for children ages 5-12, and free for children under 5 years. Walk with exact change to save time at the entrance gate, or buy your tickets in advance online at hegardenstcroix.org.

The Virgin Islands National Park has announced that mariners who use the park's mooring system can now make their payments online. Visitors can make these payments by downloading the recreation.gov mobile app at www.recreation.gov/mobile-app, and then using the mobile app to scan the QR codes which are located on all of the overnight mooring fee pay stations that are located throughout the park.

The Virgin Islands Waste Management Authority will reopen the Anguilla Landfill green waste area to all St. Croix haulers beginning July 5. Haulers will be permitted to bring up to four bins of green waste per day. The 2022 tipping fee rate of \$2.50 per cubic yard will be assessed for the first month only (July 5 – Aug 5) to ensure fairness since the area was closed at the end of 2022. For more info, contact the Division of Education and Communications Management at 474-2811 or email communications@viwma.org.

There will be a regular meeting of V.I. Public Services Commission (PSC) on Thursday, July 13 at 9am. The commission and agenda participants will be conducting the meeting via Zoom video conferencing for parties listed on the agenda beginning at 9am. The public is invited to observe the meeting live on Facebook: www.facebook.com/vipsc1965/live/, beginning at 9:30am.

The Department of Planning and Natural Resources advises the boating community to exercise caution while out at sea and be mindful of sea turtles. If you encounter a sick, injured, imperiled or dead sea turtle, all the Sea Turtle Assistance and Rescue (STAR) Network at 690-0474. For more info on the species & other turtle species in the territory, visit dpnr.vi.gov/fish-and-wildlife/facts/.

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 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.

UVI students, staff and the wider community are encouraged to take advantage of this opportunity. For more information, contact Jelani Smalls at jelani.smalls@uvi.edu or call 693-1111.

The V.I. Department of Planning and Natural Resources has announced that the Division of Coastal Zone Management and its project consultants will hold a public meeting to share the findings of the Dorothea Watershed Plan. The public meeting will be held, Thursday, Sept. 7, from 6pm to 7:30pm at the DPNR Main Conference Room in the VIYA Building at the Tutu Park Mall. For more info or link to virtual meeting, visit: www.tinyurl.com/stormwaterUSVI.

The Community Foundation of the Virgin Islands (CFVI) is inviting nominations for the annual Euan P. McFarlane Environmental Leadership Award. The award recognizes individuals who demonstrated exemplary leadership on behalf of the environment in the insular Caribbean and whose efforts have been an inspiration for their home islands and served as models for the Caribbean region. Nominations are to be submitted as emails and attachments and should be sent to: general.info@cfvi.net Subject line of the email should be shown as: Nomination for Euan P. McFarlane Environmental Leadership Award. Deadline: Nominations must be received no later than Oct. 15. Announcement of the 2023 McFarlane Award Recipient will be made by Nov. 30. For more info, visit cfvi.net.

. The Virgin Islands Port Authority's Board of Governors will conduct its regular monthly meeting at 11:30 a.m. on Wednesday, August 16. The general session of this meeting will be conducted in person in the conference room on the third floor of the VIPA Administrative Building at 8074 Lindbergh Bay, St. Thomas. The public is invited to view the meeting via Zoom. For more info, contact Julice Holder at (340) 774-1629 or jholder@viport.com.

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The public is invited to attend town hall meetings about the Governor's plan for abandoned and derelict properties. On St. Thomas, the town hall meeting will be on Aug. 28 at 6 p.m. at Charlotte Amalie High School auditorium. On St. Croix, the location will on Aug. 30 at 6 p.m. at St. Croix Educational Complex auditorium.

DPNR strongly advises the boating community to exercise caution while out at sea and be mindful of sea turtles. We are currently in sea turtle nesting season. Pairs can often be seen mating at the surface during this time they are at a higher risk. Please use a skipper to keep an eye for surfacing sea turtles and SLOW DOWN. If you encounter a sick, injured or dead sea turtle please call the Sea Turtle Assistance & Rescue (STAR) Network 340-690-0474.

Commissioner Jean-Pierre L. Oriol of the Department of Planning and Natural Resources announces that the Division of Fish and Wildlife will hold a Town Hall Meeting to unveil the designs for the renovation of the boat ramp at Hull Bay Beach. The Town Hall Meeting will be held on Thursday, August 10th from 6:00pm – 8:00pm at The Shack at Hull Bay. All members of the community are encouraged to join and participate in this meeting. For more information or questions, please contact the Division of Fish and Wildlife at DFWelectronic@usiv.onmicrosoft.com or 340-775-6762 (STT Office).

Volunteer or adopt a sea turtle and donate to support Friends of Virgin Islands National Park's turtle protection program, youth programs, cultural programs, marine conservation, trail work, beach cleanups, tree replanting and other projects. For more information, visit: donate.friendsvinp.org/giving.

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Customers requiring a driver's license, ID cards or a disabled person's placard services must make an appointment via the BMV website www.bmv.vi.gov or call any of the BMV offices at 713-4268; 776-6262 or 774-4268. Customers are encouraged to utilize the BMV online services portal for services such as vehicle registration renewals, driver's license renewals, duplicate documents, change of address or name change.

Virgin Islands Marine Advisory Service seeks volunteers for the Annual Coastweeks Cleanups. The Virgin Islands Marine Advisory Service is gearing up for the International Coastal Cleanup also known locally as Coastweeks. Cleanups start on

Sept. 16 and will continue until Oct. 29, with weather permitting. Kick-off cleanups on St. Thomas will be on Brewers Bay from 9 a.m. to 11 a.m. and on St. Croix at the Southgate Coastal Reserve from 8:30 a.m. to 10 a.m. Registration can be completed online at www.vimas.uvi.edu For more info, contact Howard Forbes Jr. director of VIMAS at 693-1672 or email howard.forbes@uvi.edu and Shamoy Bideau, Coastweek St. Croix Lead by email at bshamoy10@gmail.com.

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
7/1/2023	3:29:15
7/2/2023	4:29:15
7/2/2023	4:29:15
7/2/2023	21:29:13
7/2/2023	21:29:13
7/3/2023	5:29:15
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7/20/2023	6:58:45
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9/28/2023	3:59:15
9/29/2023	3:59:15
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9/30/2023	8:59:15

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

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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)

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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, 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 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](https://www.instagram.com/SheCanSTEM) community on Instagram or visit [SheCanSTEM.com](https://www.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.

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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